



2002 ECONOMIC CENSUS

ELECTRONICS AND APPLIANCE STORES

FORM
RT-44301

OMB No. 0607-0881: Approval Expires 06/30/2004

DUE DATE
FEBRUARY 12, 2003

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

RT-44301

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 MONTHS IN OPERATION Mark "X" if None

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

2002	
Number of months	

2 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025 -

3 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)

0031 Yes

0032 No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. Type of municipality where this establishment is physically located

0046 City, village, or borough 0047 Town or township 0048 Other or do not know



44301018

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Report
 Report

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

Sales of merchandise and other operating receipts (Exclude sales or other taxes collected). 0100

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales and/or receipts in 2002? (E-commerce sales and/or receipts are sales of goods or services where an order is placed by the buyer, or price and terms of sale are negotiated, over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online. Please see the information sheet(s) for further clarification.)

0181 Yes - Go to line B

0182 No - Go to **6**

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. E-commerce sales and/or receipts of this establishment (Include e-commerce sales and/or receipts in **4**. Include shipping and handling charges. Exclude sales taxes.) . . . 0185

6 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in **2**.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

2002	
Number	

A. Number of employees for pay period including March 12 0320

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll 0300

2. First quarter payroll (January-March, 2002). 0310



44301026

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **13**

Mark "X" if None

2002		
Number		

B. Number of leased employees for pay period including March 12. 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

2. First quarter payroll for leased employees (January-March, 2002) 0360

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

8-17 Not Applicable.

18 KIND OF BUSINESS

Principal kind of business in 2002
(Mark "X" only ONE box.)

- 0700
- 443 111 00 32 Household appliance store, including parts
 - 443 111 00 40 Specialty household appliance store, including sewing machines, vacuum cleaners, parts, etc.
 - 443 111 00 57 Household appliance/electronics store, selling primarily appliances, and a smaller dollar volume of televisions and/or other consumer electronics
 - 443 112 40 25 Electronics/household appliance store, selling primarily televisions and/or other consumer electronics, and a smaller dollar volume of appliances
 - 443 112 40 33 Radio, television, and electronics store
 - 443 112 40 41 Satellite dish and equipment store
 - 441 310 40 29 Automotive stereo store
 - 443 112 40 58 Stereo/electronic equipment store
 - 443 112 20 11 Mobile or cellular phone store, including pagers
 - 443 112 40 66 Mobile electronics store
 - 443 130 00 13 Camera and photographic supply store

CONTINUE WITH **13** ON PAGE 4

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18 KIND OF BUSINESS - Continued

- 0700 541 921 00 17 Photography studio, portrait
- 812 921 00 20 Photofinishing (film developing) service, excluding one-hour
- 812 922 00 11 One-hour photofinishing service
- 443 120 20 11 Computer store - primarily selling computers NOT assembled at this location
- 443 120 10 13 Computer store - primarily selling computers assembled from components at this location
- 443 120 30 19 Computer software store
- 454 110 81 24 Mail order - computer hardware and/or software
- 454 110 61 28 Electronic shopping - computer hardware and/or software
- 541 512 10 44 Systems integrator, engaged in the development or modification of software **and** the "bundling" of software with computers and peripheral equipment to create an integrated system designed for specific applications
- 541 512 20 42 Computer systems design consultant, providing advice on computer systems, including hardware and software requirements, and use
- 777 443 01 15 Computer related services - *Specify* ↴

0701

- 442 110 10 17 Furniture store, except custom
- 451 220 10 15 Prerecorded audio tape, compact disc, and record store
- 451 220 20 13 Video tape and disc store - retail
- 451 140 00 14 Musical instrument and supply store
- 772 000 00 12 Other kind of business - *Specify* ↴

0701

19 CLASS OF CUSTOMER

A. As a general business practice, did this establishment sell to household consumers and individual users in 2002?

- 0251 Yes
- 0252 No

B. Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2002?

- 0256 Yes
- 0257 No

C. Did this establishment require proof of business or professional license from new customers in 2002?

- 0276 Yes
- 0277 No

CONTINUE WITH **19** ON PAGE 5

HOW TO REPORT PERCENTS		2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
					3 9

If figure is **38.76%** of total sales:

Report whole percents

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE
(Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
1. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories <i>(Report parts installed in repair on line 27a and rental receipts on line 27d or 27e.)</i>					
a. Audio equipment, components, parts, accessories, including radios, stereos, tape recorders and players, compact disc players, and other sound reinforcement and recording equipment	20331				
b. Records, tapes, audio tape books, and compact discs	20335				
c. Musical instruments, sheet music, and related items	20337				
d. Sum lines 1a through 1c	20330				
2. Major household appliances <i>(Report parts installed in repair on line 27a.)</i>					
a. Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc.	20301				
b. Laundry appliances, parts, accessories, including clothes washers and dryers	20302				
c. Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc.	20303				
d. Sum lines 2a through 2c	20300				
3. Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances, such as hair dryers, curling irons, shavers, etc. <i>(Report vacuum cleaners on line 2c.)</i>	20310				
4. Computer hardware, software, and supplies, including computer game software <i>(Report computer-related furniture on line 8. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 5. Report office supplies on line 20. Report electronic games and electronic game devices on line 11. Report electronic game/DVD combination devices on line 6b.)</i>					
a. Computer and peripheral equipment	20375				
b. Prepackaged (off-the-shelf) computer software <i>(Report electronic games and electronic game devices on line 11. Report electronic game/DVD combination devices on line 6b.)</i>	20376				
c. Sum lines 4a and 4b	20370				
5. Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. <i>(Report office supplies on line 20.)</i>	20854				



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CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
6. Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories (Report electronic games and electronic game devices on line 11, video tape/DVD and player rentals on line 27d, other rentals on line 27e, and parts installed in repair on line 27a.)					
a. Televisions	20321				
b. Video recorders and cameras, and electronic game/DVD combination devices (Report receipts from video tape/DVD and player rentals on line 27d.)	20322				
c. Video tapes, laser discs, and DVDs (Report receipts from video tape/DVD rentals on line 27d.)	20323				
d. Sum lines 6a through 6c	20320				
7. Photographic equipment and supplies	20440				
8. Furniture, sleep equipment (Report repair receipts on line 27b or 27c and rental receipts on line 27e.)	20340				
9. Kitchenware and homefurnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. (Report ceiling fans, lighting and light fixtures on line 14.)	20380				
10. Flooring and floor coverings	20360				
11. Toys, hobby goods, and games	20460				
12. Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	20490				
13. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	20270				
14. Hardware, tools, and plumbing and electrical supplies	20600				
15. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	20620				
16. Dimensional lumber and other building/structural materials and supplies, including heating stoves and prefabricated fireplaces (Report paint and sundries on line 25.)	20640				
17. Automotive tires, batteries, parts, accessories	20740				
18. Telephones	20865				
19. Typewriters	20882				
20. Office and school supplies	20853				
21. Jewelry, including watches, watch attachments, novelty jewelry, etc.	20400				
22. Sporting goods	20500				

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
23. Books (<i>Report audio tape books on line 1b and comic books on line 24.</i>)	20420				
24. Magazines and newspapers	20856				
25. Paint and sundries	20670				
26. All other merchandise (<i>Report receipts for services on line 27.</i>) <i>Specify principal lines and estimated sales below</i>	29810				
a. _____	29811				
b. _____	29812				
c. _____	29813				
27. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES					
a. Parts installed in repair	29907				
b. Labor charges for work performed by this establishment	29904				
c. Labor charges for work contracted out to other establishments	29905				
d. Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, and electronic game device rentals	29912				
e. Rental or lease of appliances, stereos, televisions, photographic equipment, etc.	29924				
f. Receipts from photofinishing performed by this establishment	29917				
g. Receipts from photofinishing contracted out to other establishments	29918				
h. Value of service contracts	29943				
i. All other nonmerchandise receipts, including charges for delivery, maintenance, storage, etc.	29956				
j. Sum lines 27a through 27i	29900				
28. TOTAL (<i>Should equal 4 if reporting in dollars.</i>)	29990				1 0 0

23 Not Applicable.



44301083

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2002?

0981 Yes - Go to line B

0982 No - Go to 25

B. Receipts of this establishment from customers for shipping and handling of merchandise. 0985

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

C. Are receipts for shipping and handling included in sales and receipts (reported in 4)?

0988 Yes

0989 No

25 Not Applicable.

26 SPECIAL INQUIRIES

USED MERCHANDISE

Did the sale of used or secondhand merchandise, including antiques and collectibles, account for more than 75 percent of the total sales and receipts reported in 4?

2101 Yes

2102 No

27 Not Applicable.



44301091

28 ESTABLISHMENT ACTIVITIES

A. Indicate activities that were performed by this establishment or were performed for this establishment by another company during 2002.
(Mark "X" ALL that apply.)

	This activity was performed by this establishment	This activity was performed for this establishment by another company	This activity was not provided by this establishment
1. Product Development			
a. Product design/engineering	0921 <input type="checkbox"/>	0941 <input type="checkbox"/>	0961 <input type="checkbox"/>
b. Materials fabrication/processing/assembly/blending	0922 <input type="checkbox"/>	0942 <input type="checkbox"/>	0962 <input type="checkbox"/>
2. Order Fulfillment			
a. Bundling or kitting (combining multiple items into a prepackaged product)	0923 <input type="checkbox"/>	0943 <input type="checkbox"/>	0963 <input type="checkbox"/>
b. Pick and pack (taking goods from inventory and packaging them to fill orders)	0924 <input type="checkbox"/>	0944 <input type="checkbox"/>	0964 <input type="checkbox"/>
c. Warehousing	0925 <input type="checkbox"/>	0945 <input type="checkbox"/>	0965 <input type="checkbox"/>
d. Breaking bulk (reducing large shipments into smaller portions for customers)	0926 <input type="checkbox"/>	0946 <input type="checkbox"/>	0966 <input type="checkbox"/>
e. Local delivery (within a city, town, or other local area, including adjoining towns and suburban areas)	0927 <input type="checkbox"/>	0947 <input type="checkbox"/>	0967 <input type="checkbox"/>
f. Long distance delivery (beyond local areas and commercial zones)	0928 <input type="checkbox"/>	0948 <input type="checkbox"/>	0968 <input type="checkbox"/>
g. Less than truckload	0929 <input type="checkbox"/>	0949 <input type="checkbox"/>	0969 <input type="checkbox"/>
3. Other Services			
a. Customs brokerage (providing the services of a licensed customs broker).	0930 <input type="checkbox"/>	0950 <input type="checkbox"/>	0970 <input type="checkbox"/>
b. Logistics consulting (providing advice and expertise)	0931 <input type="checkbox"/>	0951 <input type="checkbox"/>	0971 <input type="checkbox"/>
c. Processing of returned merchandise	0932 <input type="checkbox"/>	0952 <input type="checkbox"/>	0972 <input type="checkbox"/>

B. During 2002 did this establishment:

- 1. Manage inventory owned by this establishment AND held at this location? . . . 0936 Yes 0937 No
- 2. Manage inventory owned by this establishment BUT held at a customer's location? 0956 Yes 0957 No
- 3. Manage inventory owned by another company BUT held at this location? 0976 Yes 0977 No
- 4. Manage inventory owned by another company AND held somewhere other than at this location? 0994 Yes 0995 No



44301109

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 <input type="checkbox"/> In operation	0014 <input type="checkbox"/> Ceased operation - Give date at right →	0018	Month	Day	Year
0013 <input type="checkbox"/> Temporarily or seasonally inactive	0015 <input type="checkbox"/> Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴				

0060 Name of new owner or operator	0061 Employer Identification Number		
	Enter EIN of new owner (9 digits) →	-	
0062 Mailing address (number and street, P.O. Box, etc.)			
0063 City, town, village, etc.	0064 State	0065 ZIP Code	
		-	

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

0078 <input type="checkbox"/> Yes	0079 <input type="checkbox"/> No - Enter time period covered →	FROM	Month	Year	TO	Month	Year
		0070			0071		

0072 Name of person to contact regarding this report	0073 Title

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074		-		0075		-

0076 Internet e-mail address	Date completed	Month	Day	Year
	0069			

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

44301117