



# 2007 ECONOMIC CENSUS

## Home Furnishings Stores

**DUE DATE**  
**FEBRUARY 12, 2008**

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

RT-44202

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

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

**Need help or have questions about filling out this form?**

**Visit** [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 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.

**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 ballpoint pen.
  - Do not use pencil or felt-tip pen.
  - Place an "X" inside the box.
  - Please center numbers in their respective boxes.
  - Do not put slashes through 0 or 7.
- Examples:  0 1 2 3 4 5 6 7 8 9

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** 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 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**      0022  No - Enter current EIN (9 digits) → 0025  -

**2** 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 - Go to line B

0032  No - Enter physical location →

0035 Number and street			
0036 City, town, village, etc.		0037 State	0038 ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

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

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

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**3 OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2007?  
(Mark "X" only ONE box.)

0011  In operation 0013  Temporarily or seasonally inactive

0014  Ceased operation - Give date at right \_\_\_\_\_ → 

Month	Day	Year

0015  Sold or leased to another operator - Give date at right \_\_\_\_\_ → 

Month	Day	Year

  
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016  Other - Specify \_\_\_\_\_ → 0815 \_\_\_\_\_

**4 MONTHS IN OPERATION**

Mark "X" if None 

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) . . . . . 0002

<b>HOW TO REPORT DOLLAR FIGURES</b>	▶	Dollar figures should be <b>rounded to thousands</b> of dollars.	Mark "X" if None	2007			
		If a figure is <b>\$1,025,628.79:</b>	Report → <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		If a value is "0" (or less than \$500.00):	Report → <input checked="" type="checkbox"/>		1	0	2

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Mark "X" if None 

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

**6 Not Applicable.**

**7 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 1.

**Exclude:**

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

For further clarification, see information sheet(s).

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

<b>B.</b> Payroll before deductions (Exclude employer's cost for fringe benefits.)		Mark "X" if None	2007			
			\$ Bil.	Mil.	Thou.	Dol.
		1. Annual payroll . . . . . 0300 <input type="checkbox"/>				
2. First quarter payroll (January-March, 2007) . . . . . 0310 <input type="checkbox"/>						

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

8 - 18 Not Applicable.

19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007?  
(Mark "X" only ONE box.)

- 0700 442 210 00 1  Floor coverings store
- 444 190 23 2  Ceramic tile dealer
- 444 190 29 5  Hardwood flooring dealer
- 442 210 00 3  Carpet specialty store, including oriental rugs, area rugs, etc.
- 238 330 00 3  Carpet installation service
- 442 299 00 2  Pictures and frames store, including custom framing
- 442 299 00 3  Domestics/linens store, including sheets, blankets, towels, linens, etc.
- 442 291 00 1  Blind and shade store
- 442 291 00 2  Drapery and curtain store, except custom
- 314 121 00 1  Custom drapery and curtain store
- 442 299 00 6  Kitchenware store
- 442 299 00 4  China, glassware, metalware, cutlery store
- 442 299 00 1  Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 453 220 00 4  Seasonal/holiday decorations store
- 453 220 00 3  Gift, novelty, souvenir store, including crafts
- 442 299 00 7  Fireplace and other wood/gas/pellet burning appliance and supplies store
- 442 110 10 1  Furniture store, except custom
- 337 121 10 1  Custom upholstered furniture store
- 337 122 00 2  Custom nonupholstered wood furniture store
- 444 190 22 3  Cabinet shop, including stock and custom kitchen and bath cabinets to be installed
- 442 299 00 5  Lamps and lampshades store
- 444 190 27 1  Lighting fixture and ceiling fan store
- 451 130 00 1  Upholstery fabric store
- 811 420 00 2  Reupholstery and furniture repair shop
- 453 998 30 7  Silk flowers/plant store
- 541 410 00 5  Interior decorator/designer
- 772 000 00 1  Other kind of business - Specify ↴

0701

44202034



**20 CLASS OF CUSTOMER**

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2007?

0251  Yes

0252  No

**B.** Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2007?

0256  Yes

0257  No

**C.** Did this establishment require proof of business or professional license from new customers in 2007?

0276  Yes

0277  No

**D.** Estimate the percentage of this establishment's total sales (reported in **9**) by class of customer. (Circle all that apply and then report percentages for the items circled.)

- 1. Household consumers and individual users . . . . . 0261
- 2. Retailers for resale . . . . . 0263
- 3. Wholesale establishments for resale . . . . . 0264
- 4. Repair shops for use in repair work . . . . . 0265
- 5. Manufacturing and mining industrial users for use as input goods in production . . . . . 0266
- 6. Restaurants, hotels, food services, and contract feeding . . . . . 0267
- 7. Businesses for end use in their own operation, not for resale or production . . . . . 0268
- 8. Building contractors, heavy construction, and special trade contractors . . . . . 0269
- 9. Farmers for use in farm production . . . . . 0270
- 10. Governmental bodies (Federal, state, and local) . . . . . 0271
- 11. Export sales . . . . . 0262
- 12. Other - Specify    
 0874 0272
- 13. **TOTAL** . . . . .

2007	
Whole percent of sales and receipts	
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
1 0 0	%

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**21 METHOD OF SELLING**

Which ONE of the following best describes this establishment's principal method of selling in 2007?  
(Mark "X" only ONE box.)

- 0751  Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754  Mail order
- 0755  Home shopping via television
- 0756  Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757  Vending machines
- 0758  Other - Specify

0759

**HOW TO REPORT PERCENTS**

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

**Report whole percents**

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

**22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1. Curtains, draperies, blinds, slipcovers, bed and table coverings</b>						
<b>a. Curtains and draperies</b> . . . . .	20281					
<b>b. Vertical and horizontal blinds, woven wood blinds, and shades</b> . . . . .	20282					
<b>c. Furniture coverings, including ready-made and custom-made (Report parts and materials used in furniture repair or upholstery work on line 29a.)</b> . . . . .	20283					
<b>d. Domestic, including towels, sheets, blankets, table linens and coverings, etc.</b> . . . . .	20284					
<b>e. Sum lines 1a through 1d</b> . . . . .	20280					
<b>2. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.</b> . . . . .	20270					

CONTINUE WITH 2 ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>3.</b> Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.						
<b>a.</b> Cookware and cooking accessories, including strainers, sifters, grinders, cutlery, canning supplies, etc. . . . .	20381					
<b>b.</b> Dinnerware, china, glassware, tableware, giftware, including all flatware and holloware . . . . .	20382					
<b>c.</b> Decorative accessories, including lamps, lampshades, mirrors, pictures, picture frames, clocks, magazine racks, spice racks, desk sets, etc. (Report ceiling fans and light fixtures on line 14, and custom framing services on line 29d.) . . . . .	20383					
<b>d.</b> All other kitchenware and home furnishings, including closet and bathroom accessories, etc. . . . .	20384					
<b>e. Sum lines 3a through 3d</b> . . . . .	20380					
<b>4.</b> Flooring and floor coverings (Report receipts for carpet installation on line 29f, carpet repair on line 29b, and carpet cleaning on line 29c.)						
<b>a.</b> Soft-surface (textile) floor coverings and accessories . . . . .	20361					
<b>b.</b> Hardwood flooring . . . . .	20363					
<b>c.</b> Other hard-surface floor coverings and accessories, including tile and sheet goods . . . . .	20364					
<b>d. Sum lines 4a through 4c</b> . . . . .	20360					
<b>5.</b> Furniture, sleep equipment (Report repair and rental receipts on line 29.)	20340					
<b>6.</b> Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories . . . . .	20330					
<b>7.</b> Small electric appliances, including mixers, toasters, coffee makers, personal care appliances, etc. . . . .	20310					
<b>8.</b> Major household appliances, including refrigerators, ranges, microwave ovens, room air-conditioners, outdoor gas grills, etc. (Report outdoor charcoal grills on line 3d.) . . . . .	20300					
<b>9.</b> Books . . . . .	20420					
<b>10.</b> Jewelry, including watches, watch attachments, novelty jewelry, etc. (Report flatware and holloware on line 3b and receipts from watch, clock, and jewelry repair and engraving on line 29.) . . . . .	20400					
<b>11.</b> Dimensional lumber and other building/structural materials and supplies, including heating stoves, prefabricated fireplaces, and hot tubs (Report wallpaper on line 12. Report paint and sundries on line 13.) . . . . .	20640					
<b>12.</b> Wallpaper and other flexible wallcoverings . . . . .	20690					
<b>13.</b> Paint and sundries . . . . .	20670					
<b>14.</b> Hardware, tools, and plumbing and electrical supplies, including ceiling fans and light fixtures . . . . .	20600					

CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

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

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>15.</b> Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. . . . .	20620					
<b>16.</b> Women's, juniors', and misses' wear, including accessories ( <i>Report footwear and girls', infants', and toddlers' wear on line 28.</i> ) . . . . .	20220					
<b>17.</b> Men's wear, including accessories ( <i>Report footwear and boys' wear on line 28.</i> ) . . . . .	20200					
<b>18.</b> Toys, hobby goods, and games . . . . .	20460					
<b>19.</b> Sporting goods . . . . .	20500					
<b>20.</b> Groceries and other food items for human consumption off the premises . . . . .	20100					
<b>21.</b> Stationery products, including stationery, tablets, pads, calendars, and related products . . . . .	20851					
<b>22.</b> Office paper, including computer printer, copier, fax, and typewriter cut sheet paper . . . . .	20852					
<b>23.</b> Greeting cards . . . . .	20855					
<b>24.</b> Art goods, including original pictures and sculptures ( <i>Report reproductions on line 3c.</i> ) . . . . .	20863					
<b>25.</b> Souvenirs and novelty items . . . . .	20877					
<b>26.</b> Seasonal decorations . . . . .	20878					
<b>27.</b> Artificial/silk flowers, plants, and trees . . . . .	20879					
<b>28.</b> All other merchandise ( <i>Report receipts for services on line 29.</i> ) <i>Specify principal lines and estimated sales below</i> . . . . .	29810					
<b>a.</b> _____	29811					
<b>b.</b> _____	29812					
<b>c.</b> _____	29813					
<b>29.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES						
<b>a.</b> Parts and materials used in furniture repair or upholstery work . . . . .	29908					
<b>b.</b> Carpet repair receipts and other labor charges for repair work performed by this establishment . . . . .	29935					
<b>c.</b> Carpet cleaning receipts for work performed by this establishment . . . . .	29936					
<b>d.</b> Labor charges for work performed by this establishment . . . . .	29904					

CONTINUE WITH 22 ON PAGE 8

CONTINUE ON PAGE 8

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

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
<b>29.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES - Continued							
	<b>e.</b> Labor charges for work contracted out to other establishments . . . . .	29905					
	<b>f.</b> Delivery and installation charges . . . . .	29911					
	<b>g.</b> All other nonmerchandise receipts, including receipts from customers for storage, rental, etc. . . . .	29972					
	<b>h. Sum lines 29a through 29g</b> . . . . .	29900					
	<b>30. TOTAL</b> (Should equal <b>5</b> if reporting in dollars.) . . . . .	29990					1 0 0

**23** Not Applicable.

**24** SHIPPING AND HANDLING

**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2007?

0981  Yes - Go to line B

0982  No - Go to **26**

2007			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

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

**C.** Are receipts for shipping and handling included in sales and receipts (reported in **5**)?

0988  Yes

0989  No

**25** Not Applicable.

**26** SPECIAL INQUIRIES

**A. 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 **5**?

2101  Yes

2102  No

**B. FRANCHISE**

Was this establishment operating under a trademark authorized by a franchisor in 2007?  
(Mark "X" only ONE box.)

0237  Yes - franchisee owned establishment

0238  Yes - franchisor owned establishment

0239  No

**27-29** Not Applicable.

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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?

Yes  No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report	Title

Telephone	Area code	Number	Extension	Fax	Area code	Number
		-				-

Internet e-mail address	Date completed	Month	Day	Year

**Thank you for completing your 2007 ECONOMIC CENSUS form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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