



2007 ECONOMIC CENSUS

Hobby, Toy, and Sewing Stores

DUE DATE
FEBRUARY 12, 2008

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

RT-45102

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

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.

**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 ballpoint pen. • Please center numbers in their respective boxes. Examples:
- Do not use pencil or felt-tip pen. • Do not put slashes through 0 or 7.
- Place an "X" inside the box.

| | | | | | | | | | | |
|-------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <input checked="" type="checkbox"/> | 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 | |
| | | | |

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

45102019

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 |
|-------|-----|------|
| | | |

 0018

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

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

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).

Mark "X" if None

| 2007 |
|--------|
| Number |

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

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

45102027



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

8 - 13 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 451 120 10 1 Hobby, toy, and game store
- 451 120 10 2 Specialty toy store
- 451 120 20 1 Craft supply store
- 453 998 30 2 Artists' supply store
- 451 120 20 2 Ceramics and supplies store
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 451 130 00 2 Sewing, fabric, and piece goods store
- 451 130 00 3 Quilting supply store
- 451 130 00 4 Needlework and knitting store
- 451 130 00 5 Embroidery, needle point, cross stitch shop
- 451 130 00 1 Upholstery fabric store
- 811 420 00 2 Reupholstery and furniture repair shop
- 442 291 00 2 Drapery and curtain store, except custom
- 314 121 00 1 Custom drapery and curtain store
- 442 291 00 1 Blind and shade store
- 443 111 00 2 Sewing machine store
- 453 920 00 1 Art dealer/gallery
- 442 299 00 1 Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 453 998 10 2 Collectors' items and supplies store, including philatelist, numismatist, etc.
- 451 211 10 1 Book store, general
- 772 000 00 1 Other kind of business - Specify

0701

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

CONTINUE WITH **20** ON PAGE 4

45102035



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

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 |
| | | | | 39 |

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 |
| 1. Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles (Report bicycles on line 4a.) | | | | | | |
| a. Toys, including wheel goods | 20461 | | | | | |
| b. Games, including video and electronic games | 20462 | | | | | |
| c. Hobby goods | 20463 | | | | | |
| d. Sum lines 1a through 1c | 20460 | | | | | |
| 2. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. | | | | | | |
| a. Fabrics | 20271 | | | | | |
| b. Patterns | 20272 | | | | | |

CONTINUE WITH 22 ON PAGE 6

45102050

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 | |
| 2. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. - Continued | | | | | | | |
| c. Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. | 20273 | | | | | | |
| d. Sum lines 2a through 2c | 20270 | | | | | | |
| 3. Curtains, draperies, blinds, slipcovers, bed and table coverings | 20280 | | | | | | |
| 4. Sporting goods | | | | | | | |
| a. Bicycles, parts and accessories (<i>Report parts installed in repair on line 32b.</i>) | 20512 | | | | | | |
| b. All other sporting goods, including snowmobiles, go-carts, exercise/fitness equipment, etc. | 20523 | | | | | | |
| c. Sum lines 4a and 4b | 20500 | | | | | | |
| 5. Craft supplies | 20881 | | | | | | |
| 6. Artists' materials and supplies | 20869 | | | | | | |
| 7. Seasonal decorations | 20878 | | | | | | |
| 8. Artificial/silk flowers, plants, and trees | 20879 | | | | | | |
| 9. Furniture, sleep equipment (<i>Report repair and rental receipts on line 32b.</i>) | 20340 | | | | | | |
| 10. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, pictures, picture frames, closet and bathroom accessories, etc. | 20380 | | | | | | |
| 11. Major household appliances, including sewing machines, refrigerators, ranges, microwave ovens, room air-conditioners, etc. | 20300 | | | | | | |
| 12. Small electric appliances, including mixers, toasters, coffee makers, personal care appliances, etc. | 20310 | | | | | | |
| 13. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories | 20330 | | | | | | |
| 14. Computer hardware, software, and supplies, including computer game software (<i>Report electronic games and electronic game devices on line 1b. Report electronic game/DVD combination devices on line 31.</i>) | 20370 | | | | | | |
| 15. Books (<i>Report audio books on line 13 and comic books on line 18.</i>) | 20420 | | | | | | |
| 16. Hardware, tools, and plumbing and electrical supplies | 20600 | | | | | | |
| 17. Paint and sundries | 20670 | | | | | | |
| 18. Magazines and newspapers | 20856 | | | | | | |

CONTINUE WITH **23** ON PAGE 7

CONTINUE ON PAGE 7

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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 | 2007 | | | | |
|---|------------|---|------|-------|------|---------|
| | | Estimates are acceptable. Report dollars OR percents. | | | | |
| | | \$ Bil. | Mil. | Thou. | Dol. | Percent |
| 0723 | 0720 | 0721 | | | | 0722 |
| 19. Stationery products, including stationery, tablets, pads, calendars, and related products | 20851 | | | | | |
| 20. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper | 20852 | | | | | |
| 21. Office and school supplies | 20853 | | | | | |
| 22. Greeting cards | 20855 | | | | | |
| 23. Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 25 and footwear on line 31.) | 20220 | | | | | |
| 24. Men's wear, including accessories (Report boys' wear on line 25 and footwear on line 31.) | 20200 | | | | | |
| 25. Children's wear, including boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories (Report footwear on line 31.) | 20240 | | | | | |
| 26. Jewelry, including watches, watch attachments, novelty jewelry, etc. | 20400 | | | | | |
| 27. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (Report binoculars on line 31.) | 20490 | | | | | |
| 28. Drugs, health aids, beauty aids, including cosmetics | 20160 | | | | | |
| 29. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. | 20100 | | | | | |
| 30. Souvenirs and novelty items | 20877 | | | | | |
| 31. All other merchandise (Report receipts for services on line 32.) Specify principal lines and estimated sales below | 29810 | | | | | |
| a. _____ | 29811 | | | | | |
| b. _____ | 29812 | | | | | |
| c. _____ | 29813 | | | | | |
| 32. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES | | | | | | |
| a. Receipts from instructions and lessons | 29915 | | | | | |
| b. All other nonmerchandise receipts, including receipts from customers for parts installed in repair and charges for repair, delivery, alteration, etc. | 29963 | | | | | |
| c. Sum lines 32a and 32b | 29900 | | | | | |
| 33. TOTAL (Should equal 5 if reporting in dollars.) | 29990 | | | | | 1 0 0 |

23 Not Applicable.

45102076



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

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.

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.

45102084

