



2007 ECONOMIC CENSUS

Electronic Shopping, Vending Operators, and Direct Selling

DUE DATE
FEBRUARY 12, 2008

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

RT-45401

**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

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

0018

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.

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

Report

Mark "X" if None

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

Report

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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.)

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

1. Annual payroll 0300

2. First quarter payroll (January-March, 2007) 0310

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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.)

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):

- 0700
- 454 390 10 1 Furniture, homefurnishings, electronics, and appliances
- 454 390 20 1 Books and magazines
- 454 390 20 2 Newspapers
- 454 390 20 3 Videos, tapes, compact discs, and records
- 454 390 30 3 Stationery products and office/school supplies
- 454 390 30 9 Cosmetics
- 454 390 30 5 Home or frozen food plan, door-to-door delivery, including freezer meat provisioners
- 454 390 30 A Vitamins, minerals, and other dietary supplements
- 454 390 30 B Medical equipment and supplies, including hearing aids
- 454 390 30 C Souvenirs and novelty items
- 454 390 30 D Jewelry, including class rings
- 454 390 30 1 Bottled water distributor
- 454 390 30 2 Coffee service
- 454 390 30 6 Other merchandise

ELECTRONIC SELLING:

- 454 111 22 1 Pharmacy
- 454 111 10 1 General merchandise
- 454 111 21 2 Computer hardware and/or software
- 454 111 23 2 Specialty merchandise
- 454 112 00 1 Electronic auction

MAIL-ORDER SHOPPING:

- 454 113 10 3 Catalog store, including telephone order offices
- 454 113 22 1 Pharmacy
- 454 113 10 2 General merchandise
- 454 113 21 2 Computer hardware and/or software
- 454 113 23 1 Specialty merchandise

CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS - Continued

DIRECT RESPONSE TELEVISION, VENDING, AND OTHER KINDS OF BUSINESS:

- 0700 454 113 30 1 Direct response television
- 454 210 00 1 Merchandise vending machine operator
- 454 210 00 5 Food and/or beverage vending machine operator
- 454 210 00 2 Cigarette vending machine operator
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 722 310 00 1 Contract feeding/food service contractor
- 722 211 00 1 Pizza place, including delivery only locations
- 541 860 00 3 Direct mail advertising service
- 484 220 40 3 Home delivery agent for newspapers, delivery service only, not reseller
- 561 422 00 3 Telemarketing service, including selling, taking orders, soliciting information, etc., on a contract basis
- 713 990 50 3 Coin-operated amusement device operator, except slot machines, including video/pinball games, juke boxes, etc.
- 777 454 01 1 Customer service center
- 777 454 01 2 Distribution warehouse
- 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

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

CONTINUE WITH **20** ON PAGE 5

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

20 CLASS OF CUSTOMER - Continued

D. Estimate the percentage of this establishment's total sales (reported in 5) 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 ↴

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

13. TOTAL

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 ↴

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HOW TO REPORT PERCENTS		2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
If figure is 38.76% of total sales:		Report whole percents			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	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 3 and footwear on line 4.)	20220					
2. Men's wear, including accessories (Report boys' wear on line 3 and footwear on line 4.)	20200					
3. 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 4.)	20240					
4. Footwear, including accessories	20260					
5. Curtains, draperies, blinds, slipcovers, bed and table coverings	20280					
6. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	20270					
7. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	20380					
8. Major household appliances, including vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwave ovens, clothes washers and dryers, trash compactors, etc.	20300					
9. Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances, such as hair dryers, curling irons, shavers, etc.	20310					
10. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories						
a. Audio equipment, components, parts, accessories, including radios, stereos, tape recorders and players, compact disc players, mp3 players (audio only), and other sound reinforcement and recording equipment	20331					
b. Compact discs, records, tapes, and audio books	20335					
c. Musical instruments, sheet music, and related items	20337					
d. Audio content downloads (Report video content downloads on line 14c.)	20338					
e. Sum lines 10a through 10d	20330					

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CONTINUE WITH 22 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	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
11. Computer hardware, software, and supplies, including computer game software (Report computer-related furniture on line 15. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 12. Report office supplies on line 13. Report electronic games and electronic game devices on line 27b. Report electronic game/DVD combination devices on line 14b.)						
a. Computer and peripheral equipment	20375					
b. Prepackaged (off-the-shelf) computer software, including computer software downloads (Report electronic games and electronic game devices on line 27b. Report electronic game/DVD combination devices on line 14b.)	20376					
c. Sum lines 11a and 11b	20370					
12. Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. (Report office supplies on line 13.)	20854					
13. Office and school supplies	20853					
14. Televisions, video players and 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 27b. Report computer game software on line 11b.)						
a. Televisions, including HD receivers, satellite television equipment, and related parts and accessories	20321					
b. Video players, recorders, cameras, tapes, DVDs, and electronic game/DVD combination devices (Report electronic games and electronic game devices on line 27b. Report receipts from video tape and DVD rental on line 47b. Report computer game software on line 11b.)	20324					
c. Video content downloads (Report audio content downloads on line 10d.)	20325					
d. Sum lines 14a through 14c	20320					
15. Furniture, sleep equipment	20340					
16. Flooring and floor coverings	20360					
17. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. (Report vitamins on line 21c and pet food on line 45.)						
a. Bottled, canned, or packaged soft drinks	20108					
b. All other foods, including dry groceries, canned and bottled foods, candy, packaged snacks, bakery products, etc. (Report fruit and gourmet food baskets on line 38.)	20113					
c. Sum lines 17a and 17b	20100					
18. Meals, unpackaged snacks, sandwiches, unpackaged ice cream and yogurt, bakery items, and nonalcoholic beverages prepared and served or dispensed for immediate consumption, including vending machine snacks and beverages	21100					

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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
19. Meals, snacks, other food items, and beverages prepared for catered events, including party platters	21220					
20. Packaged liquor, wine, and beer	20140					
21. Drugs, health aids, beauty aids, including cosmetics						
a. Prescriptions	20161					
b. Nonprescription medicines	20162					
c. Vitamins, minerals, and other dietary supplements	20163					
d. Health aids, including first-aid products; foot products; prescription accessories; eye/contact lens care products; convalescent aids; orthopedic equipment, except shoes; and artificial limbs (<i>Report first-aid and footcare nonprescription medicines on line 21b. Report orthopedic shoes on line 4.</i>)	20164					
e. Cosmetics, including face cream, make-up, perfumes and colognes, etc.	20165					
f. Other hygiene needs, including deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc.	20166					
g. Hearing aids and supplies	20167					
h. Sum lines 21a through 21g	20160					
22. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others	20150					
23. Soaps, detergents, and household cleaners	20180					
24. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (<i>Report stationery products on line 31 and computer printer paper on line 32.</i>)	20190					
25. Jewelry, including watches, watch attachments, novelty jewelry, etc. (<i>Report flatware and holloware on line 7.</i>)	20400					
26. Photographic equipment and supplies (<i>Report photofinishing on line 47b.</i>)	20440					
27. Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles (<i>Report bicycles on line 43b. Report computer game software on line 11b. Report electronic game/DVD combination devices on line 14b.</i>)						
a. Toys, including wheel goods	20461					
b. Games, including video and electronic games (<i>Report computer game software on line 11b. Report electronic game/DVD combination devices on line 14b.</i>)	20462					
c. Hobby goods	20463					
d. Sum lines 27a through 27c	20460					

CONTINUE WITH  ON PAGE 9

CONTINUE ON PAGE 9

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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
28. Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	20490					
29. Books (Report audio books on line 10b and comic books on line 30.)	20420					
30. Magazines and newspapers	20856					
31. Stationery products, including stationery, tablets, pads, calendars, and related products	20851					
32. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper	20852					
33. Greeting cards	20855					
34. Luggage and leather goods (Report men's and women's small leather apparel accessories on line 2 or 1.)	20859					
35. Antiques, items over 100 years old	20861					
36. Collectibles, including items which are old, but less than 100 years old, and limited in supply	20862					
37. Art goods, including original pictures and sculptures (Report artists' supplies on line 46 and reproductions on line 7.)	20863					
38. Souvenirs and novelty items	20877					
39. Artificial/silk flowers, plants, and trees	20879					
40. Dimensional lumber and other building/structural materials and supplies, including heating stoves and prefabricated fireplaces (Report stand-alone air-conditioners and other major appliances on line 8 and portable electric heaters and other small appliances on line 9.)	20640					
41. Hardware, tools, and plumbing and electrical supplies	20600					
42. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	20620					
43. Sporting goods						
a. Boats, motors, parts and accessories	20519					
b. All other sporting goods, including bicycles, snowmobiles, go-carts, parts and accessories, etc.	20522					
c. Sum lines 43a and 43b	20500					
44. Automotive tires, batteries, parts, accessories	20740					
45. Pets, pet foods, and pet supplies	20800					

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CONTINUE WITH 22 ON PAGE 10

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
46. All other merchandise (Report receipts for services on line 47.) Specify principal lines and estimated sales below	29810					
a.	29811					
b.	29812					
c.	29813					
47. All nonmerchandise receipts, including all receipts from customers for parts installed in repair, direct mail advertising, insurance premiums, investments, securities, delivery charges, and other services provided to customers EXCLUDING SALES AND OTHER TAXES						
a. Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others	29913					
b. All other nonmerchandise receipts	29967					
c. Sum lines 47a and 47b	29900					
48. TOTAL (Should equal 5 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

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

0985

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

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

0988 Yes

0989 No

25 Not Applicable.

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

26 SPECIAL INQUIRIES
VENDING MACHINE

Mark "X" if None

1. Percentage of this establishment's sales and receipts (reported in **5**) derived from merchandise vending machines **SERVICED BY THIS ESTABLISHMENT** 2370

2007	
Whole percent of sales and receipts	
	%

2. Percentage of total sales and receipts (reported in **5**) derived from the sale of the following items through merchandise vending machines

a. Tobacco 2371

b. Meals and snacks. 2372

c. Beverages (soft drinks, milk, coffee, tea, etc.). 2373

d. Other merchandise (nonedible) 2374

e. **TOTAL** (Sum of lines 2a through 2d should equal percentage reported on line 1) 2375

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

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.

45401114

