



2002 ECONOMIC CENSUS

SPORTING GOODS STORES

FORM
RT-45101

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-45101

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

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

2002	
Number of months	

Mark "X" if None

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



45101011

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



45101029

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 451 110 21 15 Bicycle store
- 451 110 26 10 Fitness equipment specialty store
- 451 110 22 14 Golf specialty shop
- 451 110 23 13 Gun shop
- 451 110 26 28 Pool/billiards store
- 451 110 26 36 Scuba shop
- 451 110 24 12 Ski shop
- 451 110 26 44 Surfing, skateboarding, and snowboarding store
- 444 220 20 26 Tack store (feed)
- 451 110 26 51 Tack store (saddlery)
- 451 110 25 11 Tackle shop

CONTINUE WITH **18** ON PAGE 4

18 KIND OF BUSINESS - Continued

0700

- 451 110 26 69 Other specialty sporting goods store, specializing in a maximum of four (4) lines, such as archery, bowling, tennis/swimming, canoeing/camping, hunting/fishing, etc.
- 451 110 10 26 General (full-line) sporting goods store
- 448 190 30 13 Sports apparel store, including golf, tennis, riding, etc.
- 448 210 50 14 Athletic footwear store
- 441 222 00 16 Boat dealer
- 441 221 20 21 All-terrain vehicle (ATV) and/or personal watercraft dealer
- 441 229 10 41 Snowmobile dealer
- 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



45101045

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

19 CLASS OF CUSTOMER - Continued

D. Estimate the percentage of this establishment's total sales (reported in **4**) by class of customer. (Circle all that apply and then report percentages for the items circled.)

		2002	
		Whole percent of sales and receipts	
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 <input type="text"/> 0272		%
13. TOTAL			1 0 0 %

20 METHOD OF SELLING
Principal method of selling in 2002
(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

21 Not Applicable.



HOW TO REPORT PERCENTS



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

Report whole percents

2002

Estimates are acceptable. Report dollars OR percents.

\$ Mil.	Thou.	Dol.	Percent
			3 9

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. Sporting goods					
a. Team sporting goods equipment sold to teams, institutions, schools, etc.	20501				
b. Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc.	20502				
c. Tennis equipment	20503				
d. Golf equipment	20504				
e. Snow-skiing and snowboarding equipment	20505				
f. Exercise/fitness equipment	20506				
g. Firearms, hunting equipment, and supplies	20507				
h. Fishing tackle, including bait	20508				
i. Camping and backpacking equipment and supplies	20509				
j. Trophies and plaques	20511				
k. Bicycles, parts and accessories (Report parts installed in repair on line 22a.)	20512				
l. Boats, canoes, kayaks, boat motors, parts and accessories	20513				
m. Scuba and skin diving equipment	20516				
n. Water skiing, surfing, and sail boarding equipment (Report personal watercraft on line 1q.)	20517				
o. Billiards equipment and supplies	20518				
p. In-line roller skates and accessories	20524				
q. All other sporting goods, including archery and hockey equipment, badminton sets, bowling equipment, ice skates, etc.	20525				
r. Sum lines 1a through 1q	20500				
2. Footwear, including accessories					
a. Men's athletic footwear, including sneakers and outdoor hiking/sports boots	20265				
b. Women's athletic footwear, including sneakers and outdoor hiking/sports boots	20266				

CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

45101060

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
2. Footwear, including accessories - Continued					
c. Children's athletic footwear, including boys', girls', infants', and toddlers' sneakers and outdoor hiking/sports boots	20267				
d. All other footwear, including accessories (Report men's athletic socks on line 3c and women's athletic socks on line 4c.)	20269				
e. Sum lines 2a through 2d	20260				
3. Men's wear (Report boys' wear on line 5 and footwear on line 2.)					
a. Men's sweat tops, pants, and warm-ups	20216				
b. Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel	20212				
c. Other men's wear	20217				
d. Sum lines 3a through 3c	20200				
4. Women's, juniors', and misses' wear (Report girls', infants', and toddlers' wear on line 5 and footwear on line 2.)					
a. Women's sweat tops, pants, and warm-ups	20236				
b. Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel	20227				
c. Other women's, juniors', and misses' wear	20238				
d. Sum lines 4a through 4c	20220				
5. 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 2.)	20240				
6. Groceries and other food items for human consumption off the premises	20100				
7. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption	20120				
8. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others	20150				
9. Packaged liquor, wine, and beer	20140				
10. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	20330				
11. Televisions, video recorders, video cameras, video tapes, DVDs, etc., including parts and accessories	20320				
12. Kitchenware and homefurnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	20380				

CONTINUE WITH 22 ON PAGE 8

CONTINUE ON PAGE 8

45101078

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
13. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	20620				
14. Hardware, tools, and plumbing and electrical supplies	20600				
15. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (<i>Report binoculars on line 21.</i>)	20490				
16. Jewelry, including watches, watch attachments, novelty jewelry, etc.	20400				
17. Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts and accessories	20580				
18. Automobiles, vans, trucks, other powered transportation vehicles, including motorcycles, motor scooters, motor bikes (<i>Report recreational vehicles on line 17.</i>)	20700				
19. Automotive fuels	20720				
20. Toys, hobby goods, and games	20460				
21. All other merchandise (<i>Report receipts for services on line 22.</i>) <i>Specify principal lines and estimated sales below</i>	29810				
a. _____	29811				
b. _____	29812				
c. _____	29813				
22. 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. Receipts from instructions and lessons	29915				
d. Rental or lease of equipment	29927				
e. All other nonmerchandise receipts	29961				
f. Sum lines 22a through 22e	29900				
23. TOTAL (<i>Should equal 4 if reporting in dollars.</i>)	29990				1 0 0

23 Not Applicable.

45101086

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**

2002		
Estimates are acceptable		
\$ 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 **4**)?

0988 Yes

0989 No

25 Not Applicable.

26 SPECIAL INQUIRIES

USED MERCHANDISE

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

2101 Yes

2102 No

27 Not Applicable.



45101094

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



45101102

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.

45101110