



2007 ECONOMIC CENSUS

Electronics and Appliance Stores

DUE DATE
FEBRUARY 12, 2008

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

RT-44301

**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. • 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

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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

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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

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"/>		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. 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 443 111 00 3 Household appliance store, including parts
 - 443 111 00 4 Specialty household appliance store, including sewing machines, vacuum cleaners, parts, etc.
 - 443 111 00 5 Household appliance/electronics store, selling primarily appliances, and a smaller dollar volume of televisions and/or other consumer electronics
 - 443 112 40 2 Electronics/household appliance store, selling primarily televisions and/or other consumer electronics, and a smaller dollar volume of appliances
 - 443 112 40 3 Radio, television, and electronics store
 - 443 112 40 4 Satellite dish and equipment store
 - 441 310 40 2 Automotive stereo store
 - 443 112 40 5 Stereo/electronic equipment store
 - 443 112 20 1 Mobile or cellular phone store, including pagers
 - 443 112 40 6 Mobile electronics store
 - 443 112 40 8 Office equipment store, including copiers, facsimile machines, etc.
 - 443 130 00 1 Camera and photographic supply store
 - 541 921 00 1 Photography studio, portrait
 - 812 921 00 2 Photofinishing (film developing) service, excluding one-hour
 - 812 922 00 1 One-hour photofinishing service
 - 443 120 20 1 Computer store - primarily selling computers NOT assembled at this location
 - 443 120 10 1 Computer store - primarily selling computers assembled from components at this location
 - 443 120 30 1 Computer software store
 - 454 113 21 1 Mail order - computer hardware and/or software
 - 454 111 21 1 Electronic selling - computer hardware and/or software
 - 541 512 10 4 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 4 Computer systems design consultant, providing advice on computer systems, including hardware and software requirements, and use
 - 777 443 01 1 Computer related services - *Specify* 
- 0701
- 442 110 10 1 Furniture store, except custom
 - 451 220 10 1 Prerecorded audio tape, compact disc, and record store

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CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

19 KIND OF BUSINESS - Continued

- 0700 451 220 20 1 Video tape/DVD store - retail
- 451 140 00 1 Musical instrument and supply store
- 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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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. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories (Report parts installed in repair on line 27a and rental receipts on line 27d or 27e.)						
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. Sum lines 1a through 1c	20330					
2. Major household appliances (Report parts installed in repair on line 27a.)						
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. (Report vacuum cleaners on line 2c.)	20310					
4. Computer hardware, software, and supplies, including computer game software (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.)						
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 11. Report electronic game/DVD combination devices on line 6b.)	20376					
c. Sum lines 4a and 4b	20370					

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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
5. Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. <i>(Report office supplies on line 20.)</i>	20854					
6. Televisions, video players and recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories <i>(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.)</i>						
a. Televisions, including HD receivers, satellite television equipment, and related parts and accessories	20321					
b. Video players, recorders, and cameras; electronic game/DVD combination devices; and related parts and accessories <i>(Report receipts from video tape/DVD and player rentals on line 27d.)</i>	20322					
c. DVDs and video tapes, prerecorded and/or recordable <i>(Report receipts from video tape/DVD rentals on line 27d.)</i>	20323					
d. Sum lines 6a through 6c	20320					
7. Photographic equipment and supplies	20440					
8. Furniture, sleep equipment <i>(Report repair receipts on line 27b or 27c and rental receipts on line 27e.)</i>	20340					
9. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. <i>(Report ceiling fans, lighting and light fixtures on line 14.)</i>	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 <i>(Report paint and sundries on line 25.)</i>	20640					
17. Automotive tires, batteries, parts, accessories	20740					
18. Telephones, including cellular phones <i>(Report pagers on line 26 and cellular and pager service plan receipts on line 27i.)</i>	20865					
19. Typewriters	20882					
20. Office and school supplies	20853					

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	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
21. Jewelry, including watches, watch attachments, novelty jewelry, etc. . . .	20400						
22. Sporting goods	20500						
23. Books (<i>Report audio 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. Rental of video tapes, DVDs, video/DVD players, video/DVD recorders, electronic games, and electronic game devices	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 5 if reporting in dollars.</i>)	29990						1 0 0

23 Not Applicable.

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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 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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