



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

**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** [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.

**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.
  - Do not use pencil or felt-tip pen.
  - Do not put slashes through 0 or 7.
  - Place an "X" inside the box.
- 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

**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

 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

<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"/>				

**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 - 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 451 110 21 1  Bicycle shop
- 451 110 22 1  Golf specialty shop
- 451 110 23 1  Gun shop
- 451 110 25 1  Tackle shop
- 451 110 24 1  Ski shop
- 451 110 26 1  Fitness equipment specialty store
- 451 110 26 3  Scuba shop
- 451 110 26 4  Surfing, skateboarding, and/or snowboarding shop
- 451 110 26 2  Pool/billiards store
- 451 110 26 5  Tack store (saddlery)
- 444 220 20 2  Tack store (feed)
- 451 110 26 6  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 2  General (full-line) sporting goods store
- 448 190 30 1  Sports apparel store, including golf, tennis, riding, etc.
- 448 210 50 1  Athletic footwear store
- 441 222 00 1  Boat/marine dealer
- 441 221 00 5  All-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
- 441 229 00 1  Snowmobile dealer
- 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

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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. Sporting goods</b>						
<b>a.</b> Team sporting goods equipment sold to teams, institutions, schools, etc. . . . .	20501					
<b>b.</b> Team sporting goods equipment sold to individuals, including equipment for baseball, softball, soccer, football, basketball, etc. . . . .	20502					
<b>c.</b> Tennis equipment . . . . .	20503					
<b>d.</b> Golf equipment . . . . .	20504					
<b>e.</b> Snow-skiing and snowboarding equipment . . . . .	20505					
<b>f.</b> Exercise/fitness equipment . . . . .	20506					
<b>g.</b> Firearms, hunting equipment, and supplies . . . . .	20507					
<b>h.</b> Fishing tackle, including bait . . . . .	20508					
<b>i.</b> Camping and backpacking equipment and supplies . . . . .	20509					

CONTINUE WITH 2 ON PAGE 6

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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>1. Sporting goods - Continued</b>								
	<b>j. Trophies and plaques</b> . . . . .	20511						
	<b>k. Bicycles, parts and accessories (Report parts installed in repair on line 23a.)</b> . . . . .	20512						
	<b>l. Boats, canoes, kayaks, boat motors, parts and accessories</b> . . . . .	20513						
	<b>m. Scuba and skin diving equipment</b> . . . . .	20516						
	<b>n. Water skiing, surfing, and sail boarding equipment (Report personal watercraft on line 1q.)</b> . . . . .	20517						
	<b>o. Billiards equipment and supplies</b> . . . . .	20518						
	<b>p. In-line roller skates and accessories</b> . . . . .	20524						
	<b>q. All other sporting goods, including archery and hockey equipment, badminton sets, bowling equipment, ice skates, skateboards, saddlery, etc.</b> . . . . .	20525						
	<b>r. Sum lines 1a through 1q</b> . . . . .	20500						
<b>2. Footwear, including accessories</b>								
	<b>a. Men's athletic footwear, including sneakers and outdoor hiking/sports boots</b> . . . . .	20265						
	<b>b. Women's athletic footwear, including sneakers and outdoor hiking/sports boots</b> . . . . .	20266						
	<b>c. Children's athletic footwear, including boys', girls', infants', and toddlers' sneakers and outdoor hiking/sports boots</b> . . . . .	20267						
	<b>d. All other footwear, including accessories (Report men's athletic socks on line 3c and women's athletic socks on line 4c.)</b> . . . . .	20269						
	<b>e. Sum lines 2a through 2d</b> . . . . .	20260						
<b>3. Men's wear, including accessories (Report boys' wear on line 5 and footwear on line 2.)</b>								
	<b>a. Men's sweat tops, pants, and warm-ups</b> . . . . .	20216						
	<b>b. Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel</b> . . . . .	20212						
	<b>c. Other men's wear</b> . . . . .	20217						
	<b>d. Sum lines 3a through 3c</b> . . . . .	20200						

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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
<b>4. Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 5 and footwear on line 2.)</b>						
<b>a. Women's sweat tops, pants, and warm-ups</b> . . . . .	20236					
<b>b. Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel</b> . . . . .	20227					
<b>c. Other women's, juniors', and misses' wear</b> . . . . .	20238					
<b>d. Sum lines 4a through 4c</b> . . . . .	20220					
<b>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.)</b> . . . . .	20240					
<b>6. Groceries and other food items for human consumption off the premises</b> . . . . .	20100					
<b>7. Meals, unpackaged snacks, sandwiches, non-alcoholic beverages prepared and served or dispensed for immediate consumption</b> . . . . .	21100					
<b>8. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others</b> . . . . .	20150					
<b>9. Packaged liquor, wine, and beer</b> . . . . .	20140					
<b>10. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories</b> . . . . .	20330					
<b>11. Televisions, video players and recorders, video cameras, video tapes, DVDs, etc., including parts and accessories</b> . . . . .	20320					
<b>12. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.</b> . . . . .	20380					
<b>13. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.</b> . . . . .	20620					
<b>14. Hardware, tools, and plumbing and electrical supplies</b> . . . . .	20600					
<b>15. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (Report binoculars on line 22.)</b> . . . . .	20490					
<b>16. Jewelry, including watches, watch attachments, novelty jewelry, etc.</b> . . . . .	20400					
<b>17. Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, parts and accessories</b> . . . . .	20580					
<b>18. Automobiles, vans, trucks, other powered transportation vehicles, including motorcycles, motor scooters, motor bikes (Report recreational vehicles on line 17.)</b> . . . . .	20700					
<b>19. Automotive fuels</b> . . . . .	20720					

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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>20.</b> Toys, hobby goods, and games . . . . .	20460						
<b>21.</b> Books . . . . .	20420						
<b>22.</b> All other merchandise (Report receipts for services on line 23.) Specify principal lines and estimated sales below . . . . .	29810						
<b>a.</b> _____	29811						
<b>b.</b> _____	29812						
<b>c.</b> _____	29813						
<b>23.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES							
<b>a.</b> Parts installed in repair . . . . .	29907						
<b>b.</b> Labor charges for work performed by this establishment . . . . .	29904						
<b>c.</b> Receipts from instructions and lessons . . . . .	29915						
<b>d.</b> Rental or lease of equipment . . . . .	29927						
<b>e.</b> All other nonmerchandise receipts . . . . .	29961						
<b>f. Sum lines 23a through 23e</b> . . . . .	29900						
<b>24. TOTAL</b> (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

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.

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**26 SPECIAL INQUIRIES**

**A. USED MERCHANDISE**

Did the sale of used or secondhand merchandise 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.

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.**

45101094

