



2007 ECONOMIC CENSUS

Recreational Vehicle, Boat, and Other Motor Vehicle Dealers

DUE DATE
FEBRUARY 12, 2008

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

RT-44102

**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

44102010

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
Number

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.)

1. Annual payroll 0300

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

44102028



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 441 222 00 1 Boat/marine dealer
- 441 222 00 2 Boating equipment and supply store
- 441 221 00 1 Motorcycle and/or all-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
- 441 221 00 2 Motorcycle parts and accessories dealer
- 441 210 00 7 Recreational vehicle (RV) dealer, including travel trailers, 5th wheels, camping trailers, motor homes, truck campers, van campers, etc.
- 441 229 00 1 Snowmobile dealer
- 441 229 00 2 Utility trailer dealer, including horse/livestock trailers
- 441 229 00 3 Motorized golf cart dealer
- 441 229 00 4 Aircraft dealer
- 441 110 00 1 Motor vehicle dealer, new
- 441 120 00 2 Motor vehicle dealer, used only
- 441 310 40 1 Auto supply store
- 713 930 00 4 Marina
- 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 4

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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 | | 2007 | |
| 2. | Retailers for resale | 0263 | | Whole percent
of sales and
receipts | % |
| 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 - <i>Specify</i> ↴
<div style="border: 1px solid black; height: 15px; width: 600px; margin-top: 5px;"></div> | 0272 | | | % |
| 13. | TOTAL | | | | 1 0 0 |

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

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

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. Sporting goods, including boats, bicycles, parts and accessories, etc. (Report receipts from boat storage and docking on line 18c.)						
a. New boats, motors, and parts and accessories (Report parts installed in repair on line 18a.)	20514					
b. Used boats, motors, and parts and accessories (Report parts installed in repair on line 18a.)	20515					
c. Motorized sport vehicles, including all-terrain vehicles (ATVs), snowmobiles, golf cars, go-carts, personal watercraft, parts and accessories, etc.	20527					
d. All other sporting goods, including bicycles, parts and accessories, etc.	20528					
e. Sum lines 1a through 1d	20500					
2. Automobiles, vans, trucks, other powered transportation vehicles, including motorcycles, motor scooters, motor bikes						
a. New motorcycles, motor scooters, motor bikes, including parts and accessories (Report parts installed in repair on line 18a.)	20712					
b. Used motorcycles, motor scooters, motor bikes, including parts and accessories (Report parts installed in repair on line 18a.)	20713					
c. All other powered transportation vehicles, including automobiles, vans, minivans, trucks, etc.	20714					
d. Sum lines 2a through 2c	20700					
3. Recreational vehicles, parts, and accessories (Report manufactured (mobile) homes on line 7. Report liquefied petroleum (propane) gas on line 14. Report motorcycles on line 2a or 2b.)						
a. New camping trailers, including collapsible	20581					
b. New travel trailers, including 5th wheel	20582					
c. New truck campers for mounting on pick-up trucks (Report trucks on line 2c.)	20583					
d. New motor homes	20584					
e. Used recreational vehicles	20585					

CONTINUE WITH 22 ON PAGE 6

CONTINUE ON PAGE 6

44102051



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
3. Recreational vehicles, parts, and accessories - Continued						
f. All other recreational vehicles, parts, and accessories (Report repair receipts on line 18b, parts installed in repair on line 18a, and rental receipts on line 18e.)	20586					
g. Sum lines 3a through 3f	20580					
4. New aircraft, engines, and parts and accessories	20857					
5. Used aircraft, engines, and parts and accessories	20858					
6. Utility trailers, including horse/livestock trailers	20864					
7. Manufactured (mobile) homes, excluding modular homes	20680					
8. Automotive tires, batteries, parts, accessories (Report parts installed in repair on line 18a.)	20740					
9. Automotive fuels	20720					
10. Automotive lubricants, including oil, greases, etc.	20730					
11. Paint and sundries	20670					
12. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.	20620					
13. Hardware, tools, and plumbing and electrical supplies	20600					
14. Household fuels, including oil, LP gas, wood, coal	20780					
15. Men's wear, including accessories (Report footwear and boys' wear on line 17.)	20200					
16. Women's, juniors', and misses' wear, including accessories (Report footwear and girls', infants', and toddlers' wear on line 17.)	20220					
17. All other merchandise (Report receipts for services on line 18.) Specify principal lines and estimated sales below	29810					
a. _____	29811					
b. _____	29812					
c. _____	29813					
18. 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 pleasure boat storage and docking services, including receipts for launch fees and slip rentals	29914					

CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

44102069



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	
18. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES - Continued							
d. Rental or lease of boats, aircrafts, etc.	29921						
e. Rental or lease of recreational vehicles	29922						
f. Value of service contracts	29943						
g. Commissions received for the sale of credit life insurance and the arrangement of financing	29944						
h. All other nonmerchandise receipts	29953						
i. Sum lines 18a through 18h	29900						
19. 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**

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. BOAT FACILITIES

Boat dealers only

Number of pleasure boat docking or storage spaces, including wet slips, moorings, in/out racks, and other land storage spaces, that this establishment had as of December 31, 2007 2200

Mark "X" if None

2007			
Number as of December 31			

CONTINUE WITH **26** ON PAGE 8

44102077

26 SPECIAL INQUIRIES - Continued

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.

44102085

