



2007 ECONOMIC CENSUS

Food and Beverage Stores

DUE DATE
FEBRUARY 12, 2008

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

RT-44501

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.

**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. 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
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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 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 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

2007			
\$ Bil.	Mil.	Thou.	Dol.

Sales of merchandise and other operating receipts (Include excise taxes.) . . . 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).

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.)

- 0700
- 452 910 10 1 Warehouse club
- 445 110 00 1 Grocery store
- 445 110 00 3 Food supermarket
- 445 110 00 4 Food warehouse club or store
- 452 910 20 1 Supercenter
- 445 110 00 8 Natural or organic food store
- 445 120 00 1 Convenience food store
- 447 110 00 2 Convenience store selling gasoline
- 445 210 00 5 Meat market or ham store
- 445 220 00 1 Fish (seafood) market
- 445 230 00 1 Fruit stand, vegetable market
- 445 310 00 1 Liquor store
- 445 310 00 2 Beer, wine, liquor store
- 445 310 00 3 Retail beer distributor
- 445 310 00 4 Wine and/or beer store
- 445 110 00 2 Delicatessen, primarily selling meats and a range of grocery items
- 445 210 00 1 Delicatessen, primarily selling fresh and prepared meats
- 722 211 00 8 Delicatessen, primarily preparing sandwiches and meals for immediate consumption
- 445 291 00 1 Bakery, primarily selling goods not baked on premises for carry-out customers
- 311 811 00 5 Bakery, primarily selling goods baked on premises for carry-out customers (no customer seating)
- 722 213 70 2 Bakery cafe, primarily selling baked goods for eat-in customers
- 722 213 30 1 Donut shop, selling for carry-out or eat-in customers
- 722 213 70 3 Pretzel shop
- 454 390 30 5 Home or frozen food plan, door-to-door delivery, including freezer meat provisioners
- 445 299 00 1 Prepackaged cheese and meat store
- 445 299 00 2 Dairy products store
- 722 213 10 1 Ice cream/soft serve shop
- 445 292 00 1 Candy, nut, confectionery store, little or no preparing on premises

CONTINUE WITH 16 ON PAGE 4

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19 KIND OF BUSINESS - Continued

- 0700 311 330 00 3 Chocolate candy store, preparing on premises
 - 311 340 00 3 Nonchocolate candy store, preparing on premises
 - 446 191 00 7 Vitamins and food (health) supplement store
 - 445 299 00 3 Coffee, tea, spice store
 - 722 211 00 3 Fast food restaurant
 - 722 213 50 1 Coffee shop
 - 722 110 00 1 Full-service restaurant, patrons order through waiter/waitress service and pay after eating
 - 722 410 00 2 Bar
 - 454 390 30 1 Bottled water distributor
 - 454 210 00 1 Merchandise vending machine operator
 - 453 991 00 2 Cigarette, pipe, and tobacco 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

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CONTINUE WITH **20** ON PAGE 5



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
13. TOTAL

Table with 2 columns: 2007, Whole percent of sales and receipts. Row 13 shows 100%.

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 [Blank input box]

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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	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. (Report vitamins on line 8c and pet food on line 14.) Note: Please do NOT include nonfood items (e.g., soaps, detergents, and household cleaners; paper and related products; etc.) on lines 1a through 1j below.						
a. Meat, fish, seafood, and poultry, including prepackaged meats requiring refrigeration (Report deli meats on line 1g and meats sold in a frozen state on line 1c.)	20101					
b. Produce, including fresh and prepackaged fruits and vegetables (Report frozen vegetables on line 1c, floral items on line 25, and soup and salad bar sales on line 2a.)	20102					
c. Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. (Report frozen dairy products such as ice cream on line 1d. Report ice on line 36.)	20103					
d. Dairy products and related foods, including milk, cheese, butter, yogurt, ice cream, eggs, etc. (Report hand-dipped ice cream and yogurt on line 2. Report deli cheeses on line 1g.)	20104					
e. Bakery products baked on premises (Report bakery products served for immediate consumption by eat-in patrons on line 2b.)	20105					
f. Bakery products not baked on the premises, excluding frozen	20106					
g. Delicatessen items, including deli meats and other service delicatessen items (Report prepared sandwiches, dishes, and entrees on line 2b.)	20107					
h. Bottled, canned, or packaged soft drinks	20108					
i. Candy	20109					
j. All other foods, including dry groceries, canned and bottled foods, and other food items NOT covered by lines 1a through 1i	20111					
k. Sum lines 1a through 1j	20100					
2. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages prepared and served or dispensed for immediate consumption, including sales from soup and salad bars, and hand-dipped ice cream (Report alcoholic beverages on line 4.)						
a. Soup and salad bars	21109					
b. All other meals and snacks, including hot coffee, fountain drinks, and prepared sandwiches, dishes, and entrees	21111					
c. Sum lines 2a and 2b	21100					

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CONTINUE WITH 2 ON PAGE 7

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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
3. Meals, snacks, other food items, and beverages prepared for catered events, including party platters for customer pick-up	21220					
4. Alcoholic beverages prepared and served or dispensed for immediate consumption	20130					
5. Packaged liquor, wine, and beer						
a. Distilled spirits, including liquor, brandy, and liqueurs	20141					
b. Wine	20142					
c. Beer and ale	20143					
d. Sum lines 5a through 5c	20140					
6. Soaps, detergents, and household cleaners	20180					
7. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	20190					
8. Drugs, health aids, beauty aids						
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 (Report first-aid and footcare nonprescription medicines on line 8b. Report orthopedic shoes on line 21.)	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. Sum lines 8a through 8f	20160					
9. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others	20150					
10. Automotive fuels	20720					
11. Automotive lubricants, including oil, greases, etc.	20730					
12. Automotive tires, batteries, parts, accessories	20740					
13. Household fuels, including oil, LP gas, wood, coal	20780					

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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
14. Pet foods and supplies	20800					
15. Books	20420					
16. Magazines and newspapers	20856					
17. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	20380					
18. Men's wear, including accessories (<i>Report boys' wear on line 20 and footwear on line 21.</i>)	20200					
19. Women's, juniors', and misses' wear, including accessories (<i>Report girls', infants', and toddlers' wear on line 20 and footwear on line 21.</i>)	20220					
20. 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 (<i>Report footwear on line 21.</i>)	20240					
21. Footwear, including accessories	20260					
22. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories	20330					
23. Small electric appliances, including mixers, toasters, coffee makers, personal care appliances, etc.	20310					
24. Hardware, tools, and plumbing and electrical supplies	20600					
25. Cut flowers, plants, shrubs, lawn and garden equipment and supplies, fertilizers, etc.	20620					
26. Curtains, draperies, blinds, slipcovers, bed and table coverings	20280					
27. Sewing and knitting materials and supplies	20270					
28. Jewelry, including watches, watch attachments, novelty jewelry, etc.	20400					
29. Photographic equipment and supplies (<i>Report photofinishing on line 40c or 40d.</i>)	20440					
30. Toys, hobby goods, and games	20460					
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. Office and school supplies	20853					
34. Greeting cards	20855					
35. Sporting goods	20500					
36. Ice	20866					

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CONTINUE WITH **23** 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	
37. Souvenirs and novelty items	20877						
38. Seasonal decorations	20878						
39. All other merchandise, EXCLUDING LOTTERY TICKET SALES/ COMMISSIONS (Report receipts for services on line 40.) Specify principal lines and estimated sales below	29810						
a. _____	29811						
b. _____	29812						
c. _____	29813						
40. All nonmerchandise receipts, including rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES AND LOTTERY TICKET SALES/COMMISSIONS							
a. Rental of video tapes, DVDs, video/DVD players, video/DVD recorders, electronic games, and electronic game devices	29912						
b. Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others	29913						
c. Receipts from photofinishing performed by this establishment	29917						
d. Receipts from photofinishing contracted out to other establishments	29918						
e. Receipts from photocopying, faxing, and check cashing services	29929						
f. All other nonmerchandise receipts, including phone cards, gas cards, money orders, receipts from customers for delivery, rental or lease of equipment, etc.	29969						
g. Sum lines 40a through 40f	29900						
41. 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

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

0988 Yes

0989 No

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

44501096

25 Not Applicable.

26 SPECIAL INQUIRIES

A. EXCISE TAX

Mark "X" if None

2007		
\$ Mil.	Thou.	DoI.

1. Estimated amount of excise taxes on items such as gasoline, liquor, and tobacco sold by this establishment. 2150

2. Are excise taxes included in sales and receipts (reported in **5**)?

2156 Yes

2157 No

B. FLOOR SPACE

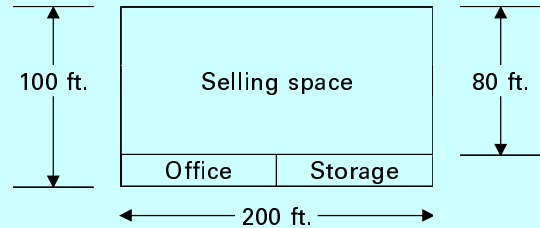
Include:

- Only the floor space used/controlled by this company.
- All space occupied by this establishment on every floor of multi-story buildings.

EXAMPLE: How to compute floor space in square feet

(1) Under-roof selling space is:
200 ft. x 80 ft. = 16,000 sq. ft.

(2) Total under-roof floor space is:
200 ft. x 100 ft. = 20,000 sq. ft.



1. Under-roof selling space
(Enter the square footage of in-store selling space at the end of 2007. Include all store areas open to customers, including aisles, elevators, etc. Exclude display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space.) 2111

2. Total under-roof floor space
(Enter the total square footage of all under-roof selling space plus all other space available at the end of 2007. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Exclude outdoor space, even if covered.) 2110

2007
Square feet as of December 31

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

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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