



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

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

RT-44803

**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

44803013

**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

<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"/>		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).

Mark "X" if None 

2007
Number

A. Number of employees for pay period including March 12 . . . . . 0320

<b>B. Payroll before deductions (Exclude employer's cost for fringe benefits.)</b>		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"/>						

44803021



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 448 310 00 1  Jewelry store
- 448 150 00 2  Costume jewelry/accessory store
- 522 298 10 1  Pawn shop
- 448 310 00 2  Watch store
- 448 310 00 3  Clock store
- 453 220 00 3  Gift, novelty, souvenir store, including crafts
- 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

44803039





**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
<b>1. Jewelry</b> (Report flatware and holloware on line 2b and receipts from watch, clock, and jewelry repair and engraving on line 11b.)						
<b>a. Estate/antique jewelry</b> . . . . .	20408					
<b>b. Diamond jewelry</b> - all jewelry items (rings, necklaces, etc.) in which diamonds constitute 50 percent or more of the value of the finished piece of jewelry (Report all watches on line 1g and loose diamonds on line 1e.) . . . . .	20401					
<b>c. Pearl jewelry</b> - all jewelry items (rings, necklaces, etc.) in which pearls constitute 50 percent or more of the value of the finished piece of jewelry . . . . .	20402					
<b>d. Other gemstone jewelry</b> - all jewelry items (rings, necklaces, etc.) in which gemstones (other than diamonds or pearls) constitute 50 percent or more of the value of the finished piece of jewelry (Report loose gemstones on line 1e.) . . . . .	20403					
<b>e. Loose gemstones, including diamonds and colored gemstones</b> . . . . .	20404					
<b>f. Karat gold jewelry</b> - all karat gold jewelry items (rings, necklaces, etc.) in which there are no diamonds, colored stones, or pearls set, or if diamonds, colored stones, or pearls constitute less than 50 percent of the value of the finished piece of jewelry . . . . .	20405					
<b>g. Watches</b> . . . . .	20406					
<b>h. Platinum jewelry</b> - all platinum jewelry items (rings, necklaces, etc.) in which there are no diamonds, colored stones, or pearls set, or if diamonds, colored stones, or pearls constitute less than 50 percent of the value of the finished piece of jewelry . . . . .	20414					
<b>i. All other jewelry, including watchbands and gold-filled, sterling, costume, and novelty jewelry</b> . . . . .	20415					
<b>j. Sum lines 1a through 1i</b> . . . . .	20400					
<b>2. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.</b>						
<b>a. China/glassware</b> . . . . .	20388					
<b>b. Flatware and holloware, including sterling silver, plated and stainless steel</b> . . . . .	20389					
<b>c. Clocks</b> . . . . .	20391					

44803054



CONTINUE WITH 2 ON PAGE 6

CONTINUE ON PAGE 6

**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>2.</b> Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. - Continued							
<b>d.</b> All other kitchenware and home furnishings, including cookware, cooking accessories, giftware, decorative accessories, mirrors, closet and bathroom accessories, etc. . . . .	20392						
<b>e. Sum lines 2a through 2d</b> . . . . .	20380						
<b>3.</b> Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories . . . . .	20330						
<b>4.</b> Televisions, video players and recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories . . . . .	20320						
<b>5.</b> Sporting goods . . . . .	20500						
<b>6.</b> Women's, juniors', and misses' wear, including accessories ( <i>Report footwear and girls', infants', and toddlers' wear on line 10.</i> ) . . . . .	20220						
<b>7.</b> Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. . . . .	20100						
<b>8.</b> Art goods, including original pictures and sculptures ( <i>Report reproductions on line 2d.</i> ) . . . . .	20863						
<b>9.</b> Coins, medals, and other numismatic items . . . . .	20867						
<b>10.</b> All other merchandise ( <i>Report receipts for services on line 11.</i> ) <i>Specify principal lines and estimated sales below</i> . . . . .	29810						
<b>a.</b> _____	29811						
<b>b.</b> _____	29812						
<b>c.</b> _____	29813						
<b>11.</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> All other nonmerchandise receipts, including receipts from customers for storage, rental or lease of tools and equipment, appraisals, etc. . . . .	29952						
<b>d. Sum lines 11a through 11c</b> . . . . .	29900						
<b>12. TOTAL</b> ( <i>Should equal 5 if reporting in dollars.</i> ) . . . . .	29990						1 0 0

**23** Not Applicable.

44803062



**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.

44803070



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.**

44803088

