



2007 ECONOMIC CENSUS

Book Stores and Newsstands

DUE DATE
FEBRUARY 12, 2008

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

RT-45104

**INFORMATION COPY
DO NOT USE TO REPORT**

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.

(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

45104015

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"/>				

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"/>					

45104023



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 451 211 10 1 Book store, general
- 451 211 30 1 Book store, school and college
- 451 211 20 2 Book store, religious
- 451 211 20 1 Book store, specialty
- 453 310 20 3 Book store, used
- 451 211 10 2 Book store/cafe
- 451 212 00 2 Comic book store
- 451 212 00 1 News dealer, newsstand
- 451 220 20 1 Video tape/DVD store - retail
- 453 220 00 1 Gift, novelty, souvenir store
- 453 220 00 2 Greeting card store
- 453 998 30 4 Calendar 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 4

45104031



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. Books (Report audio books on line 14 and comic books on line 2.)						
a. Trade, including fiction, non-fiction, adult, juvenile, new and back list reading, nonrack size paperbacks	20421					
b. Mass market paperback, rack size (Report nonrack size paperbacks on line 1a.)	20422					
c. Religious, including bibles, hymnals, testaments, religious oriented works, etc.	20423					
d. General reference, including dictionaries, atlases, maps, etc.	20424					
e. Textbooks, including workbooks on elementary, high school, and college levels	20425					
f. Professional, including technical, scientific, business, law, etc.	20426					
g. Other books, including University press, etc.	20427					
h. Sum lines 1a through 1g	20420					
2. Magazines and newspapers	20856					
3. Stationery products, including stationery, tablets, pads, calendars, and related products	20851					
4. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper	20852					
5. Office and school supplies	20853					
6. Greeting cards	20855					
7. Souvenirs and novelty items	20877					
8. Packaged liquor, wine, and beer	20140					
9. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others	20150					

CONTINUE WITH 2 ON PAGE 6

45104056

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
10. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.						
a. Giftware and glassware, including vases (<i>Report candy and confections on line 18.</i>)	20386					
b. All other kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	20387					
c. Sum lines 10a and 10b	20380					
11. Computer hardware, software, and supplies, including computer game software (<i>Report computer-related furniture on line 26. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 12. Report office supplies on line 5. Report electronic games and electronic game devices on line 15. Report electronic game/DVD combination devices on line 24.</i>)						
a. Computer and peripheral equipment	20375					
b. Prepackaged (off-the-shelf) computer software, including computer software downloads (<i>Report electronic games and electronic game devices on line 15. Report electronic game/DVD combination devices on line 24.</i>)	20376					
c. Sum lines 11a and 11b	20370					
12. Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. (<i>Report office supplies on line 5.</i>)	20854					
13. Jewelry, including watches, watch attachments, novelty jewelry, etc.	20400					
14. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories	20330					
15. Toys, hobby goods, and games (<i>Report computer game software on line 11b. Report electronic game/DVD combination devices on line 24.</i>)	20460					
16. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (<i>Report stationery products on line 3 and computer printer paper on line 4.</i>)	20190					
17. Meals, unpackaged snacks, sandwiches, non-alcoholic beverages prepared and served or dispensed for immediate consumption	21100					
18. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc.						
a. Bottled, canned, or packaged soft drinks	20108					
b. All other foods, including dry groceries, canned and bottled foods, candy, packaged snacks, bakery products, etc.	20113					
c. Sum lines 18a and 18b	20100					
19. Photographic equipment and supplies	20440					
20. Women's, juniors', and misses' wear, including accessories (<i>Report girls', infants', and toddlers' wear on line 22 and footwear on line 26.</i>)	20220					

CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

45104064



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
21. Men's wear, including accessories (Report boys' wear on line 22 and footwear on line 26.)	20200					
22. 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 26.)	20240					
23. Drugs, health aids, beauty aids	20160					
24. Televisions, video players and recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories (Report electronic games and electronic game devices on line 15. Report computer game software on line 11b.)	20320					
25. Religious goods, except books (Report books on line 1.)	20871					
26. All other merchandise (Report receipts for services on line 27.) Specify principal lines and estimated sales below	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	29900					
28. 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

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

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

0988 Yes

0989 No

25 Not Applicable.

45104072

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.

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.

45104080

