



# 2012 ECONOMIC CENSUS

## Jewelry Stores

FORM  
**RT-44803** (10-27-2011)

OMB No. 0607-0927: Approval Expires 12/31/2013

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**RT-44803**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

**- OR -**

**Mail** your completed form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**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.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- 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 to the left of the mailing address the same as the one used for this establishment on its latest 2012 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		

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CONTINUE WITH **2** ON PAGE 2

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**2** PHYSICAL LOCATION - Continued

**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

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - Give date at right →

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0015  Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator      0061 EIN (9 digits)

<input type="text"/>	-	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.      0064 State      0065 ZIP Code

<input type="text"/>	-	<input type="text"/>
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0016  Other - Specify → 0815

**4** MONTHS IN OPERATION

Mark "X" if None      2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . . 0002 

<input type="text"/>	<input type="text"/>
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**HOW TO REPORT DOLLAR FIGURES**

▶ Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79:**      **Report** →

If a value is "0" (or less than \$500.00):      **Report** →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

EXAMPLE

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Sales of merchandise and other operating receipts (Exclude sales taxes or other taxes collected.) . . . . . 0100

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

**6** Not Applicable.

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

**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 to the left of 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

2012  
Number

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**A.** Number of employees for pay period including March 12, 2012 . . . . . 0030

**B.** Payroll before deductions (Exclude employer's cost for fringe benefits.) . . . . . Mark "X" if None

	2012		
	\$ Bil.	Mil.	Thou.
<b>1.</b> Annual payroll . . . . . 0300 <input type="checkbox"/>			
<b>2.</b> First quarter payroll (January-March 2012) . . . . . 0310 <input type="checkbox"/>			

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**8 - 18** Not Applicable.

**19 KIND OF BUSINESS**

Which ONE of the following best describes this establishment's principal kind of business in 2012? (Mark "X" only ONE box.)

- 0700 448 310 00 1  Jewelry store
- 448 150 00 2  Costume jewelry/accessory store
- 448 310 00 2  Watch store
- 448 310 00 3  Clock store
- 811 490 10 1  Jewelry, watch, and clock repair
- 453 998 10 2  Collectors' items and supplies store, including philatelist, numismatist, etc.
- 453 220 00 3  Gift, novelty, souvenir store, including crafts
- 522 298 10 1  Pawn shop
- 772 000 00 1  Other kind of business - Specify

0701

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**20 CLASS OF CUSTOMER**

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0251  Yes

0252  No

**B.** Were 75% or more of this establishment's sales to retailers/wholesalers/distributors for resale in 2012?

0256  Yes

0257  No

**C.** Did this establishment require proof of business or professional license from new customers in 2012?

0276  Yes

0277  No

**D.** Estimate the percentage of this establishment's total sales (reported in 9) by class of customer.

**1.** Household consumers and individuals . . . . . 0261

**2.** Retailers for resale . . . . . 0263

**3.** Wholesalers/distributors 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 ↴

0874

0272

**13. TOTAL** . . . . .

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2012	
Whole percent of sales and receipts	
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
[ ][ ]	%
100	%

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

**21** METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?  
(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*

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**HOW TO REPORT PERCENTS**

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Jewelry, including watches, watch attachments, novelty jewelry, etc. (Report flatware and hollowware on line 2b and receipts from watch, clock, and jewelry repair and engraving on line 12b.)				
<b>a.</b> Estate/antique jewelry . . . . . 20408				
<b>b.</b> Diamond jewelry - 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.</b> Pearl jewelry - 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.</b> Other gemstone jewelry - 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				

CONTINUE WITH **22** ON PAGE 6

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Jewelry, including watches, watch attachments, novelty jewelry, etc. - Continued				
<b>e.</b> Loose gemstones, including diamonds and colored gemstones . . . . . 20404				
<b>f.</b> Karat gold jewelry - 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.</b> Watches, watchbands, and parts . . . . . 20406				
<b>h.</b> Platinum jewelry - 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.</b> All other jewelry, including gold-filled, sterling, costume, and novelty jewelry . . . . . 20415				
<b>j. Add lines 1a through 1i</b> . . . . . 20400				
<b>2.</b> Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.				
<b>a.</b> Decorative accessories and home furnishings, including lamps, lampshades, decorative glassware, vases, giftware, mirrors, pictures, picture frames, clocks, magazine racks, desk sets, closet and bathroom accessories, etc. . . . . 20394				
<b>b.</b> Kitchenware, including cookware, cooking accessories, glassware, flatware/hollowware, cutlery, china, and dinnerware . . . . . 20395				
<b>c. Add lines 2a and 2b</b> . . . . . 20380				
<b>3.</b> Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories . . . . . 20330				
<b>4.</b> Televisions, DVD/Blu-ray Disc players and recorders, camcorders, portable video players, e-book readers, DVDs, Blu-ray Discs, etc., including electronic game/DVD combination devices, parts, and accessories . . . . . 20320				
<b>5.</b> Sporting goods and recreational equipment . . . . . 20530				
<b>6.</b> Women's, juniors', and misses' wear, including accessories (Report footwear and girls', infants', and toddlers' wear on line 11.) . . . . . 20220				

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CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

**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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<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 (Report reproductions on line 2a.) . . . . . 20863				
<b>9.</b> Precious metals, coins, medals, and other numismatic items . . . . . 20867				
<b>10.</b> Collectibles, including items which are old, but less than 100 years old, and limited in supply . . . . . 20862				
<b>11.</b> All other merchandise (Report receipts for services on line 12. Specify principal lines and estimated sales below.) . . . . . 29810				
<b>a.</b> . . . . . 29811				
<b>b.</b> . . . . . 29812				
<b>c.</b> . . . . . 29813				
<b>12.</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. Add lines 12a through 12c</b> . . . . . 29900				
<b>13. TOTAL</b> (Should equal <b>5</b> if reporting in dollars.) . . . . . 29990				100

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**23** Not Applicable.

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**24** SHIPPING AND HANDLING

**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?

0981  Yes - Go to line B

0982  No - Go to **25**

2012								
Estimates are acceptable								
\$ Bil.		Mil.			Thou.			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**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 second-hand merchandise, including antiques and collectibles, account for more than 75% of the total sales and receipts reported in **5**?

2101  Yes

2102  No

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**B. FRANCHISE**

**1.** Was this establishment operating under any trademark(s) authorized by a franchisor in 2012? (Mark "X" only ONE box.)

0237  Yes - franchisee-owned establishment

0238  Yes - franchisor-owned establishment

0239  No

**2.** If yes, provide the trademark(s) below. ↴

0235

**27-29** Not Applicable.

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REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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**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
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Thank you for completing your 2012 ECONOMIC CENSUS form.  
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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