



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

RT-45101 (10-27-2011)

2012 ECONOMIC CENSUS

Sporting Goods Stores

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
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

RT-45101

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Report Online - It's fast and secure!
Go to: 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

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

45101011



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 →

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

0060 Name of new owner or operator

0061 EIN (9 digits)

		-						
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

						-				
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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

☐

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45101029



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

**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.

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X"
if None

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

2012		
\$ Bil.	Mil.	Thou.

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 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

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

2012		
Number		

B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

Mark "X"
if None

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

2012		
\$ Bil.	Mil.	Thou.

8 - 18 Not Applicable.

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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

- 451 110 21 1 ☐ Bicycle shop
- 451 110 22 1 ☐ Golf specialty shop
- 451 110 23 1 ☐ Gun shop
- 451 110 25 1 ☐ Fishing tackle shop
- 451 110 24 1 ☐ Ski and/or snowboard shop
- 451 110 26 1 ☐ Fitness equipment specialty store
- 451 110 26 8 ☐ Children's play equipment store, including swing sets, trampolines, etc.
- 451 110 26 9 ☐ Backpacking/camping/outfitter shop
- 451 110 26 3 ☐ Scuba shop
- 451 110 26 4 ☐ Surfing and/or skateboarding shop
- 451 110 26 2 ☐ Pool/billiards store
- 451 110 26 5 ☐ Tack store (saddlery)
- 444 220 20 2 ☐ Tack store (feed)
- 451 110 26 6 ☐ Other specialty sporting goods store, specializing in a maximum of four (4) lines, such as archery, bowling, tennis, swimming, hunting/fishing, etc.
- 451 110 10 2 ☐ General (full-line) sporting goods store
- 451 110 10 5 ☐ Team athletic supply store, including equipment and uniforms
- 448 190 30 1 ☐ Sports apparel store, including golf, tennis, riding, etc.
- 448 210 50 1 ☐ Athletic footwear store
- 441 222 00 1 ☐ Boat/marine dealer
- 441 221 00 5 ☐ All-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
- 441 229 00 1 ☐ Snowmobile dealer
- 772 000 00 1 ☐ Other kind of business - Specify 

0701

45101045





20

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 **5**) by class of customer.

1. Household consumers and individuals	0261
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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

2012		
Whole percent of sales and receipts		
		%
		%
		%
		%
		%
		%
		%
		%
		%
		%
		%
		%

		%
100		%

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

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0759

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

Estimates are acceptable.

Percent

3 9

(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 3 and HOW TO REPORT PERCENTS above.)

Estimates are acceptable.

Percent

- | | | |
|-----------|--|-------|
| 1. | Sporting goods and recreational equipment (<i>Report used exercise/fitness equipment on line 25d and all other used sporting goods and recreational equipment on line 25c.</i>) | |
| a. | Team sporting goods equipment | 20531 |
| b. | Tennis equipment | 20532 |
| c. | Golf equipment | 20533 |
| d. | Snow-skiing and snowboarding equipment | 20534 |
| e. | Exercise/fitness equipment (<i>Report used exercise/fitness equipment on line 25d.</i>) | 20535 |
| f. | Firearms, hunting equipment, and supplies | 20536 |
| g. | Fishing tackle, including bait | 20537 |

CONTINUE ON PAGE 7

45101060

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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
1. Sporting goods and recreational equipment - Continued				
h. Camping and backpacking equipment and supplies 20538				
i. Bicycles, parts and accessories (Report parts installed in repair on line 27a.) 20539				
j. Scuba and skin diving equipment 20541				
k. Water skiing, surfing, and sail boarding equipment (Report personal watercraft on line 3c.) 20542				
l. Billiards equipment and supplies 20543				
m. Hockey equipment (Report team hockey equipment on line 1a.) 20544				
n. All other sporting goods, including archery equipment, badminton sets, bowling equipment, ice skates, skateboards, saddlery, etc. 20547				
o. Add lines 1a through 1n 20530				
2. Trophies and plaques 20875				
3. Boats and other sport vehicles, including personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories				
a. New boats, canoes, kayaks, motors, parts and accessories 20591				
b. Used boats, canoes, kayaks, motors, parts and accessories 20592				
c. All-terrain vehicles (ATVs) and personal watercraft 20593				
d. All other sport vehicles, including snowmobiles, golf cars, go-carts, parts and accessories 20599				
e. Add lines 3a through 3d 20590				
4. Footwear, including accessories (Report used footwear on line 25a.)				
a. Men's and women's outdoor hiking/sports boots 20264				
b. Men's athletic footwear, including tennis shoes/sneakers 20265				

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CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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
4. Footwear, including accessories - Continued				
c. Women's athletic footwear, including tennis shoes/ sneakers 20266				
d. Children's athletic footwear, including boys', girls', infants', and toddlers' tennis shoes/sneakers 20267				
e. All other footwear, including accessories (<i>Report men's athletic socks on line 5c and women's athletic socks on line 6c.</i>) 20269				
f. Add lines 4a through 4e 20260				
5. Men's wear, including accessories (<i>Report boys' wear on line 8, footwear on line 4, and used clothing on line 25a.</i>)				
a. Men's sweat tops, pants, and warm-ups 20216				
b. Men's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel 20212				
c. Other men's wear 20217				
d. Add lines 5a through 5c 20200				
6. Women's, juniors', and misses' wear, including accessories (<i>Report girls', infants', and toddlers' wear on line 8, footwear on line 4, and used clothing on line 25a.</i>)				
a. Women's sweat tops, pants, and warm-ups 20236				
b. Women's sports apparel, including tennis, golf, jogging, swimming, skiing, camping, fishing, hiking, and other rugged outer and exercise apparel 20227				
c. Other women's, juniors', and misses' wear 20238				
d. Add lines 6a through 6c 20220				
7. Unisex clothing (<i>Report used clothing on line 25a.</i>) 20250				
8. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (<i>Report footwear on line 4 and used clothing on line 25a.</i>) 20240				
9. Groceries and other food items for human consumption off the premises 20100				

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CONTINUE WITH **22** ON PAGE 9

CONTINUE ON PAGE 9

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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
10. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages prepared and served or dispensed for immediate consumption 21100				
11. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others 20150				
12. Packaged liquor, wine, and beer 20110				
13. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories 20310				
14. Televisions, DVD/Blu-ray Disc players and recorders, camcorders, DVDs, Blu-ray Discs, etc., including parts and accessories 20320				
15. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. 20380				
16. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. 20620				
17. Hardware, tools, and plumbing and electrical supplies 20600				
18. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (Report binoculars on line 23.) 20490				
19. Jewelry, including watches, watch attachments, novelty jewelry, etc. 20400				
20. Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, parts and accessories 20580				
21. Automobiles, vans, trucks, other powered transportation vehicles, including motorcycles, motor scooters, motor bikes (Report recreational vehicles on line 20.) 20700				
22. Automotive fuels 20720				
23. Toys, hobby goods, and games 20460				
24. Books 20420				

CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

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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
25. Used clothing, furniture, and other used items not elsewhere classified				
a. Used clothing, footwear, personal accessories, jewelry, and related products 20831				
b. Used home furniture, household appliances, kitchenware, home furnishings, and home lawn and garden goods 20832				
c. Used home entertainment, recreation, and culture products, including used sporting goods 20833				
d. Used office furniture and exercise/fitness equipment 20834				
e. Used hardware, tools, plumbing and electrical supplies, and building materials 20835				
f. Used household and personal goods, not elsewhere classified 20839				
g. Add lines 25a through 25f 20830				
26. All other merchandise (<i>Report receipts for services on line 27.</i>) 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				
a. Parts, paint, and materials installed in repair 29907				
b. Labor charges for work performed by this establishment 29904				
c. Receipts from instructions and lessons 29915				
d. Rental or lease of equipment 29927				
e. All other nonmerchandise receipts 29961				
f. Add lines 27a through 27e 29900				
28. TOTAL (<i>Should equal 5 if reporting in dollars.</i>) 29990				100

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23 Not Applicable.

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 **26**

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985

2012								
Estimates are acceptable								
\$ Bil.		Mil.			Thou.			

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 account for more than 75% of the total sales and receipts reported in **5**?

2101 ☐ Yes

2102 ☐ No

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

Name of person to contact regarding this report

Title

Tele-
phone

Area code

Number

Extension

Fax

Area code

Number

E-mail address

Date
completed

Month

Day

Year

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

45101128