



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

FORM

RT-45102 (10-27-2011)

2012 ECONOMIC CENSUS

Hobby, Toy, and Sewing 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-45102

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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

-

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

-

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE 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 →

0015 ☐ Sold or leased to another operation - 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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45102027



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
- 451 120 10 1 ☐ Hobby, toy, and game store
- 451 120 10 2 ☐ Specialty toy store
- 451 120 20 1 ☐ Craft supply store
- 451 120 20 4 ☐ Bead store
- 451 120 20 5 ☐ Scrapbook and rubber stamp supplies store
- 453 998 30 2 ☐ Artists' supply store
- 451 120 20 2 ☐ Ceramics and supplies store
- 453 220 00 3 ☐ Gift, novelty, souvenir store, including ornaments
- 451 130 00 2 ☐ Sewing, fabric, and piece goods store
- 451 130 00 3 ☐ Quilting supply store
- 451 130 00 4 ☐ Hand needlework store, including knitting, crochet, needlepoint, cross-stitch and hand embroidery supplies
- 451 130 00 5 ☐ Machine embroidery shop
- 451 130 00 1 ☐ Upholstery fabric store
- 811 420 00 2 ☐ Reupholstery and furniture repair shop
- 442 291 00 2 ☐ Drapery and curtain store, except custom
- 314 121 00 1 ☐ Custom drapery and curtain store
- 443 111 00 2 ☐ Sewing machine store
- 442 299 00 1 ☐ Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 453 998 10 2 ☐ Collectors' items and supplies store, including philatelist, numismatist, etc.
- 454 111 23 4 ☐ Electronic shopping, toys/games/craft supplies
- 772 000 00 1 ☐ Other kind of business - *Specify* ➤

0701

45102043



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
---	-------------

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

[illegible][illegible]

(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

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

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

Estimates are acceptable.

Percent



39

(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.)

Description of sales, shipments, receipts, or revenue

Estimates are acceptable.

Percent

- | | | |
|-----------|--|-------|
| 1. | Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles (<i>Report bicycles on line 4a.</i>) | |
| a. | Toys, including wheel goods | 20461 |
| b. | Games, including video and electronic games | 20462 |
| c. | Hobby goods | 20463 |
| d. | Add lines 1a through 1c | 20460 |

CONTINUE WITH 22 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
2. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.					
a. Fabrics	20271				
b. Patterns	20272				
c. Sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	20273				
d. Add lines 2a through 2c	20270				
3. Curtains, draperies, blinds, slipcovers, bed and table coverings	20280				
4. Sporting goods and recreational equipment					
a. Bicycles, parts and accessories (<i>Report parts installed in repair on line 38b.</i>)	20539				
b. All other sporting goods, including exercise/fitness equipment, etc.	20546				
c. Add lines 4a and 4b	20530				
5. Boats and other sport vehicles, including personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories	20590				
6. Craft supplies	20881				
7. Artists' materials and supplies	20869				
8. Seasonal decorations	20878				
9. Artificial/silk flowers, plants, and trees	20879				
10. Furniture and sleep equipment, including infants' furniture (<i>Report playpens on line 28 and repair and rental receipts on line 38b.</i>)	20340				
11. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, pictures, picture frames, closet and bathroom accessories, etc.	20380				

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CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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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
12. Major household appliances, including sewing machines, refrigerators, ranges, microwave ovens, room air-conditioners, etc. 20300				
13. Small household appliances, including mixers, toasters, coffee makers, personal care appliances, and tap water purifiers and filters 20310				
14. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories (<i>Report rental receipts on line 38b.</i>) 20320				
15. New and used computer hardware, software, and supplies, including computer game software and tablet computers. (<i>Report computer-related furniture on line 10, office supplies on line 21, and electronic games and electronic game devices on line 1.</i>) 20370				
16. 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 (<i>Report electronic games and electronic game devices on line 1.</i>) 20320				
17. Books (<i>Report audio books on line 14, comic books on line 18, and e-book readers on line 16.</i>) 20420				
18. Magazines and newspapers 20856				
19. Stationery products, including stationery, tablets, pads, looseleaf paper, and related products 20851				
20. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper 20852				
21. Office, school, and packaging supplies 20853				
22. Greeting cards, calendars, maps, and road atlases 20855				
23. Women's, juniors', and misses' wear, including accessories (<i>Report girls', infants', and toddlers' wear on line 26 and footwear on line 27.</i>) 20220				
24. Men's wear, including accessories (<i>Report boys' wear on line 26 and footwear on line 27.</i>) 20200				
25. Costumes and unisex clothing 20250				
26. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (<i>Report footwear on line 27.</i>) 20240				
27. Footwear, including accessories 20260				

CONTINUE WITH **22** ON PAGE 9

CONTINUE ON PAGE 9

45102084



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
28. Baby goods not elsewhere classified, including bottles, monitors, carriers, swings, etc. (Report baby furniture on line 10, baby clothing and accessories on line 26, baby food on line 35, baby toys on line 1, and disposable diapers and other baby hygiene products on line 34.) 20810				
29. Jewelry, including watches, watch attachments, novelty jewelry, etc. 20400				
30. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (Report binoculars on line 34.) 20490				
31. Hardware, tools, and plumbing and electrical supplies 20600				
32. Nonautomotive batteries 20872				
33. Paint and sundries 20670				
34. Drugs, health aids, beauty aids, including cosmetics and diapers 20160				
35. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. 20100				
36. Souvenirs and novelty items 20877				
37. All other merchandise (Report receipts for services on line 38.) Specify principal lines and estimated sales below 29810				
a. 29811				
b. 29812				
c. 29813				
38. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES				
a. Receipts from instructions and lessons 29915				
b. All other nonmerchandise receipts, including receipts from customers for parts installed in repair and charges for repair, delivery, alteration, etc. 29963				
c. Add lines 38a and 38b 29900				
39. TOTAL (Should equal 5 if reporting in dollars.) 29990				100

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CONTINUE ON PAGE 10

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 B0982 ☐ 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 ☐ Yes0989 ☐ No**25** Not Applicable.**26** SPECIAL INQUIRIES

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 establishment0238 ☐ Yes - franchisor-owned establishment0239 ☐ 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

Month

Year

TO

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.

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