



1997 ECONOMIC CENSUS SHORT FORM

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE ▶ **FEBRUARY 12, 1998**

This form is being sent in lieu of the regular economic census form in order to minimize reporting burden.

RT-5299

Please answer the questions on this form and return it in the enclosed envelope to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Census use

(Please correct any errors in name, address, and ZIP Code.)

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 Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No - Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes
2 No
3 No legal boundaries
4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other - Specify _____
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 2. METHOD OF SELLING

What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box.

- Selling at this establishment 1
- Mail order (include catalog selling and home shopping via television or computer) 2
- Telemarketing 3
- Direct selling (include selling from house-to-house and nonfixed or temporary locations) 4
- Operating merchandise vending machines 5

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997?
Mark (X) only ONE box.

- BUILDING MATERIALS AND HARDWARE 070
- Retail lumber yard 521140 4
 - Lumber wholesaler (with yard) 503129 9
 - Lumber wholesaler (without yard) 503110 9
 - Ready-mixed concrete distributor 327300 0
 - Metal storm door and window store or dealer 521150 3
 - Home improvement center 521120 6
 - Heating and plumbing equipment and supplies dealer 507409 1

ITEM 3 CONTINUED ON PAGE 2

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued

BUILDING MATERIALS AND HARDWARE – Continued

070

- Lighting fixture and ceiling fan store 521150 3
- Electrical supplies dealer 506309 7
- Plywood, veneer, and millwork dealer 503139 8

Other specialized building materials store or dealer (e.g., brick, cabinets to be installed, ceramic tile, cinder block, fencing, prefabricated buildings, roofing, sand and gravel, siding, wallboard, etc.) 521150 3

Hardware store 525100 4

Paint and wallpaper store 523110 5

Wholesale paint and wallpaper distributor 519809 8

Flat glass and other construction glass distributor 503919 3

LAWN AND GARDEN EQUIPMENT AND SUPPLIES

Retail nursery 526120 1

Garden center 526120 1

Garden supply store 526120 1

Landscape counseling and planning 078100 5

Lawn and garden service 078200 3

Florist 599200 3

Outdoor power equipment store (lawnmowers, trimmers, etc.) 526110 2

Farm machinery and equipment store 508310 0

Wholesale farm machinery and equipment dealer 508310 0

Farm supplies store 519118 4

Wholesale farm supplies dealer 519119 2

Outdoor/patio furniture store 571260 9

Cut Christmas tree sales, selling only 596393 9

Christmas tree sales, growing and selling 078300 1

OTHER KINDS OF BUSINESS

Manufactured (mobile) home dealer 527100 2

Manufactured (mobile) home community 651500 1

Recreational vehicle dealer (e.g., travel trailers, camping trailers, converted vans, motor homes, truck campers, etc.) 556100 6

Utility trailer dealer 559900 6

Construction activity, general or trade (e.g., heating, plumbing, electrical, painting, etc.) – Describe

Other kind of business – Describe

Item 3. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997?

Mark (X) only ONE box.

From physical displays of priced merchandise 1

From a counter (little or no display) 2

From a warehouse or office 3

Other – Describe 4

2. How did this establishment PRIMARILY attract new customers in 1997?

Mark (X) only ONE box.

Location and store attractiveness 1

Advertising to the general public, including direct mail advertising 2

Advertising to the trade or calls directly to customers 3

Other – Describe 4

Item 4. SPECIAL INQUIRIES

a. Lumber yards; hardware stores; home improvement centers; and other building materials dealers only

Were more than half of the total sales and receipts of this establishment in 1997 derived from on-site construction work by personnel of this establishment? 1 Yes
2 No

b. Retail nurseries and farm, lawn, and garden equipment and supply stores only

Were more than half of the total sales and receipts of this establishment in 1997 derived from items grown by this establishment? 1 Yes
2 No

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

Item 5. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report – Print or type

Title

Telephone	Area code	Number	Extension
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Signature of authorized person	Date
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