



1992 CENSUS OF RETAIL TRADE  
GENERAL MERCHANDISE

OMB No. 0607-0719: Approval Expires 06/30/94

**DUE DATE: FEBRUARY 15, 1993**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

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

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

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. EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number shown in the label the same as the one used for this establishment on its latest 1992 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ Yes 2 ☐ No - Report current EI No. below

(9 digits)

**Item 2. 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 3 ☐ No legal boundaries  
2 ☐ No 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 is this establishment physically located?**

**Item 3. OPERATIONAL STATUS**

Number of months

**a. How many months during 1992 was this establishment actively operated?**

002

**b. Which of the following best describes this establishment's status at the end of 1992?** Mark (X) only ONE box.

001 1 ☐ In operation  
2 ☐ Temporarily or seasonally inactive  
3 ☐ Ceased operation - Give date at right  
4 ☐ Sold or leased to another operator - Give date at right AND enter name, etc., below

Figures only

Month

Year

Name of new owner or operator

Number and street

City

State

ZIP Code

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be rounded to thousands of dollars.

Example: If a figure is \$1,125,628.79 • Preferred report Acceptable

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
1	125	629

**Item 4. DOLLAR VOLUME OF BUSINESS**

Mil. Thou. Dol.

**Sales of merchandise and other operating receipts for 1992** (Exclude sales or other taxes collected)

010

**Item 5. PAYROLL**

Mil. Thou. Dol.

**Payroll in 1992, BEFORE DEDUCTIONS**

030

**a. Annual**

031

**b. First quarter (January-March)**

**Item 6. EMPLOYMENT**

**Number of paid employees for pay period including March 12, 1992** (Include both full- and part-time employees)

Number

032

**Item 7. KIND OF BUSINESS**

**What was this establishment's PRINCIPAL kind of business in 1992? Mark (X) only ONE box.**

070

- Variety store, five and dime store . . . . . ☐ 533101  
Limited price variety store . . . . . ☐ 533102  
Conventional department store . . . . . ☐ 531111  
Discount or mass merchandising department store . . . . . ☐ 531121  
General merchandise store . . . . . ☐ 539911  
Catalog showroom (inventory at location) . . . . . ☐ 539921  
Catalog store (including telephone order offices) . . . . . ☐ 596111  
Mail order - general merchandise . . . . . ☐ 596121  
Craft supplies store . . . . . ☐ 594521  
Other kind of business - Describe . . . . . ☐ 777777

**Item 8. METHOD OF SELLING**

**What was this establishment's PRINCIPAL method of selling in 1992? Mark (X) only ONE box.**

235

- 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 9. CLASS OF CUSTOMER		Whole percent of sales				
Report the percentage of this establishment's total sales in 1992 (Item 4) to each class of customer.		237				
e. General public (household consumers and individuals)		239				
b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government						
Item 10. MERCHANDISE LINES						
Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)						
HOW TO REPORT PERCENTS	If figure is <b>38.76%</b> of total sales: • Report whole percents → Not acceptable →	Mil.	Thou.	Dol.	Percent	
					39	
					38.76	
Merchandise lines		Cen- sus use	ESTIMATES are acceptable. Report dollars OR percents.			
			Mil.	Thou.	Dol.	Percent
1. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 3 and footwear on line 4)		230	231			232
2. Men's wear (Report boys' wear on line 3 and footwear on line 4)		220				
3. Children's wear (Include 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 4.)		240				
4. Footwear (include accessories)		260				
5. Curtains, draperies, blinds, slipcovers, bed and table coverings						
a. Curtains and draperies		281				
b. Vertical and horizontal blinds and woven wood blinds		262				
c. Furniture coverings (ready-made and custom-made)		283				
d. Domestics (include towels, sheets, blankets, table linens and coverings, etc.)		284				
e. Sum of lines 5a through 5d		280				
6. Sewing, knitting, needlework goods (include fabrics, notions, patterns, yarns, laces, trimmings, needlework kits, etc.)		270				
7. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)						
a. Cookware and cooking accessories (include strainers, sifters, grinders, cutlery, canning supplies, etc.)		381				
b. Dinnerware, china, glassware, tableware, giftware (include all flatware and holloware)		382				
c. Decorative accessories (include lamps, lampshades, mirrors, pictures, clocks, magazine racks, spice racks, desk sets, etc.)		383				
d. All other kitchenware and homefurnishings (include closet and bathroom accessories, etc.)		384				
e. Sum of lines 7a through 7d		380				
Item 10. MERCHANDISE LINES - Continued						
Merchandise lines		Cen- sus use	ESTIMATES are acceptable. Report dollars OR percents.			
			Mil.	Thou.	Dol.	Percent
8. Audio equipment, musical instruments, and supplies (include radios, stereos, compact discs, records, tapes, sheet music, accessories. Report parts installed in repair on line 44 and rental receipts on line 44.)		330				
9. Small electric appliances (include shavers; mixers; blenders; can openers; toasters; coffee makers; frypans; and personal care appliances, such as hair dryers, curling irons, etc.)		310				
10. TV's, video recorders, video cameras, video tapes, etc. (include parts and accessories)						
a. Televisions		321				
b. Video recorders, cameras, and tapes (Report receipts from video tape rental on line 44)		324				
c. Sum of lines 10a and 10b		320				
11. Furniture, sleep equipment		340				
12. Major household appliances (include refrigerators, ranges, microwave ovens, room air-conditioners, etc.)		300				
13. Floor coverings						
a. Soft-surface (textile) floor coverings and accessories		361				
b. Hard-surface floor coverings and accessories (include tile and sheet goods)		362				
c. Sum of lines 13a and 13b		360				
14. Computer hardware, software, and supplies (Report computer-related furniture on line 11. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 15. Report office supplies on line 43.)		370				
15. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 43.)		854				
16. Toys, hobby goods, and games (Include video and electronic games, and wheel goods, except bicycles. Report bicycles on line 29.)						
a. Toys (include wheel goods)		461				
b. Games (include video and electronic games)		462				
c. Hobby goods and craft kits		463				
d. Sum of lines 16a through 16c		460				
17. Craft supplies		881				
18. Meals, snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption		120				

ITEM 10 CONTINUED ON PAGE 3

CONTINUE ON PAGE 3

FORM **CB-5302**U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**1992 CENSUS OF RETAIL TRADE  
GENERAL MERCHANDISE**Enter the 11-digit  
**CENSUS FILE NUMBER**  
as shown on this report  
(See label on page 1)

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		Mil.	Thou.	Dol.	Per- cent			Mil.	Thou.	Dol.	Per- cent						
<b>19.</b> Groceries and other food items for human consumption off the premises (Include candy, gum, etc. Report vitamins on line 33 and pet food on line 40.)	<b>100</b>					<b>42.</b> Paint and related preservatives and supplies	<b>670</b>										
<b>20.</b> Stationery	<b>851</b>					<b>43.</b> All other merchandise (Report receipts for services on line 44)	<b>890</b>										
<b>21.</b> School supplies	<b>852</b>					Specify principal lines and estimated sales below											
<b>22.</b> Greeting cards	<b>855</b>					a.	<b>891</b>										
<b>23.</b> Luggage and leather goods (Report men's and women's small leather apparel accessories on line 2 or 1)	<b>859</b>					b.	<b>892</b>										
<b>24.</b> Books (Report audio tape books on line 8)	<b>420</b>					c.	<b>893</b>										
<b>25.</b> Magazines and newspapers	<b>856</b>					<b>44.</b> All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES	<b>900</b>										
<b>26.</b> Hardware, tools, and plumbing and electrical supplies	<b>600</b>					<b>45. TOTAL</b> (Should equal item 4 if reporting in dollars)	<b>990</b>				<b>100%</b>						
<b>27.</b> Lawn and garden equipment and supplies, cut flowers, plants, shrubs, fertilizers, etc.	<b>620</b>					<b>Item 11. SPECIAL INQUIRIES</b>											
<b>28.</b> Lumber, building materials, and home improvement equipment and supplies (Report paint and related preservatives on line 42)	<b>640</b>					<b>a. Floor space as of December 31, 1992</b>											
<b>29.</b> Sporting goods	<b>500</b>					INCLUDE:											
<b>30.</b> Jewelry (Include watches, watch attachments, novelty jewelry, etc. Report flatware and holloware on line 7b and receipts from watch, clock, and jewelry repair and engraving on line 44.)	<b>400</b>					<ul style="list-style-type: none"> <li>Only the floor space used/controlled by this company.</li> <li>All space occupied by this establishment on every floor of multi-story buildings.</li> </ul>											
<b>31.</b> Optical goods (include eyeglasses, contact lenses, sunglasses, telescopes, microscopes, etc.)	<b>490</b>					<b>EXAMPLE:</b> How to compute floor space in square feet (1) Under-roof selling space is: 200 ft. x 80 ft. = 16,000 sq. ft. (2) Total under-roof floor space is: 200 ft. x 100 ft. = 20,000 sq. ft.											
<b>32.</b> Tobacco products and accessories (exclude sales from vending machines operated by others)	<b>150</b>																
<b>33.</b> Drugs, health aids, beauty aids	<b>160</b>					<table border="1"> <thead> <tr> <th></th> <th>Square feet</th> </tr> </thead> <tbody> <tr> <td>(1) <b>Under-roof selling space</b> - Enter the square feet of in-store selling space at the end of 1992. Include all store areas open to customers, including aisles, elevators, etc. Do not include display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space.</td> <td>251</td> </tr> <tr> <td>(2) <b>Total under-roof floor space</b> - Enter the total square footage of all under-roof selling space plus all other space available at the end of 1992. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Do not include outdoor space, even if covered.</td> <td>252</td> </tr> </tbody> </table>							Square feet	(1) <b>Under-roof selling space</b> - Enter the square feet of in-store selling space at the end of 1992. Include all store areas open to customers, including aisles, elevators, etc. Do not include display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space.	251	(2) <b>Total under-roof floor space</b> - Enter the total square footage of all under-roof selling space plus all other space available at the end of 1992. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Do not include outdoor space, even if covered.	252
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<b>34.</b> Paper and related products (include paper towels, toilet tissue, wraps, bags, foils, etc.)	<b>190</b>					<b>b. Did this establishment have a CENTRALIZED check-out area with MULTIPLE cash registers in 1992?</b>											
<b>35.</b> Soaps, detergents, and household cleaners	<b>180</b>					259 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No											
<b>36.</b> Automotive fuels	<b>720</b>					<b>Item 12.</b> Not applicable to this report											
<b>37.</b> Automotive lubricants (oil, greases, etc.)	<b>730</b>					<b>Item 13. LEGAL FORM OF ORGANIZATION</b>											
<b>38.</b> Automotive tires, batteries, parts, accessories	<b>740</b>					Which of the following best describes this establishment's legal form of organization during 1992? Mark (X) only ONE box.											
<b>39.</b> Packaged liquor, wine, and beer	<b>140</b>					003 1 <input type="checkbox"/> Individual owner (sole proprietorship) 2 <input type="checkbox"/> Partnership 3 <input type="checkbox"/> Cooperative association (taxable) 4 <input type="checkbox"/> Cooperative association (tax-exempt) 5 <input type="checkbox"/> Government - Specify _____ 0 <input type="checkbox"/> Corporation (Do not mark if any form of cooperative association) 9 <input type="checkbox"/> Other - Specify _____											
<b>40.</b> Pets, pet foods, and pet supplies	<b>800</b>																
<b>41.</b> Photographic equipment and supplies (Report photofinishing on line 44)	<b>440</b>																

CONTINUE ON PAGE 4

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION****a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?**

- 1 ☐ Yes – Complete this item  
 2 ☐ No – Skip to item 15

**b. Is this company owned or controlled by another company?**

Enter name, address, and EI Number of the owning or controlling company

- 097 1 ☐ Yes →  
 2 ☐ No

EI Number (9 digits)

**c. Does this company own or control any other company or companies?**

Enter name, address, and EI Number of the owned or controlled company

- 098 1 ☐ Yes →  
 2 ☐ No

EI Number (9 digits)

Number

079

**d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1992?**

If more than one, provide the **physical location** address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.

**Estimates are acceptable** if book figures are not available.

Name		1992	Mil.	Thou.	Dol.	Name		1992	Mil.	Thou.	Dol.
Number and street		Sales	081			Number and street		Sales	081		
City		Annual payroll	082			City		Annual payroll	082		
State						State					
ZIP Code						ZIP Code					
Kind-of-business description		Paid employees for pay period including March 12				Kind-of-business description		Paid employees for pay period including March 12			
		083						083			
		Census use 088						Census use 088			
Name		1992	Mil.	Thou.	Dol.	Name		1992	Mil.	Thou.	Dol.
Number and street		Sales	081			Number and street		Sales	081		
City		Annual payroll	082			City		Annual payroll	082		
State						State					
ZIP Code						ZIP Code					
Kind-of-business description		Paid employees for pay period including March 12				Kind-of-business description		Paid employees for pay period including March 12			
		083						083			
		Census use 088						Census use 088			

**REMARKS** – Please use this space for any explanations that may be essential in understanding your reported data.**Item 15. CERTIFICATION** – This report is substantially accurate and has been prepared in accordance with instructions.

**Period covered by this report** FROM: Mo. Year TO: Mo. Year Name of person to contact regarding this report – Print or type

Telephone Area code Number Extension Title

Signature of authorized person

Date