



FORM

CB-5902

**1992 CENSUS OF RETAIL TRADE  
LIQUOR, TOBACCO, NEWSSTANDS**

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

CB-5902

(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?

084 1 ☐ Yes 2 ☐ No - Report current EI No. below

(9 digits)

**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-<br>lions<br>(000) | Thou-<br>sands<br>(000) | Dol-<br>lars<br>(000) |
|------------------------|-------------------------|-----------------------|
| 1                      | 125                     | 629                   |
| 1                      | 125                     | 629                   |

**Item 4. DOLLAR VOLUME OF BUSINESS**

Sales of merchandise and other  
operating receipts for 1992 (Include  
excise taxes)

| Mil. | Thou. | Dol. |
|------|-------|------|
| 010  |       |      |

**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

**Item 7. KIND OF BUSINESS**

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

070

- Liquor store . . . . . ☐ 592102  
Retail beer distributor . . . . . ☐ 592103  
Bar . . . . . ☐ 581302  
Cigar store, cigar stand . . . . . ☐ 599301  
Pipe and tobacco store . . . . . ☐ 599302  
News dealer, newsstand . . . . . ☐ 599401  
Convenience food store . . . . . ☐ 541121  
Delicatessen . . . . . ☐ 541141  
Book store, new . . . . . ☐ 594211  
Book store, secondhand . . . . . ☐ 593222  
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.**

- Selling at this establishment . . . . . 235 ☐ 1
- Mail order (include catalog selling and home shopping via television or computer) . . . . . 2 ☐ 2
- Telemarketing . . . . . 3 ☐ 3
- Direct selling (include selling from house-to-house and nonfixed or temporary locations) . . . . . 4 ☐ 4
- Operating merchandise vending machines . . . . . 5 ☐ 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.**

a. 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 **38.76%** of total sales:

• Report whole percents → 39

Not acceptable → 38.76

| Merchandise lines  | Census use | ESTIMATES are acceptable. Report dollars OR percents. |       |      |         |
|--|------------|---|-------|------|---------|
|  |            | Mil.  | Thou. | Dol. | Percent |
| 1. Packaged liquor, wine, and beer   | 230        | 231   |       |      | 232     |
| a. Distilled spirits (include liquor, brandy, and liqueurs)  | 141        |   |       |      |         |
| b. Wine  | 142        |   |       |      |         |
| c. Beer and ale  | 143        |   |       |      |         |
| d. Sum of lines 1a through 1c  | 140        |   |       |      |         |
| 2. Cigars, cigarettes, tobacco, and smokers' accessories (exclude sales from vending machines operated by others)                                      | 150        |   |       |      |         |
| 3. Books   | 420        |   |       |      |         |
| 4. Magazines and newspapers  | 856        |   |       |      |         |
| 5. Groceries and other food items for human consumption off the premises (Include candy, gum, etc. Report vitamins on line 8 and pet food on line 17.) |            |   |       |      |         |
| a. Bottled, canned, or packaged soft drinks  | 108        |   |       |      |         |
| b. All other foods (dry groceries, canned and bottled foods, candy, bakery products, etc.)   | 113        |   |       |      |         |
| c. Sum of lines 5a and 5b  | 100        |   |       |      |         |
| 6. Meals and snack items generally served for immediate consumption  | 120        |   |       |      |         |
| 7. Alcoholic drinks (served at this establishment)   | 130        |   |       |      |         |
| 8. Drugs, health aids, beauty aids   | 160        |   |       |      |         |
| 9. Kitchenware and home furnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)                      | 380        |   |       |      |         |

**Item 10. MERCHANDISE LINES - Continued**

| Merchandise lines   | Census use | ESTIMATES are acceptable. Report dollars OR percents. |       |      |         |
|---|------------|---|-------|------|---------|
|   |            | Mil.  | Thou. | Dol. | Percent |
| 10. 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        |   |       |      |         |
| 11. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)   | 330        |   |       |      |         |
| 12. Jewelry (include watches, watch attachments, novelty jewelry, etc.)   | 400        |   |       |      |         |
| 13. Sporting goods  | 500        |   |       |      |         |
| 14. Automotive fuels  | 720        |   |       |      |         |
| 15. Automotive lubricants (oil, greases, etc.)  | 730        |   |       |      |         |
| 16. Greeting cards  | 855        |   |       |      |         |
| 17. All other merchandise (Report receipts for services on line 18)   | 890        |   |       |      |         |
| Specify principal lines and estimated sales below   |            |   |       |      |         |
| a. _____  | 891        |   |       |      |         |
| b. _____  | 892        |   |       |      |         |
| c. _____  | 893        |   |       |      |         |
| 18. All nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (Include all receipts from customers for delivery charges, storage, and other services provided to customers. Exclude all receipts and commissions received from lottery ticket sales.) | 900        |   |       |      |         |
| 19. TOTAL (Should equal item 4 if reporting in dollars)   | 990        |   |       |      | 100%    |

**Item 11. Not applicable to this report****Item 12. Not applicable to this report****Item 13. LEGAL FORM OF ORGANIZATION**

**Which of the following best describes this establishment's legal form of organization during 1992? Mark (X) only ONE box.**

- 003 ☐ 1 Individual owner (sole proprietorship)
- ☐ 2 Partnership
- ☐ 3 Cooperative association (taxable)
- ☐ 4 Cooperative association (tax-exempt)
- ☐ 5 Government - Specify \_\_\_\_\_
- ☐ 6 Corporation (Do not mark if any form of cooperative association)
- ☐ 9 Other - Specify \_\_\_\_\_

**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?**

- 097 ☐ 1 Yes →
- ☐ 2 No

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

EI No. (9 digits)

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

- 098 ☐ 1 Yes →
- ☐ 2 No

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

EI No. (9 digits)

ITEM 14 CONTINUED ON PAGE 3

FORM **CB-5902**U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**Enter the 11-digit  
CENSUS FILE NUMBER  
as shown on this report  
(See label on page 1)****1992 CENSUS OF RETAIL TRADE  
LIQUOR, TOBACCO, NEWSSTANDS****Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued**

Number

**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?**

079

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.

|   |                              |  |      |       |      |
|---|------------------------------|--|------|-------|------|
| 1 | Name                         | 1992   | Mil. | Thou. | Dol. |
|   | Number and street            | Sales  | 081  |       |      |
|   | City                         | Annual payroll                                   | 082  |       |      |
|   | State                        | Paid employees for pay period including March 12 |      |       |      |
|   | ZIP Code                     | 083  |      |       |      |
| 2 | Kind-of-business description | Census use 088                                   |      |       |      |
|   | Name                         | 1992   | Mil. | Thou. | Dol. |
|   | Number and street            | Sales  | 081  |       |      |
|   | City                         | Annual payroll                                   | 082  |       |      |
|   | State                        | Paid employees for pay period including March 12 |      |       |      |
| 3 | ZIP Code                     | 083  |      |       |      |
|   | Kind-of-business description | Census use 088                                   |      |       |      |
|   | Name                         | 1992   | Mil. | Thou. | Dol. |
|   | Number and street            | Sales  | 081  |       |      |
|   | City                         | Annual payroll                                   | 082  |       |      |
| 4 | State                        | Paid employees for pay period including March 12 |      |       |      |
|   | ZIP Code                     | 083  |      |       |      |
|   | Kind-of-business description | Census use 088                                   |      |       |      |
|   | Name                         | 1992   | Mil. | Thou. | Dol. |
|   | Number and street            | Sales  | 081  |       |      |
|   | City                         | Annual payroll                                   | 082  |       |      |
|   | State                        | Paid employees for pay period including March 12 |      |       |      |
|   | ZIP Code                     | 083  |      |       |      |
|   | Kind-of-business description | 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