



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

FORM
CB-5904

1992 CENSUS OF RETAIL TRADE SPORTING GOODS

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?

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)

1

Thou-
sands
(000)

126

Dol-
lars
(000)

629

Item 4. DOLLAR VOLUME OF BUSINESS

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

Mil.

010

Thou.

Dol.

Item 5. PAYROLL

Payroll in 1992, BEFORE DEDUCTIONS

a. Annual

Mil.

030

Thou.

Dol.

b. First quarter (January-March)

Mil.

031

Thou.

Dol.

Item 6. EMPLOYMENT

Number

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

032

Item 7. KIND OF BUSINESS

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

Golf shop ☐ 594141
Pro shop, golf ☐ 594142
Gun shop ☐ 594151
Ski shop ☐ 594161
Tackle shop ☐ 594171
Bicycle store ☐ 594131

Other specialty sporting goods store (establishment specializing in a maximum of four (4) lines of sporting goods such as tennis/swimming, canoeing/camping, hunting/fishing, etc.) ☐ 594121

General sporting goods store ☐ 594111

Sports apparel store (golf, tennis, riding, etc.) ☐ 569911

Athletic footwear store ☐ 566151

Trophy/Award shop ☐ 599971

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 ☐
- 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.

- a. General public (household consumers and individuals) 237
- b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government 239

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

Not acceptable

Mil.	Thou.	Dol.	Per-cent
			39
			38.76

Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.	Mil.	Thou.	Dol.	Per-cent
1. Sporting goods	230	231				232
a. Team sporting goods equipment sold to teams, institutions, schools, etc. (Report uniforms on line 3b, 4b, or 5)	501					
b. Team sporting goods equipment sold to individuals (Include equipment for baseball, softball, soccer, football, basketball, etc. Report uniforms on line 3b, 4b, or 5.)	502					
c. Tennis equipment	503					
d. Golf equipment	504					
e. Snow-skiing equipment	505					
f. Exercise/physical conditioning equipment	506					
g. Firearms, hunting equipment, and supplies	507					
h. Fishing tackle (include bait)	508					
i. Camping and backpacking equipment and supplies	509					
j. Trophies and plaques	511					
k. Bicycles, parts and accessories (Report parts installed in repair on line 23a)	512					
l. Boats, canoes, and kayaks	513					
m. Scuba and skin diving equipment	516					
n. Water skiing, surfing, and sail boarding equipment	517					
o. Bowling and billiards equipment and supplies	518					
p. All other sporting goods (include archery and hockey equipment, badminton sets, ice skates, etc.)	519					
q. Sum of lines 1a through 1p	500					

Item 10. MERCHANDISE LINES - Continued

Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
2. Footwear (include accessories)					
a. Men's athletic footwear (include sneakers)	265				
b. Women's athletic footwear (include sneakers)	266				
c. Children's athletic footwear (include boys', girls', and infants' and toddlers' athletic footwear, include sneakers.)	267				
d. All other footwear (include accessories. Report men's athletic socks on line 3c and women's athletic socks on line 4c.)	269				
e. Sum of lines 2a through 2d	260				
3. Men's wear (Report boys' wear on line 5 and footwear on line 2)					
a. Men's sweat tops, pants, and warm-ups	216				
b. Men's other sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)	213				
c. Other men's wear	217				
d. Sum of lines 3a through 3c	200				
4. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 5 and footwear on line 2)					
a. Women's sweat tops, pants, and warm-ups	236				
b. Women's other sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)	228				
c. Other women's, juniors', and misses' wear	238				
d. Sum of lines 4a through 4c	220				
5. 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 2.)	240				
6. Recreational vehicles	580				
7. Groceries and other food items for human consumption off the premises	100				
8. Meals and snack items generally served for immediate consumption	120				
9. Tobacco products and accessories (exclude sales from vending machines operated by others)	180				
10. Packaged liquor, wine, and beer	140				

ITEM 10 CONTINUED ON PAGE 3

**1992 CENSUS OF RETAIL TRADE
SPORTING GOODS****Enter the 11-digit
CENSUS FILE NUMBER
as shown on this report
(See label on page 1)****Item 10. MERCHANDISE LINES - Continued**

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per- cent
11. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	330				
12. TV's, video recorders, video cameras, video tapes, etc. (include parts and accessories)	320				
13. Kitchenware and home-furnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)	380				
14. Lawn and garden equipment and supplies, cut flowers, plants, shrubs, fertilizers, etc.	620				
15. Hardware, tools, and plumbing and electrical supplies	600				
16. Optical goods (include eyeglasses, contact lenses, sunglasses, telescopes, microscopes, etc.)	490				
17. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	400				
18. Cars, trucks, motorcycles, and other powered vehicles	700				
19. Automotive fuels	720				
20. Automotive lubricants (oil, greases, etc.)	730				
21. Toys, hobby goods, and games	480				
22. All other merchandise (Report receipts for service on line 23) <i>Specify principal lines and estimated sales below</i>	890				
a. _____	891				
b. _____	892				
c. _____	893				
23. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Parts installed in repair	907				
b. Labor charges for work performed by this establishment	904				
c. Receipts from instructions and lessons	915				
d. Rental or lease of equipment	927				
e. All other nonmerchandise receipts	961				
f. Sum of lines 23a through 23e	900				
24. 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 _____
- 0 ☐ 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?

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

- 097 1 ☐ Yes →
- 2 ☐ No

EI No. (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 No. (9 digits) _____

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?Number
079If 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.
Number and street		Sales	081		
City	State ZIP Code	Annual payroll	082		
Kind-of-business description		Paid employees for pay period including March 12			
		083			
		Census use 088			
Name		1992	Mil.	Thou.	Dol.
Number and street		Sales	081		
City	State ZIP Code	Annual payroll	082		
Kind-of-business description		Paid employees for pay period including March 12			
		083			
		Census use 088			

ITEM 14 CONTINUED ON PAGE 4

CONTINUE ON PAGE 4

Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued

3	Name			1992	Mil.	Thou.	Dol.	5	Name			1992	Mil.	Thou.	Dol.		
	Number and street			Sales	081				Number and street			Sales	081				
	City			Annual payroll	082				City			Annual payroll	082				
	State	ZIP Code		Paid employees for pay period including March 12					State			ZIP Code		Paid employees for pay period including March 12			
	Kind-of-business description			083					Kind-of-business description			083					
			Census use 088							Census use 088							
4	Name			1992	Mil.	Thou.	Dol.	6	Name			1992	Mil.	Thou.	Dol.		
	Number and street			Sales	081				Number and street			Sales	081				
	City			Annual payroll	082				City			Annual payroll	082				
	State	ZIP Code		Paid employees for pay period including March 12					State			ZIP Code		Paid employees for pay period including March 12			
	Kind-of-business description			083					Kind-of-business description			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 – <i>Print or type</i>	
Telephone	Area code	Number	Extension	Title
Signature of authorized person				Date