



2012 ECONOMIC CENSUS

Shoe Stores

FORM
RT-44802 (10-27-2011)

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-44802

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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

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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 →

| Month | Day | Year |
|-------|-----|------|
| | | |

0015 Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

| | | | | | | | | | | |
|------------------------------------|--|---|--|---|--|--|--|--|--|--|
| 0060 Name of new owner or operator | 0061 EIN (9 digits) | | | | | | | | | |
| | <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td> </td><td> </td><td>-</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </table> | | | - | | | | | | |
| | | - | | | | | | | | |

0062 Mailing address (Number and street, P.O. Box, etc.)

| | | | | | | | | | | | | |
|--------------------------------|------------|--|--|--|---|--|--|---|--|--|--|--|
| 0063 City, town, village, etc. | 0064 State | 0065 ZIP Code | | | | | | | | | | |
| | | <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td>-</td><td> </td><td> </td><td> </td><td> </td></tr> </table> | | | | | | - | | | | |
| | | | | | - | | | | | | | |

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

| | |
|--|--|
| | |
|--|--|

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 2012

Sales of merchandise and other operating receipts (Exclude sales taxes or other taxes collected.) 0100

| \$ Bil. | Mil. | Thou. |
|---------|------|-------|
| | | |
| | | |
| | | |

6 Not Applicable.

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

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

2012 Number

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

A. Number of employees for pay period including March 12, 2012 0030

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

| | 2012 | | |
|--|---------|------|-------|
| | \$ Bil. | Mil. | Thou. |
| 1. Annual payroll 0300 <input type="checkbox"/> | | | |
| 2. First quarter payroll (January-March 2012) 0310 <input type="checkbox"/> | | | |

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8 - 18 Not Applicable.

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 448 210 40 1 Family shoe store
- 448 210 40 5 Men's and women's shoe store
- 448 210 20 1 Women's shoe store
- 448 210 10 1 Men's shoe store
- 448 210 30 1 Children's and juveniles' shoe store
- 448 210 50 1 Athletic footwear store
- 448 210 40 3 Orthopedic shoe store
- 448 120 00 1 Women's clothing store
- 448 110 00 1 Men's clothing store
- 448 140 00 1 Family clothing store
- 811 430 00 2 Shoe repair shop
- 772 000 00 1 Other kind of business - Specify ↴

0701

44802031



20 CLASS OF CUSTOMER

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 9) 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

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| 2012 | |
|-------------------------------------|---|
| Whole percent of sales and receipts | |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| [][] | % |
| 100 | % |

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(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*

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0759

HOW TO REPORT PERCENTS

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

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

| 2012 | | | |
|---|------|-------|---------|
| Report thousands of dollars OR whole percents. Estimates are acceptable. | | | |
| \$ Bil. | Mil. | Thou. | Percent |
| | | | |
| | | | 39 |

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(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 2 and HOW TO REPORT PERCENTS above.)

| Description of sales, shipments, receipts, or revenue | 2012 | | | |
|---|---|------|-------|---------|
| | Report thousands of dollars OR whole percents. Estimates are acceptable. | | | |
| | \$ Bil. | Mil. | Thou. | Percent |
| 1. Footwear, including accessories (Report women's hosiery on line 2 and men's hosiery on line 3.) | | | | |
| a. Men's footwear, including dress and casual footwear 20261 | | | | |
| b. Women's footwear, including dress and casual footwear 20262 | | | | |
| c. Children's footwear, including boys', girls', infants', and toddlers' dress and casual footwear 20263 | | | | |
| d. Men's and women's outdoor hiking/sports boots 20264 | | | | |
| e. Men's athletic footwear, including tennis shoes/sneakers 20265 | | | | |
| f. Women's athletic footwear, including tennis shoes/sneakers 20266 | | | | |

CONTINUE WITH **22** ON PAGE 6

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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 |
| 1. Footwear, including accessories - Continued | | | | |
| g. Children's athletic footwear, including boys', girls', infants', and toddlers' tennis shoes/sneakers 20267 | | | | |
| h. Footwear accessories, including polishes, laces, trees, storage bags, etc. 20268 | | | | |
| i. Add lines 1a through 1h 20260 | | | | |
| 2. Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 5 and footwear on line 1.) 20220 | | | | |
| 3. Men's wear, including accessories (Report boys' wear on line 5 and footwear on line 1.) 20200 | | | | |
| 4. Costumes and unisex clothing 20250 | | | | |
| 5. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (Report footwear on line 1.) 20240 | | | | |
| 6. Sporting goods and recreational equipment 20530 | | | | |
| 7. Jewelry, including watches, watch attachments, novelty jewelry, etc. 20400 | | | | |
| 8. All other merchandise (Report receipts for services on line 9.) Specify principal lines and estimated sales below 29810 | | | | |
| a. 29811 | | | | |
| b. 29812 | | | | |
| c. 29813 | | | | |
| 9. All nonmerchandise receipts, including receipts from repairs, rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES 29900 | | | | |
| 10. TOTAL (Should equal 5 if reporting in dollars.) 29990 | | | | 100 |

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23 Not Applicable.

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

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 B

0982 No - Go to 25

| 2012 | | | | | | | | |
|--------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Estimates are acceptable | | | | | | | | |
| \$ Bil. | | | Mil. | | | Thou. | | |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985

C. Are receipts for shipping and handling included in sales and receipts (reported in 5)?

0988 Yes

0989 No

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25 Not Applicable.

26 SPECIAL INQUIRIES

A. CONCESSION

Did this establishment conduct business as a department or concession in an establishment operated by another firm in 2012?

2241 Yes

2242 No

B. 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 establishment

0238 Yes - franchisor-owned establishment

0239 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 | TO | Month | Year |
| | <input type="text"/> | <input type="text"/> | | <input type="text"/> | <input type="text"/> |

Name of person to contact regarding this report

Title

| | | |
|----------------------|----------------------|----------------------|
| Area code | Number | Extension |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

| | | |
|----------------------|----------------------|----------------------|
| Fax | Area code | Number |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

E-mail address

| | | | |
|----------------|----------------------|----------------------|----------------------|
| Date completed | Month | Day | Year |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> |

**Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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