

Targeted Teaching Topic



The 2010 Census – It Counts for Entrepreneurs

"The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of 10 years, in such manner as they shall by Law direct."

-- Article I, Section 2 of the Constitution of the United States

DOES IT MATTER?

The U.S. Census counts every resident in the United States, and is required by the Constitution to take place every 10 years. The March 2010 census form will be delivered to every home in the United States. But, delivery doesn't mean completion. When a household doesn't fill out the form or gives inaccurate information, very real money is at risk.

Over \$400 billion in federal funds are distributed each year based on data from the Census. If a state's population is undercounted, federal funds flowing to the state will likely decrease, which can impact on taxes assessed at the local and state levels. Hospitals, job training centers, schools, senior centers, infrastructure projects (bridges, tunnels, and other public works projects), not to mention emergency services, are impacted with the rise and fall of government funds.



ENTREPRENEURS CAN "MINE" CENSUS DATA TO THEIR ADVANTAGE

The Census Bureau is a treasure trove of information and resources. For entrepreneurs, census data can be mined (dug into) in order to make sound decisions and to take carefully considered risks in order to grow a venture.

A U.S. Census is conducted every ten years. In addition, an Economic Census takes place every five years. Each provides data that can be used by businesses in multiple ways. Some of the ways that entrepreneurs can use Census data include:

- ◆ Gauging the competition
- ◆ Calculating market share
- ◆ Business to business outreach
- ◆ Site location



Go to <http://www.census.gov/epcd/ec02/uses.htm> to see specific examples of each of these.

In Nebraska, and most other states, Small Business Development Centers help business owners assess their marketing and management challenges and become familiar with data sources such as the Economic Census.

So, it's important for educators, and particularly entrepreneurship educators, to share with students why it's so important for the U.S. Census and Economic Census to be greeted positively by each household and to discuss how the information compiled from each offers benefits to citizens and entrepreneurs.

Sources: <http://www.census.gov/epcd/ec02/uses.htm> and <http://factfinder.census.gov/>

The Census – It Counts for Entrepreneurs

Teachers Guide

Relevant National Content Standards for Entrepreneurship

Business Functions	
The business activities performed by entrepreneurs in managing the business	
K	Information Management Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making
Information Acquisition	
K. 15	Select sources of business start-up information

The United States Census

Every ten years, the United States conducts a census. March 2010 is the month when census staff will fan out across the entire nation to deliver census forms to each and every home. Delivery doesn't mean that the forms will actually be completed, however. Some won't see the importance. Some just won't care. Others may be afraid that the information they provide won't be private. And, members of ethnic communities may be afraid to respond.



The data that is compiled from the census is critically important for decision-making, not just for deciding how many congressional representatives a state is allocated, but for government agency funding.

Equally as important is the data that is generated free of charge that businesses and entrepreneurs can tap into.

The Census Bureau, in collaboration with Scholastic, has developed a teaching guide for grades 9-12 teachers, "2010 Census in Schools, It's About Us." It meets national standards for History, Civics, and Geography and includes free lesson plans, reproducible student worksheets, and teaching tools including census facts, teaching tips, and correlations to national standards. The Teaching Guide can be found at http://www.census.gov/schools/pdf/materials/cis_lesson_912US.pdf. Additional support materials are also available at www.census.gov/schools.

The Economic Census

In addition to the general population census conducted every ten years, there is the more detailed and more frequent Economic Census. This census "collects and produces our Nation's most comprehensive and useful business statistics." Information about virtually every U.S. business is collected and summarized for each industry and geographic area. This census is done every **five** years.

Although it covers practically every business, it does exclude agriculture, most government, most education, and some specialized activities such as railroad, labor organizations, and religious activities. It also excludes private household activities.

Businesses and Entrepreneurs Use Data to Gain Competitive Advantage

Individual businesses – Small and large businesses use census statistics to develop business plans, locate facilities, define markets, assess competition, attract investment, manage sales, and evaluate efficiency.

http://bhs.econ.census.gov/ec07/SUR1_1.html#3

Business organizations – Industry professionals, economic analysts and business reporters use census statistics to assess industry growth and change, prepare economic forecasts, define legislative priorities, and produce education materials.

http://bhs.econ.census.gov/ec07/SUR1_1.html#3



An excellent two-page information handout, “How People Use the Data,” explains how businesses use data to gain competitive advantage

(<http://www.census.gov/epcd/ec02/pdf/uses.pdf>).

So, how do businesses use Economic Census data? A few of them described in “How People Use the Data” include:

- **Gauging the Competition** – Prospective entrepreneurs and existing businesses can use data to gauge if there is too much competition for a product or service or there is a “gap” that they could fill or expand into. The example is given of a soft drink bottler who is considering expanding into other product lines: milk and alcoholic beverages. The handout shares that Economic Census Data could “shed light on industry specialization, company size, and the relationship of expenses to receipts.”
- **Calculate Market Share** – An existing business’s market share can be calculated by dividing its sales figures by state totals for similar businesses. This could be done on a state by state basis or regional basis. The example given is that of a restaurant supply wholesaler deciding whether to expand into a specific region of the country.
- **Business to Business** – Census data is obtainable on CD-ROM that makes it easy to find areas where large plants in target industries are located. The example given is that of a software developer making a list of industries that use his product, then ranking the top industries based on census figures for value added and growth. The software could then be customized for the top prospects’ needs.
- **Site Location** – Market share for existing stores can be calculated based on Economic Census data and population figures to estimate sales in a trade area. The example given is of a food store chain evaluating prospective sites for new stores. The same could be done by someone interested in starting a new business who is trying to decide the best state or city in which to locate their enterprise.
- **Enhancing Presentations to Banks and Venture Capitalists** – As any entrepreneur will tell you, bankers and venture capitalists want cold, hard data, not lofty, unsubstantiated flights of fancy when you apply for a loan or start-up capital. The example given was of a female entrepreneur using information about women in managerial occupations to support the start-up of a tailoring and alterations shop for women executives.
- **Evaluating New Business Opportunities** – Economic Census Data can be used to assess the feasibility of offering new products or services based on population, numbers of competitors offering similar products and services, and similar information.

SUGGESTED ACTIVITIES



Activity 1 – Confidentiality Concerns

Download the *2010 Census in Schools; it's About Us Teaching Guide* at http://www.census.gov/schools/pdf/materials/cis_lesson_912US.pdf. Lesson Plan 8, as an example, targets the importance of each census question, describes how the concept of privacy has changed over time, and how confidentiality of personal information is protected.

To provide better understanding about the actual census form, download a copy of the 2010 Census form at www.2010.census.gov; click on Materials. Reproduce a copy for each student. It's a great way for them to see exactly what is being asked. If you want to save a tree you can also view the questions online, question by question, with special notes on how that information is used.

The Student Worksheet for Lesson Plan 8 delves deeper into concerns about confidentiality. Questions to pose to the class are sure to generate lots of deep thinking.

Activity 2 – Economic Census Data

Compare and contrast the depth of information gathered by the very short and simple general census vs. the detail of the Economic Census.

The general census is “10 questions that can be completed in 10 minutes,” as the website says. Share the 10 questions by printing out the sample form, reading them to the students, or viewing them online.



Print version: http://2010.census.gov/2010census/pdf/2010_Questionnaire_Info.pdf

Interactive: <http://2010.census.gov/2010census/how/interactive-form.php>

The Economic Census forms are much more detailed and VERY specific. Direct your students to the 2007 Economic Census Forms at http://bhs.econ.census.gov/ec07/CEN_2007FORMS.html. Have them review the categories and select one in which they would be most interested in starting a new business. Because everyone can associate with a retail store, you may want to limit them to the Retail Trade category. Show them how to click on Retail Trade or ask them to find it on their own. Then explore the types of retail businesses for which data is collected. Assign them to choose a business, review the Census Form for that type of business, and then complete (or discuss) the questions on the Student Activity based on comparing and contrasting the forms.

Sources of Information

- *2010 Census in Schools, It's about us Teaching Guide, Grades 9-12*, United States Census 2010, http://www.census.gov/schools/pdf/materials/cis_lesson_912US.pdf
- Census in Schools website, U.S. Census Bureau, <http://www.census.gov/schools/>
- Economic Census Forms, http://bhs.econ.census.gov/ec07/CEN_2007FORMS.html
- *How People Use the Data*, <http://www.census.gov/epcd/ec02/pdf/uses.pdf>

The Census – It Counts for Entrepreneurs

Confidentiality Concerns Activity Key



Confidentiality of personal information, especially when it comes to things like Social Security numbers, credit card numbers, and other account information, is a constant concern. News stories fill the media about people who have had their identities stolen. Commercials for companies who will guarantee the safety of your online information abound.

So, should anyone be concerned about the U.S. Census? You be the judge. Check out the ten questions on the census that will be administered in 2010. After you've reviewed the questions, how would you respond to the following questions?

1. Should people be concerned about the confidentiality of the information they provide on the census form?



The short answer is NO. Here's why...

- It is against the law (Title 13 of the U.S. Code) to publish any of the following:
 - Names
 - Addresses (including GPS coordinates)
 - Social Security numbers
 - Telephone numbers
- Severe penalties are in place for violating confidentiality.
- Private information is never published by the Census Bureau.
- Information provided is used to produce statistics only.
- Census Bureau employees take an oath of nondisclosure and are sworn *for life* to protect data confidentiality. The fine is up to \$250,000 and imprisonment for up to 5 years or both.

2. What assurances does the Census Bureau give that your information is confidential?



- Census Bureau employees take an oath of nondisclosure and are sworn *for life* to protect data confidentiality.
- The fine is up to \$250,000 and imprisonment for up to 5 years or both.
- Census data can't even be shared with the IRS, FBI, CIA or any other government agency.

3. How can people best assure that their survey information is safe?



- Fill the form out and mail it **right away!**
- Check for census taker IDs; every census taker must carry official government badges.
- Ask for a picture ID from another source to double-check their identity.
- Never submit a "census form" online. The census is only done by mail, so if you see an online form, it's a FAKE.

The Census – It Counts for Entrepreneurs

Economic Census Data Activity Key

Compare and contrast the depth of information gathered by the very short and simple general census vs. the detail of the Economic Census.

The general census is “10 questions that can be completed in 10 minutes,” as the 2010 Census website says. Review the 10 questions by printing out the sample form or reviewing the interactive form online.

Print version: http://2010.census.gov/2010census/pdf/2010_Questionnaire_Info.pdf

Interactive: <http://2010.census.gov/2010census/how/interactive-form.php>

The **Economic** Census forms are much more detailed and VERY specific. To see how much more detailed, check out the 2007 Economic Census Forms at http://bhs.econ.census.gov/ec07/CEN_2007FORMS.html.

Review the categories and select **one** in which you would be most interested in starting a new business. Categories range from automobile dealers to pet stores, to practically everything in between.

Click on **one** category under Retail Trade, and download the form (Example: Pet stores Pet Supplies Stores use Form No. [RT-45302](#)).

Now compare and contrast the detailed information required (not requested) on the Economic Census form vs. the general census form.

Example: Explore the Retail Trade Category. Click on Retail Trade.

Categories on the forms include things like physical location of the business, months in operation, sales/receipts, employment and payroll, kind of business, class of customer, and method of selling. When this data is compiled it can be broken down by geographic location by city and state.

Discussion Question

How would accurate information about the number of businesses, methods of selling, and kinds of similar businesses in a geographic location or area help an entrepreneur?



2007 Economic Census Business Help Site
2007 Economic Census Forms

http://bhs.econ.census.gov/ec07/CEN_2007FORMS.html

U.S. Census Bureau

2007 Economic Census Business Help Site

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2007 Economic Census Forms

The 2007 Economic Census covers business establishments in all or part of 19 North American Industry Classification System (NAICS)-defined business sectors, Puerto Rico and Island Areas. Census coverage is summarized in the following table. Click on a sector name for more information on forms and instructions for that sector. Click on this link [Puerto Rico and Island Areas](#) for more information on each areas forms and instructions.

NAICS Sector Name	Form Numbers
Arts, Entertainment and Recreation	AE-71101 to AE-71304
Accommodation and Food Services	AF-72101 to AF-72290
Administrative and Support and Waste Management and Remediation Services	AS-56059 to AS-56290
Construction	CC-23601 to CC-23804
Educational Services	ED-61101 to ED-61190
Finance and Insurance	FI-52101 to FI-52490
Health Care and Social Assistance	HC-62102 to HC-62490
Information	IN-51059 to IN-51902
Manufacturing	MC-31000 to MC-33975
Mining	MI-21101 to MI-31352
Management of Companies and Enterprises	MN-55101 to MN-55102
Supplemental Forms	NC-99001 to NC-99655
Other Services (except Public Administration)	OS-81059 to OS-81390
Professional, Scientific and Technical Services	PS-54059 to PS-54194
Real Estate and Rental and Leasing	RE-53101 to RE-53301
Retail Trade	RT-44101 to RT-45402
Transportation and Warehousing	TW-48160 to TW-48801
Utilities	UT-22101 to UT-22150
Wholesale Trade	WH-42301 to WH-42503

U.S. Census Bureau

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- [Home](#)
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- [Electronic Reporting](#)
- [Online Services](#)
- [2007 Econ. Census Forms](#)
- [Form Archive](#)

General

- [About the Econ. Census](#)
- [Contact Us](#)
- [Key Dates](#)
- [Changes for 2007 Census Program](#)
- [What's New](#)
- [How Data Are Used](#)
- [Glossary](#)

Classification Info.

- [Classification FAQs](#)
- [Classification Forms](#)

Miscellaneous

- [Legal Confidentiality](#)
- [Website Feedback Form](#)
- [Site Map](#)

Related Sites

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- [Other Economic Surveys](#)
- [NAICS](#)
- [2002 Econ. Census Help](#)
- [business.census.gov](#)

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2007 Economic Census Forms

Sector 44-45 Retail Trade

Sample Form(s) (PDF - Adobe® Acrobat® Reader 4.0 or higher required)					
Form No.	Form Description	Single Unit INFO SHEET	Multi-Unit INFO SHEET	FLYER	
RT-44101	Automobile Dealers	RT-S(1)	RT-M(1)	N/A	
RT-44102	Recreational Vehicle, Boat, and Other Motor Vehicle Dealers	RT-S(1)	RT-M(1)	N/A	
RT-44103	Automotive Parts, Accessories, and Tire Stores	RT-S(1)	RT-M(1)	N/A	
RT-44190	Classification Form - Retail Gasoline Stations and Motor Vehicle and Parts Dealers	N/A	N/A	N/A	
RT-44191	Classification Form - Retail Furniture, Home Furnishings, Electronics, Appliances, and Computer Hardware and Software	N/A	N/A	N/A	
RT-44192	Classification Form - Retail Building Materials, Hardware, and Lawn and Garden Equipment	N/A	N/A	N/A	
RT-44193	Classification Form - Retail Food and Beverages	N/A	N/A	N/A	
RT-44194	Classification Form - Retail Clothing and Clothing Accessories	N/A	N/A	N/A	
RT-44195	Classification Form - Miscellaneous Retailers	N/A	N/A	N/A	
RT-44201	Furniture Stores	RT-S(1)	RT-M(1)	N/A	
RT-44202	Home Furnishings Stores	RT-S(1)	RT-M(1)	N/A	
RT-44301	Electronics and Appliance Stores	RT-S(1)	RT-M(1)	N/A	
RT-44401	Building Material and Supplies Dealers	RT-S(1)	RT-M(1)	N/A	
RT-44402	Lawn and Garden Equipment and Supplies Dealers	RT-S(1)	RT-M(1)	N/A	
RT-44501	Food and Beverage Stores	RT-S(1)	RT-M(1)	RT-44501(1)	
RT-44601	Health, Optical Goods, and Personal Care Stores	RT-S(1)	RT-M(1)	N/A	
RT-44701	Gasoline Stations	RT-S(1)	RT-M(1)	N/A	
RT-44801	Clothing and Clothing Accessories Stores	RT-S(1)	RT-M(1)	N/A	
RT-44802	Shoe Stores	RT-S(1)	RT-M(1)	N/A	
RT-44803	Jewelry Stores	RT-S(1)	RT-M(1)	N/A	
RT-45101	Sporting Goods Stores	RT-S(1)	RT-M(1)	N/A	
RT-45102	Hobby, Toy, and Sewing Stores	RT-S(1)	RT-M(1)	N/A	
RT-45103	Musical Instrument, Music, and Video Stores	RT-S(1)	RT-M(1)	N/A	
RT-45104	Book Stores and Newsstands	RT-S(1)	RT-M(1)	N/A	
RT-45201	Department, Variety, and Other General Merchandise Stores	RT-S(1)	RT-M(1)	RT-452(1)	
RT-45202	Warehouse Clubs and Supercenters	RT-S(1)	RT-M(1)	RT-452(1)	
RT-45301	Florists	RT-S(1)	RT-M(1)	N/A	
RT-45302	Pet and Pet Supplies Stores	RT-S(1)	RT-M(1)	N/A	
RT-45304	Antique and Used Merchandise Stores	RT-S(1)	RT-M(1)	N/A	
RT-45305	Manufactured (Mobile) Home Retailers	RT-S(1)	RT-M(1)	N/A	
RT-45306	Tobacco Stores	RT-S(1)	RT-M(1)	N/A	
RT-45307	Art Dealers and Miscellaneous Store Retailers	RT-S(1)	RT-M(1)	N/A	
RT-45360	Office Supply, Stationery, and Gift Stores	RT-S(1)	RT-M(1)	N/A	
RT-45401	Electronic Shopping, Vending Operators, and Direct Selling	RT-S(1)	RT-M(1)	N/A	
RT-45402	Fuel Dealers	RT-S(1)	RT-M(1)	N/A	

[PDF] or denotes a file in Adobe's [Portable Document Format](#). To view the file, you will need the [Adobe® Acrobat® Reader](#) available for **free** from Adobe.

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The Census – It Counts for Entrepreneurs

7

Teachers Guide
January/February 2010

The Census – It Counts for Entrepreneurs

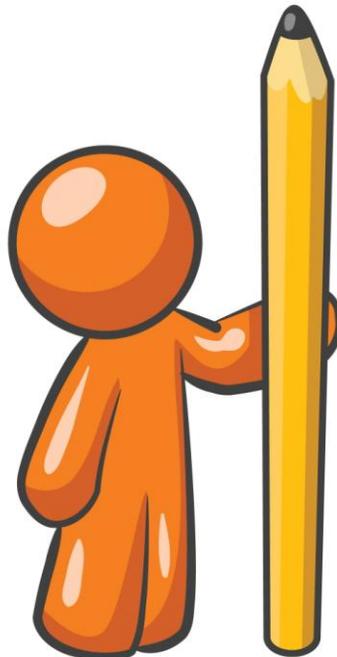
Economic Census Data Activity

Key

How would accurate information about the number of businesses, methods of selling, and kinds of similar businesses in a geographic location or area help an entrepreneur? Offer as many reasons and examples as possible.

Possible Answers:

- **Gauging the Competition** – Prospective entrepreneurs and existing businesses can use data to gauge if there is too much competition for a product or service or there is a “gap” that they could fill or expand into.
- **Calculating Market Share** – An existing business’s market share can be calculated by dividing its sales figures by state totals for similar businesses. This could be done on a state by state basis or regional basis. This could help make a decision on whether to expand into a specific region of the country.
- **Locating the Business** – Market share for existing stores can be calculated based on Economic Census data and population figures to estimate sales in a trade area. Someone interested in starting a new business who is trying to decide the best state or city in which to locate their enterprise could analyze census data, population figures (and trends), and estimate sales based on similar businesses.
- **Evaluating New Business Opportunities** – Economic Census Data can be used to assess the feasibility of offering new products or services based on population, numbers of competitors offering similar products and services, and other related information.



The Census – It Counts for Entrepreneurs

Confidentiality Concerns Activity



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So, should anyone be concerned about the U.S. Census? You be the judge. Check out the ten questions on the census that will be administered in 2010. After you've reviewed the questions, how would you respond to the following questions?

1. Should people be concerned about the confidentiality of the information if they provide on the census form?

2. What assurances does the Census Bureau give that your information is confidential?

3. How can people best assure that their survey information is safe?



The Census – It Counts for Entrepreneurs

Economic Census Data Activity

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Click on **one** category under Retail Trade, and download the form (Example: Pet stores Pet Supplies Stores use Form No. [RT-45302](#)).

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Resources

[Home](#)
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[Industry Information](#)
[Electronic Reporting](#)
[Online Services](#)
[2007 Econ. Census Forms](#)
[Form Archive](#)

General

[About the Econ. Census](#)
[Contact Us](#)
[Key Dates](#)
[Changes for 2007](#)
[Census Program](#)
[What's Asked](#)
[How Data Are Used](#)
[Glossary](#)

Classification Info.

[Classification FAQs](#)
[Classification Forms](#)

Miscellaneous

[Legal](#)
[Confidentiality](#)
[Website Feedback Form](#)
[Site Map](#)

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[NAICS](#)
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Finance and Insurance	FI-52101 to FI-52490
Health Care and Social Assistance	HC-62102 to HC-62490
Information	IN-51059 to IN-51902
Manufacturing	MC-31000 to MC-33975
Mining	MI-21101 to MI-31352
Management of Companies and Enterprises	MN-55101 to MN-55102
Supplemental Forms	NC-99001 to NC-99655
Other Services (except Public Administration)	OS-81059 to OS-81390
Professional, Scientific and Technical Services	PS-54059 to PS-54194
Real Estate and Rental and Leasing	RE-53101 to RE-53301
Retail Trade	RT-44101 to RT-45402
Transportation and Warehousing	TW-48160 to TW-48801
Utilities	UT-22101 to UT-22150
Wholesale Trade	WH-42301 to WH-42503

2007 Economic Census Business Help Site
2007 Retail Trade Forms

http://bhs.econ.census.gov/ec07/CEN2007_RT-44.html

U.S. Census Bureau

Resources

[Home](#)
[General FAQs](#)
[Industry Information](#)
[Electronic Reporting](#)
[Online Services](#)
[2007 Econ. Census Forms](#)
[Form Archive](#)

General

[About the Econ. Census](#)
[Contact Us](#)
[Key Dates](#)
[Changes for 2007 Census Program](#)
[What's Asked](#)
[How Data Are Used](#)
[Glossary](#)

Classification Info.

[Classification FAQs](#)
[Classification Forms](#)

Miscellaneous

[Legal](#)
[Confidentiality](#)
[Website Feedback Form](#)
[Site Map](#)

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[Other Economic Surveys](#)
[NAICS](#)
[2002 Econ. Census Help](#)
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2007 Economic Census Forms

Sector 44-45 Retail Trade

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RT-44401	Building Material and Supplies Dealers	RT-S(1)	RT-M(1)	N/A
RT-44402	Lawn and Garden Equipment and Supplies Dealers	RT-S(1)	RT-M(1)	N/A
RT-44501	Food and Beverage Stores	RT-S(1)	RT-M(1)	RT-44501(1)
RT-44601	Health, Optical Goods, and Personal Care Stores	RT-S(1)	RT-M(1)	N/A
RT-44701	Gasoline Stations	RT-S(1)	RT-M(1)	N/A
RT-44801	Clothing and Clothing Accessories Stores	RT-S(1)	RT-M(1)	N/A
RT-44802	Shoe Stores	RT-S(1)	RT-M(1)	N/A
RT-44803	Jewelry Stores	RT-S(1)	RT-M(1)	N/A
RT-45101	Sporting Goods Stores	RT-S(1)	RT-M(1)	N/A
RT-45102	Hobby, Toy, and Sewing Stores	RT-S(1)	RT-M(1)	N/A
RT-45103	Musical Instrument, Music, and Video Stores	RT-S(1)	RT-M(1)	N/A
RT-45104	Book Stores and Newsstands	RT-S(1)	RT-M(1)	N/A
RT-45201	Department, Variety, and Other General Merchandise Stores	RT-S(1)	RT-M(1)	RT-452(1)
RT-45202	Warehouse Clubs and Supercenters	RT-S(1)	RT-M(1)	RT-452(1)
RT-45301	Florists	RT-S(1)	RT-M(1)	N/A
RT-45302	Pet and Pet Supplies Stores	RT-S(1)	RT-M(1)	N/A
RT-45304	Antique and Used Merchandise Stores	RT-S(1)	RT-M(1)	N/A
RT-45305	Manufactured (Mobile) Home Retailers	RT-S(1)	RT-M(1)	N/A
RT-45306	Tobacco Stores	RT-S(1)	RT-M(1)	N/A
RT-45307	Art Dealers and Miscellaneous Store Retailers	RT-S(1)	RT-M(1)	N/A
RT-45360	Office Supply, Stationery, and Gift Stores	RT-S(1)	RT-M(1)	N/A
RT-45401	Electronic Shopping, Vending Operators, and Direct Selling	RT-S(1)	RT-M(1)	N/A
RT-45402	Fuel Dealers	RT-S(1)	RT-M(1)	N/A

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U S C E N S U S B U R E A U
Helping You Make Informed Decisions

Targeted Teaching Topic
Information Management-Information Acquisition
The Census – It Counts for Entrepreneurs

4

Student Activity Handout
January/February 2010

The Census – It Counts for Entrepreneurs

Economic Census Data Activity

How would accurate information about the number of businesses, methods of selling, and kinds of similar businesses in a geographic location or area help an entrepreneur? Offer as many reasons and examples as possible.

