



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-45301

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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

45301017



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 →
- 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 ↴

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Month	Day	Year

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify →

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

	2012 Number
Mark "X" if None	

45301025



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

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.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

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

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

6 Not Applicable.

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 0320

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

1. Annual payroll 0300

2. First quarter payroll (January-March 2012) 0310

8-18 Not Applicable.

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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 453 110 00 1 Florist
- 444 220 40 4 Nursery or garden center
- 453 998 30 7 Silk flowers/plant store
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 453 220 00 B Fruit arrangements and baskets store
- 561 730 00 3 Landscaping services, including interior plant maintenance
- 772 000 00 1 Other kind of business - *Specify* ↴

0701

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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

0759

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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 3 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. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. (Report nonfloral giftware on line 3a and materials used in landscaping or lawn service on line 17b.)				
a. Cut flowers -- unarranged 20622				
b. Cut flowers -- arranged 20623				
c. Indoor potted plants -- blooming 20624				
d. Indoor potted plants -- nonblooming 20625				
e. Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc. 20627				
f. Fertilizer, lime, chemicals, and other soil treatments 20628				

CONTINUE WITH **22** ON PAGE 7

45301066



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

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. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. - Continued				
g. Lawn and garden tools 20631				
h. Lawn and garden machinery, equipment, and parts 20636				
i. Farm machinery, equipment, and parts 20637				
j. All other farm supplies, including grain, animal feed and animal health products (<i>Report prescription veterinary medicines, pet food, and pet supplies on line 13.</i>) 20638				
k. All other lawn and garden supplies, including fencing, irrigation equipment, sprinklers, and hoses 20639				
l. Add lines 1a through 1k 20620				
2. Artificial/silk flowers, plants, and trees 20879				
3. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.				
a. Decorative accessories and home furnishings, including lamps, lampshades, decorative glassware, vases, giftware, mirrors, pictures, picture frames, clocks, magazine racks, desk sets, closet and bathroom accessories, etc. (<i>Report candy and confections on line 11.</i>) 20394				
b. Kitchenware, including cookware, cooking accessories, glassware, flatware/hollowware, cutlery, china, and dinnerware 20395				
c. Outdoor charcoal grills (<i>Report outdoor gas grills on line 16.</i>) 20393				
d. Add lines 3a through 3c 20380				
4. Souvenirs and novelty items, including fruit and gourmet food baskets and pre-filled balloons 20877				
5. Seasonal decorations (<i>Report cut live and balled live Christmas trees on line 1e.</i>) 20878				
6. Greeting cards, calendars, maps, and road atlases 20855				
7. Furniture, including outdoor/patio furniture 20340				

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CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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
8. Jewelry, including watches, watch attachments, novelty jewelry, etc. 20400				
9. Toys, hobby goods, and games, including stuffed animals (Report pre-filled balloons on line 4.) 20460				
10. Craft supplies 20881				
11. Groceries and other food items for human consumption off the premises				
a. Candy, prepackaged cookies and snack foods 20117				
b. All other groceries and food items (Report fruit and gourmet food basket on line 4.) 20114				
c. Add lines 11a and 11b 20100				
12. Packaged liquor, wine, and beer 20140				
13. Pets, pet foods, and pet supplies 20800				
14. Hardware, tools, and plumbing and electrical supplies 20600				
15. Books 20420				
16. All other merchandise (Report receipts for services on line 17.) Specify principal lines and estimated sales below 29810				
a. 29811				
b. 29812				
c. 29813				

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CONTINUE WITH **22** ON PAGE 9

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

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
17. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES				
a. Wire services and commissions 29945				
b. All other nonmerchandise receipts, including delivery charges, rental receipts, etc. 29977				
c. Add lines 17a and 17b 29900				
18. TOTAL (Should equal 5 if reporting in dollars.) 29990				100

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23 Not Applicable.

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 **26**

2012		
Estimates are acceptable		
\$ Bil.	Mil.	Thou.

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

25 Not Applicable.

26 SPECIAL INQUIRIES

A. ITEMS GROWN

Percentage of sales and receipts (reported in **5**) that was derived from items grown by this establishment 2125

Mark "X" if None

2012	
Whole percent of sales and receipts	
	%

45301090

CONTINUE WITH **26** ON PAGE 10

26 SPECIAL INQUIRIES - Continued

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.

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 →

	Month	Year		Month	Year
FROM	□ □	□ □ □ □	TO	□ □	□ □ □ □

Name of person to contact regarding this report

Title

	Area code	Number	Extension
Telephone	□ □ □	- □ □ □ □ □ □ □ □	- □ □ □ □ □

	Area code	Number
Fax	□ □ □	- □ □ □ □ □ □ □ □

E-mail address

	Month	Day	Year
Date completed	□ □	□ □	□ □ □ □

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

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