



# 2012 ECONOMIC CENSUS

## Service Establishment Equipment and Supplies

**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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**WH-42331**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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 →
- 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	

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**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**

**A.** Sales and operating receipts (Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.) . . . 0100

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

**B.** Did this establishment earn commissions for the sale of merchandise?

1121  Yes - Go to line C

1122  No - Go to line E

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**C.** Gross selling value of business conducted on a commission basis (Include on line A.) . . . . . 1123

2012		
\$ Bil.	Mil.	Thou.

**D.** Commissions received on transactions reported on line C . . . . . 1124

**E.** Is this the only establishment of this firm?

0907  Yes - Go to line G

0908  No - Go to line F

Mark "X" if None

**F.** Percent of products sold by this establishment manufactured or mined in the United States by **your company** or its subsidiaries . . . . . 1125

2012	
Percent	
	%

**G.** Did e-commerce account for more than 50% of this establishment's sales and/or operating receipts as reported on line A?

0308  Yes

0309  No

**6 Not Applicable.**

42331033



**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


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**8** Not Applicable.

**9** VALUE OF INVENTORIES

**A.** Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486  Yes - Go to line B

0487  No - Go to **16**

**B.** Report inventories and Last-in, First-out (LIFO) adjustment, if any, for products owned by this establishment as of December 31.

**1. Total inventories before LIFO adjustment (if any)**

Mark "X" if None

End of 2012

\$ Bil.

Mil.

Thou.

0460

**2.** LIFO reserve (if any)

0466

**3. Total inventories after LIFO adjustment (Line B1 minus line B2.) . . .**

0468

Mark "X" if None

End of 2011

\$ Bil.

Mil.

Thou.

0470

0476

0469



42331041



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

**10 INVENTORIES BY VALUATION METHOD**

Report how much of the inventory reported in **9**, line B1, for 2012 is subject to the following valuation methods:

Mark "X" if None

			2012		
			\$ Bil.	Mil.	Thou.
<b>A.</b>	LIFO valuation method before adjustment . . . . .	0244	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B.</b>	First-in, First-out (FIFO) . . . . .	0491	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C.</b>	Average cost . . . . .	0492	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D.</b>	Standard cost . . . . .	0493	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>E.</b>	Other valuation method - Specify method 0895 <input type="text"/>	0494	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>F. TOTAL</b>	(Sum of lines A through E should equal <b>9</b> , line B1.) . . . .	0490	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**11-15** Not Applicable.

**16 SELECTED EXPENSES**

Mark "X" if None

			2012		
			\$ Bil.	Mil.	Thou.
<b>A.</b>	Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.) . . . . .	0140	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B.</b>	Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.) . . . . .	1160	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C.** For the value reported on line B, were any of these goods ordered over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system?

0441  Yes

0442  No

0443  Do not know

**17 and 18** Not Applicable.

42331058



**19 A. 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 423 850 10 1  Beauty and barber equipment and supplies
- 423 850 20 2  Janitorial equipment and supplies
- 423 850 30 1  Laundry and dry-cleaning equipment and supplies
- 423 850 40 2  Burial caskets and other funeral equipment and supplies
- 423 850 40 1  Other service establishment equipment and supplies
- 423 990 50 1  Fire extinguishers and fire safety equipment
- 423 830 30 2  General-purpose industrial machinery
- 423 830 70 1  Other industrial machinery and equipment
- 424 130 00 1  Paper and plastic products
- 424 690 20 2  Chemicals and allied products
- 771 000 00 1  Other kind of business - Specify ↴

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**19 B. TYPE OF OPERATION**

Which ONE of the following best describes this establishment's principal type of operation in 2012?  
(Mark "X" only ONE box.)

**Merchant wholesaler, buying and selling on own account**

0600

12  Importer

13  Exporter

11  Merchant wholesale distributor or jobber

14  Own-brand importer and marketer

20  **Manufacturers' sales branch or office**

**Agent, broker, or commission merchant**

46  Manufacturers' representative or agent

41  Auction company

42  Broker, representing buyers and sellers

43  Commission merchant

44  Import agent

45  Export agent

49  **Electronic market - business-to-business marketplace that facilitates the sale of goods via the Internet or other electronic means, and operates on a commission or fee basis**

77  **Other broker or agent - Specify** ↴

[Empty text box for specifying other broker or agent]

0601

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**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 4, file A) by class of customer.

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1. Household consumers and individual users . . . . . 0261

2. Export sales . . . . . 0262

3. Retailers for resale . . . . . 0263

4. Wholesalers/distributors for resale . . . . . 0264

5. Repair shops for use in repair work . . . . . 0265

6. Manufacturing and mining industrial users for use as input goods in production . . . . . 0266

7. Restaurants, hotels, food services, and contract feeding . . . . . 0267

8. Businesses for end use in their own operation, not for resale or production . . . . . 0268

9. Building contractors, heavy construction, and special trade contractors . . . . . 0269

10. Farmers for use in farm production . . . . . 0270

11. Governmental bodies (federal, state, and local) . . . . . 0271

12. Other - *Specify* ↴

0874  0272

13. **TOTAL** . . . . .

2012	
Percent	
<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"/>	%
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<input type="text"/> <input type="text"/> <input type="text"/>	%
100	%



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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 7

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, line A. Include the value of merchandise marketed under capital, finance, or full payout leases, and rental receipts derived from merchandise under operating leases. See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Beauty and barber equipment and supplies				
<b>a.</b> Beauty and barber equipment, including furniture and dryers . . . . . 12511				
<b>b.</b> Beauty and barber supplies, including combs, curlers, and shampoos . . . . . 12512				
<b>c. Add lines 1a and 1b</b> . . . . . 12500				
<b>2.</b> Janitorial equipment and supplies				
<b>a.</b> Power janitorial equipment . . . . . 12521				
<b>b.</b> Nonpower janitorial equipment . . . . . 12522				

CONTINUE WITH **22** ON PAGE 10

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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
<b>2.</b> Janitorial equipment and supplies - Continued				
<b>c.</b> Janitorial supplies . . . . . 12523				
<b>d. Add lines 2a through 2c</b> . . . . . 12520				
<b>3.</b> Service establishment equipment and supplies				
<b>a.</b> Burial caskets and other funeral equipment . . . . . 12541				
<b>b.</b> Funeral supplies . . . . . 12545				
<b>c.</b> Upholsterers' equipment . . . . . 12543				
<b>d.</b> Shoe repair equipment . . . . . 12544				
<b>e.</b> Municipal water treatment equipment . . . . . 12546				
<b>f.</b> Fire alarm systems . . . . . 12547				
<b>g.</b> Fire sprinkler devices and fire alarm equipment . . . . . 12548				
<b>h.</b> Padding and upholstery filling . . . . . 12549				
<b>i.</b> Other service establishment equipment and supplies . . . . . 12542				
<b>j. Add lines 3a through 3i</b> . . . . . 12540				
<b>4.</b> Commercial laundry and dry-cleaning equipment and supplies				
<b>a.</b> Commercial laundry and dry-cleaning equipment . . . . . 12531				
<b>b.</b> Commercial laundry and dry-cleaning supplies . . . . . 12532				
<b>c. Add lines 4a and 4b</b> . . . . . 12530				
<b>5.</b> Paper and plastic products				
<b>a.</b> Cardboard boxes . . . . . 13411				
<b>b.</b> Paper dishes and cups . . . . . 13412				

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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
<b>5.</b> Paper and plastic products - Continued				
<b>c.</b> Disposable plastic boxes, containers, cups, dishes, and supplies . . . . . 13414				
<b>d.</b> Personal sanitary paper products, including paper diapers and feminine hygiene products . . . . . 13418				
<b>e.</b> Household paper and plastic products, including paper towels, toilet paper, and paper and plastic wraps . . . . . 13416				
<b>f.</b> Industrial paper and plastic for packaging, including wrapping, bags, and cartons . . . . . 13413				
<b>g.</b> Industrial paper for nonpackaging applications . . . . . 13417				
<b>h.</b> Other paper and plastic products . . . . . 13415				
<b>i. Add lines 5a through 5h</b> . . . . . 13400				
<b>6.</b> Chemicals and allied products, excluding agricultural chemicals, plastics, industrial and natural gases, liquefied petroleum (LP), and petroleum				
<b>a.</b> Industrial and institutional sanitation chemical solutions, polishes, and waxes . . . . . 15346				
<b>b.</b> Other chemicals and allied products . . . . . 15344				
<b>c. Add lines 6a and 6b</b> . . . . . 15330				
<b>7.</b> Industrial machinery, equipment, and supplies, including industrial water treatment equipment . . . . . 12480				
<b>8.</b> General-purpose industrial machinery, equipment, and parts . . . . . 12320				
<b>9.</b> Restaurant and hotel equipment and supplies . . . . . 10960				
<b>10.</b> Pharmaceuticals, pharmaceutical supplies, cosmetics, and toiletries, including body and hand soaps . . . . . 13500				
<b>11.</b> Hardware . . . . . 11700				
<b>12.</b> Plumbing and hydronic heating equipment and supplies, including gas plumbing appliances, water heaters, and other water system components . . . . . 11800				
<b>13.</b> Electronic parts and equipment, excluding communications equipment . . . . . 11600				

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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
<b>14.</b> Communications equipment and supplies . . . . . 11650				
<b>15.</b> Fire extinguishers and fire safety equipment . . . . . 13160				
<b>16.</b> Printing and writing paper . . . . . 13200				
<b>17.</b> Abrasives, strapping, tape, ink, and mechanical rubber goods 12460				
<b>18.</b> Flooring and floor coverings . . . . . 13730				
<b>19.</b> Grocery specialties, including pastas and breakfast cereals . . . 14880				
<b>20.</b> Pet food . . . . . 15060				
<b>21.</b> Plastics materials and basic shapes . . . . . 15300				
<b>22.</b> Miscellaneous nondurable goods, including wigs, yarns, and leather products . . . . . 16150				
<b>23.</b> Miscellaneous commodities - <i>Specify</i> ↴				
<b>a.</b> <input type="text"/> . . . . . 19811				
<b>b.</b> <input type="text"/> . . . . . 19812				
<b>c.</b> <input type="text"/> . . . . . 19813				
<b>24.</b> Service receipts and labor charges, including installed parts				
<b>a.</b> Labor charges for repair work . . . . . 19701				
<b>b.</b> Parts installed in repair work . . . . . 19702				
<b>c.</b> Other service receipts and labor charges - <i>Specify</i> ↴				
<input type="text"/> . . . . . 19703				
<b>d. Add lines 24a through 24c</b> . . . . . 19700				
<b>25.</b> Receipts for service contracts . . . . . 19720				

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CONTINUE WITH **22** ON PAGE 13

CONTINUE ON PAGE 13

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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
<b>26.</b> Receipts for installing equipment . . . . . 19740				
<b>27. TOTAL</b> (Should equal <b>5</b> , line A, if reporting in dollars.) . . . . 19990				100

**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 **26**

0982  No - Go to **25**

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

2012		
\$ Bil.	Mil.	Thou.

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

0988  Yes

0989  No

**25** Not Applicable.

42331132



**26** SPECIAL INQUIRIES

**A. EMPLOYMENT BY PRIMARY FUNCTION**

(List the number of employees reported in 7, line A, by the employee's primary function.)

- 1.** Selling . . . . . 1131
- 2.** Sales support - including office, clerical, warehousing, customer service, maintenance employees, and drivers . . . . . 1132
- 3.** General support of other establishments in your company - including central administrative, accounting, research, and other support employees . . . . . 1133
- 4.** Packaging . . . . . 1135
- 5.** Production - including employees who manufacture products from raw materials or semi-finished products (Report 'knockdown' assembly employees on line 6 below.) . . . . . 1136
- 6.** 'Knockdown' assembly - assembling pre fabricated components designed for a single application or reassembly of completed products . . . . . 1134
- 7.** Other - Specify 7

0837  1137

**8. TOTAL** (Sum of lines 1 through 7 should equal 7, line A.) . . . . . 1138

2012									
Paid employees									

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**B. PERCENT OF DROP SHIPPED SALES**

Percentage of sales (reported in 5, line A) that were drop shipped and did not enter this establishment . . . . . 1111

2012				
Whole percent of sales and receipts				
				%

**C. PURCHASE OF CONTRACT MANUFACTURING**

**1.** Did this establishment **purchase** contract manufacturing services from other companies or foreign plants of your company in 2012?

**Include:**

- Products for which the manufacturing (i.e., transforming or otherwise processing materials or components based on specifications provided by your company) was outsourced to other companies.
- Products for which the manufacturing was performed by your company's foreign plants.

**Exclude:**

- Services for packaging and assembling.
- Purchases of merchandise for resale (sale of products bought and sold without further processing or transformation).

1011  Yes - Go to line 2

1012  No - Go to 30

**2.** Report the costs incurred by this establishment for contract manufacturing purchased in 2012 . . . . . 1013

**3.** Report the value of sales, shipments, receipts, or revenue generated in 2012 from products whose purchases were reported as contract manufacturing costs in line 2 . . . . . 1015

2012											
\$ Bil.			Mil.			Thou.					

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**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 →

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.**

42331157

