



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

WH-42431 (10-27-2011)

2012 ECONOMIC CENSUS

Books, Periodicals, Flowers, and Florists' Supplies

OMB No. 0607-0929: 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.

WH-42431

**INFORMATION COPY
DO NOT USE TO REPORT**

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 →
- 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
<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

0060 Name of new owner or operator	0061 EIN (9 digits)
	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> - <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> - <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

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
<input type="checkbox"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

42431023



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.

42431031



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

	\$ Bil.	Mil.	Thou.
1. Annual payroll			
2. First quarter payroll			

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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.

	Mark "X" if None	End of 2012			Mark "X" if None	End of 2011		
		\$ Bil.	Mil.	Thou.		\$ Bil.	Mil.	Thou.
1. Total inventories before LIFO adjustment (if any)	<input type="checkbox"/>				<input type="checkbox"/>			
0460					0470			
2. LIFO reserve (if any)	<input type="checkbox"/>				<input type="checkbox"/>			
0466					0476			
3. Total inventories after LIFO adjustment (Line B1 minus line B2.)	<input type="checkbox"/>				<input type="checkbox"/>			
0468					0469			

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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.
A.	LIFO valuation method before adjustment	0244	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.	First-in, First-out (FIFO)	0491	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C.	Average cost	0492	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D.	Standard cost	0493	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.	Other valuation method - Specify method 0895 <input type="text"/>	0494	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. TOTAL	(Sum of lines A through E should equal 9 , 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.
A.	Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.)	0140	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.

42431056



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 424 920 00 1 Books, periodicals, newspapers, and other printed materials
- 424 930 00 1 Flowers, plants, trees, nursery stock, and florists' supplies
- 424 930 00 3 Artificial flowers, plants, and trees
- 771 000 00 1 Other kind of business - *Specify* ↴

0701

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
- 19 Farm product assembler
- 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*** ↴

0601

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

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 **6**, line A) by class of customer.

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1. Household consumers and individuals 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"/>	%
<input type="text"/>	%
<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

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 21, 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
1. Books, periodicals, newspapers, and other printed materials				
a. Books, including audio books 16101				
b. Periodicals and newspapers 16102				
c. Other printed materials, including sheet music, maps, and atlases 16103				
d. Add lines 1a through 1c 16100				
2. Flowers, plants, trees, nursery stock, and florists' supplies, including artificial				
a. Fresh flowers and florists' supplies 16111				
b. Live trees, plants, and nursery stock 16112				

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CONTINUE WITH **22** ON PAGE 9

CONTINUE 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
2. Flowers, plants, trees, nursery stock, and florists' supplies, including artificial - Continued				
c. Artificial flowers, plants, and trees, including artificial Christmas trees 16113				
d. Add lines 2a through 2c 16110				
3. Toys and hobby goods and supplies 12800				
4. Prerecorded CDs and audio tapes, excluding audio books 13130				
5. Prerecorded DVDs and video tapes 13140				
6. Office paper, office supplies, greeting cards, and labels 13300				
7. Art goods, including novelties and souvenirs 16120				
8. Household china, glassware, crockery, and plastic housewares, excluding paper dishes, cups, napkins, and plastic utensils 10500				
9. Hardware 11700				
10. Farm supplies, including agricultural chemicals, feed, and fertilizers 15800				
11. Miscellaneous commodities - <i>Specify</i> ↴				
a. 19811				
b. 19812				
c. 19813				
12. Service receipts and labor charges, including installed parts 19700				
13. Rental and operating lease receipts 19940				
14. TOTAL (Should equal 5 , line A, if reporting in dollars.) 19990				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		
\$ Bil.	Mil.	Thou.
<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**, line A)?

0988 Yes

0989 No

25 Not Applicable.

26 SPECIAL INQUIRIES

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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 prefabricated components designed for a single application or reassembly of completed products 1134

7. Other - Specify

0837 1137

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

2012	
Paid employees	
<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"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

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	
<input type="text"/>	%

CONTINUE WITH **26** ON PAGE 11

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

26 SPECIAL INQUIRIES - Continued

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**

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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.
2. Report the costs incurred by this establishment for contract manufacturing purchased in 2012 1013			<input type="text"/>	<input type="text"/>	<input type="text"/>
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			<input type="text"/>	<input type="text"/>	<input type="text"/>

27-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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

Telephone ---

Fax --

E-mail address

Date completed / /

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

42431114

