



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

FORM

WH-42503 (10-27-2011)

2012 ECONOMIC CENSUS

Agents, Brokers, and Electronic Markets, Nondurable Goods

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-42503

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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

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

42503011



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 ↴

Month	Day	Year

0060 Name of new owner or operator

0061 EIN (9 digits)

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

0063 City, town, village, etc.

0064 State

0065 ZIP Code

						-				
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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

☐

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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.

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

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

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

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

Mark "X"
if None

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.

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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 **7**.

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** 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 B0487 ☐ 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

\$ Bil.

Mil.

Thou.

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

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

42503045

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

A. LIFO valuation method before adjustment 0244

☐

B. First-in, First-out (FIFO) 0491

☐

C. Average cost 0492

☐

D. Standard cost 0493

☐

E. Other valuation method - Specify method

0895

0494

☐

F. TOTAL (Sum of lines A through E should equal **9**, line B1.) 0490

☐

2012		
\$ Bil.	Mil.	Thou.

11-15 Not Applicable.

16 SELECTED EXPENSES

Mark "X" if None

A. Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.) 0140

☐

B. Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.) 1160

☐

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

2012		
\$ Bil.	Mil.	Thou.

17 and 18 Not Applicable.

CONTINUE ON PAGE 6

42503052



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.)

Electronic Markets

0700 425 110 00 3 ☐ Business-to-business electronic markets

Agents and Brokers

- 425 120 41 2 ☐ Paper and paper products agents and brokers
- 425 120 42 2 ☐ Drugs and druggists' sundries agents and brokers
- 425 120 43 2 ☐ Apparel, piece goods, and notions agents and brokers
- 425 120 44 2 ☐ Grocery and related products agents and brokers
- 425 120 45 2 ☐ Farm product raw material agents and brokers, including livestock auctions
- 425 120 46 1 ☐ Chemical and allied products agents and brokers
- 425 120 47 2 ☐ Petroleum and petroleum products agents and brokers
- 425 120 48 2 ☐ Beer, wine, and distilled alcoholic beverage agents and brokers
- 425 120 49 2 ☐ Miscellaneous nondurable goods agents and brokers
- 771 000 00 1 ☐ Other kind of business - *Specify* ↴

0701

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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** ↗

0601

42503078



A. As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0252 ☐ No

0256 ☐ Yes

0257 ☐ No

0276 ☐ Yes

0277 ☐ No

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

13. TOTAL

2012			
Percent			
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
<i>100</i>			%

42503086

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 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.

1. Packaged frozen food

- a.** Frozen meals 14111
- b.** Frozen fish and seafood products 14112
- c.** Frozen vegetables 14113
- d.** Frozen fruits and fruit juices (Report non-frozen juices on line 8.) 14114
- e.** Frozen meat products 14115
- f.** Frozen baked goods 14116

CONTINUE WITH **22** ON PAGE 10

CONTINUE 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
1. Packaged frozen food - Continued				
g. Other frozen foods, excluding frozen dairy products 14117				
h. Frozen poultry products 14118				
i. Add lines 1a through 1h 14100				
2. Confectioneries, including candy, nuts, chips, and popcorn				
a. Candy, including chocolate 14411				
b. Nuts, except raw 14413				
c. Other confectioneries 14415				
d. Add lines 2a through 2c 14400				
3. Bread, baked goods, and baking ingredients				
a. Bread and rolls 14821				
b. Cookies and cakes 14822				
c. Refined sugar 14825				
d. Add lines 3a through 3c 14820				
4. Fresh meat and meat products 14600				
5. Fresh fruits and vegetables				
a. Fresh fruits 14711				
b. Prepackaged fresh-cut vegetables, including carrots and salads 14712				
c. Other fresh vegetables 14713				
d. Add lines 5a through 5c 14700				
6. Coffee, tea, and powdered drink mixes 14800				

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CONTINUE WITH **22** ON PAGE 11

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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
7. Nonperishable (canned and packaged) food				
a. Nonperishable (canned and packaged) fruits and vegetables 14831				
b. Other nonperishable (canned and packaged) food, including nonperishable poultry products 14848				
c. Add lines 7a and 7b 14800				
8. Soft drinks, bottled water, juices, and nonalcoholic beverages 14800				
9. Wine and distilled alcoholic beverages 15700				
10. Dairy products, excluding dried, canned, condensed, and evaporated dairy products				
a. Cheese 14212				
b. Raw milk and cream 14215				
c. Other dairy products 14216				
d. Add lines 10a through 10c 14200				
11. Grocery specialties, including pasta and breakfast cereals 14880				
12. Pet food 15060				
13. Eggs, poultry, and poultry products, excluding canned and frozen poultry products				
a. Eggs 14312				
b. Live poultry 14313				
c. Poultry not slaughtered on location, excluding frozen and canned poultry products 14314				
d. Poultry slaughtered on location 14311				
e. Add lines 13a through 13d 14300				

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CONTINUE WITH **22** ON PAGE 12

CONTINUE ON PAGE 12

42503110



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
14. Paper and plastic products	13400				
15. Cattle, hogs, sheep, and goats					
a. Cattle	15011				
b. Hogs	15012				
c. Sheep	15013				
d. Goats	15014				
e. Add lines 15a through 15d	15000				
16. Grains, beans, and seeds	14900				
17. Women's, misses', and girls' clothing					
a. Women's, misses', and girls' dresses, blouses, and sweaters, including unisex clothing	13912				
b. Other women's, misses', and girls' clothing, excluding accessories	13916				
c. Add lines 17a and 17b	13900				
18. Men's and boys' clothing					
a. Men's and boys' dress and casual shirts, sweaters, slacks, and jeans	13812				
b. Other men's and boys' clothing, excluding accessories . . .	13815				
c. Add lines 18a and 18b	13800				
19. Men's clothing accessories, including hats, gloves, and neckwear	13930				
20. Women's clothing accessories, including hats, gloves, and handbags	13940				
21. Knit and woven piece goods	13600				
22. Footwear	14000				

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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
23. Office paper, office supplies, greeting cards, and labels	13300				
24. Pharmaceuticals, pharmaceutical supplies, cosmetics, and toiletries, including veterinarians' medicines	13500				
25. Printing and writing paper	13200				
26. Paint, paint supplies, wallpaper, and wall coverings	16000				
27. Books, periodicals, newspapers, and other printed materials	16100				
28. Art goods, including novelties and souvenirs	16120				
29. Chemicals and allied products, excluding agricultural chemicals, plastics, industrial and natural gases, liquefied petroleum (LP), and petroleum	15330				
30. Refined petroleum products, excluding liquefied petroleum (LP)	15400				
31. Other petroleum products, including asphalt binder, road oil, and wax	15520				
32. Farm supplies, including agricultural chemicals, feed, and fertilizers	15800				
33. Plastics materials and basic shapes, including pipes and tubing	15300				
34. Leaf tobacco	15120				
35. Tobacco and tobacco products	15900				
36. Inedible farm products	15140				
37. Miscellaneous commodities - Specify 					
a.	19811				
b.	19812				
c.	19813				
38. Rental and operating lease receipts	19940				

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CONTINUE WITH **22** ON PAGE 14

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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
39. Service receipts and labor charges, including installed parts . . . 19700				
40. TOTAL (Should equal 5 , 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 B0982 ☐ No - Go to **25****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 ☐ Yes0989 ☐ No**25** Not Applicable.

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

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 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

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B. PERCENT OF DROP SHIPPED SALES

2012

Whole percent of sales and receipts

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

%

CONTINUE WITH **26** ON PAGE 16

CONTINUE ON PAGE 16

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