



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

FORM

AF-72201 (10-27-2011)

2012 ECONOMIC CENSUS

Food Services and Drinking Places

OMB No. 0607-0927: 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.

AF-72201

**INFORMATION COPY
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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

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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 operation - 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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72201023

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

Operating receipts and sales of other merchandise (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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72201031



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
- 722 110 00 1 ☐ Full-service restaurant, patrons order through waiter/waitress service and pay after eating
- 722 211 00 2 ☐ Limited-service restaurant, patrons pay before eating; including delivery-only locations
- 722 211 00 3 ☐ Fast food restaurant
- 722 110 00 2 ☐ Pizza place, full-service
- 722 211 00 5 ☐ Pizza place, limited-service; including delivery-only and carry-out locations
- 445 299 00 6 ☐ Pizza take and bake store
- 722 410 00 B ☐ Bar, night club, tavern, pub, or other drinking place, selling alcoholic beverages for consumption on premises
- 722 212 00 6 ☐ Buffet or grill buffet
- 722 211 00 4 ☐ Food bar
- 722 211 00 7 ☐ Family steakhouses
- 722 213 70 1 ☐ Refreshment place, including pretzel shops and other specialty snack or nonalcoholic beverage shops
- 722 213 40 1 ☐ Bagel shop, selling for carry-out or eat-in customers
- 722 213 50 1 ☐ Coffee shop
- 722 213 60 1 ☐ Cookie shop
- 722 213 10 1 ☐ Ice cream/soft serve shop
- 722 213 20 1 ☐ Frozen yogurt shop
- 722 213 30 1 ☐ Doughnut shop, selling for carry-out or eat-in customers
- 722 213 70 2 ☐ Bakery cafe, primarily selling baked goods for eat-in customers
- 311 811 00 5 ☐ Bakery, primarily selling goods baked on premises for carry-out customers (no customer seating)
- 445 291 00 1 ☐ Bakery, primarily selling goods not baked on premises for carry-out customers
- 722 212 00 1 ☐ Cafeteria, not operating on a contract basis
- 722 310 00 C ☐ Contract feeding, including school, university, corporate, government, or other facility cafeteria/dining
- 722 211 00 8 ☐ Delicatessen, primarily preparing sandwiches and meals for immediate consumption
- 445 110 00 2 ☐ Delicatessen, primarily selling meats and a range of grocery items
- 445 210 00 1 ☐ Delicatessen, primarily selling fresh and prepared meats
- 445 110 00 9 ☐ Supermarket or grocery store
- 722 320 00 6 ☐ Catering for banquets, weddings, meetings, cultural events, etc.
- 722 310 00 3 ☐ Industrial/institutional/in-plant feeding
- 445 120 00 1 ☐ Convenience food store

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CONTINUE WITH **19** ON PAGE 5

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19 KIND OF BUSINESS - Continued

0700

- 722 330 00 1 ☐ Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 454 210 00 1 ☐ Merchandise vending machine operator
- 445 310 00 1 ☐ Liquor store
- 813 410 40 4 ☐ Bar or restaurant operated by social or fraternal organization for members
- 711 110 30 2 ☐ Dinner theater, producing shows and operating food service
- 722 110 00 3 ☐ Dinner theater, operating food service but **not** producing shows
- 721 191 00 1 ☐ Bed and breakfast inn
- 721 110 00 1 ☐ Hotel, motel, or motor hotel
- 772 000 00 1 ☐ Other kind of business - Specifying _____

0701

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20 CLASS OF CUSTOMER

Estimate the percentage of this establishment's total sales (reported in **5**) by class of customer.

1. Household consumers and individuals 0261
2. Businesses (billed to expense accounts) 0273
3. Governmental bodies (Federal, state, and local) 0271
4. **TOTAL**

2012			
Whole percent of sales and receipts			
			%
			%
			%
			%

21 Not Applicable.

72201056



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.)

2012

Report thousands of dollars OR whole percents.
Estimates are acceptable.

Description of sales, shipments, receipts, or revenue	2012			
	\$ Bil.	Mil.	Thou.	Percent
1. Meals, snacks, other food items, and nonalcoholic beverages prepared and served or dispensed for immediate consumption				
a. Meals, snacks, and other food items ordered and served at a table, bar, or other place attended by a server (i.e., full service) (Report meals dispensed via buffet on line 1c) 21111				
b. Nonalcoholic beverages ordered and served at a table, bar, or other place attended by a server (i.e., full service) 21102				
c. Meals, snacks, and other food items prepared and dispensed without table service for consumption on the premises 21103				
d. Nonalcoholic beverages prepared and dispensed without table service for consumption on the premises 21104				
e. Meals, snacks, and other food items prepared and dispensed via drive-through service 21105				
f. Nonalcoholic beverages dispensed via drive-through service 21106				
g. Meals, snacks, and other food items prepared and dispensed for immediate consumption off the premises, other than via drive-through service, including take-out, curbside pick-up, and delivery 21107				
h. Nonalcoholic beverages prepared and dispensed for immediate consumption off the premises, other than via drive-through service, including take-out, curbside pick-up, and delivery 21108				
i. Meals, snacks, and other food items dispensed via mobile vending service 21112				
j. Nonalcoholic beverages dispensed via mobile vending service (Report office coffee service supplies on line 6.) 21113				
k. Add lines 1a through 1j 21100				
2. Alcoholic beverages prepared and served or dispensed for immediate consumption				
a. Wine and wine drinks prepared and served or dispensed for immediate consumption 20132				
b. Beer, ale, and malt beverages prepared and served or dispensed for immediate consumption 20133				

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

72201064

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. Alcoholic beverages prepared and served or dispensed for immediate consumption - Continued				
c. Drinks with/of distilled spirits prepared and served or dispensed for immediate consumption 20131				
d. Add lines 2a through 2c 20130				
3. Meals, snacks, other food items, and beverages prepared for immediate consumption under long-term contract (30 days or more)				
a. Meals, snacks, other food items, and nonalcoholic beverages prepared for immediate consumption under long-term contract for transportation businesses 21213				
b. Meals, snacks, other food items, and nonalcoholic beverages prepared for immediate consumption under long-term contract other than for transportation businesses (Report office coffee service supplies on line 6.) 21214				
c. Alcoholic beverages prepared for immediate consumption under long-term contract 21215				
d. Add lines 3a through 3c 21210				
4. Meals, snacks, other food items, and beverages prepared for catered events (Report related equipment rental receipts on line 13h.)				
a. Meals, snacks, other food items, and nonalcoholic beverages served at catered events held on the caterer's premises 21225				
b. Meals, snacks, other food items, and nonalcoholic beverages served at catered events held away from the caterer's premises 21226				
c. Meals, snacks, other food items, and nonalcoholic beverages dropped off at the customer's event (Report delivery charges on line 13g.) 21227				
d. Meals, snacks, other food items, and nonalcoholic beverages prepared for customer pick-up, including party platters 21228				
e. Alcoholic beverages prepared for catered events 21229				
f. Add lines 4a through 4e 21220				
5. Packaged alcoholic beverages 20140				

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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
6. Packaged food and nonalcoholic beverages	20100				
7. Cigars, cigarettes, tobacco, and smokers' accessories	20150				
8. Souvenirs and novelty items	20877				
9. All other merchandise <i>Specify principal lines and estimated sales below</i>	29810				
a.	29811				
b.	29812				
c.	29813				
10. Room or unit accommodation for travelers and others	20070				
11. Membership dues and fees	20060				
12. Gambling services					
a. Table wagering games	20041				
b. Gambling machine products, including slot machines and video lottery terminals	20042				
c. Sale of tickets to lotteries and other games of chance to gamblers, for a fee or commission	20043				
d. Hosting of coin-operated gambling machines	20044				
e. Other gambling services	20048				
f. Add lines 12a through 12e	20040				
13. Other services					
a. Rental of nonresidential space, including short-term rental of space for meetings, conventions, weddings, parties, and similar events	29636				
b. Admissions to live performing arts performances	29611				
c. Admissions to dance halls and clubs, including cover charges	29612				

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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
13. Other services - Continued				
d. Hosting of vending machines, video games, and other nongambling coin-operated machines 29615				
e. Employment services, including temporary cooks, bartenders, and waitstaff 29618				
f. Coat check services 29619				
g. Delivery services for food and beverages 29612				
h. Other services 29699				
i. Add lines 13a through 13h 29600				
14. TOTAL (Should equal 5 if reporting in dollars.) 29990				100

23-25 Not Applicable.

26 SPECIAL INQUIRIES

A. FOOD SERVICE

1. Type of food service

(Mark "X" only **ONE** box that represents the primary type of service from which this establishment derived the largest share of its sales (reported in **5**) in 2012.)

- 2251 ☐ Table, booth, and/or counter seats with waiter or waitress service
- 2252 ☐ Order and pay at counter with SEPARATE inside seating provided
- 2253 ☐ Take out/drive through
- 2254 ☐ Delivery
- 2255 ☐ Cafeteria line with SEPARATE inside seating provided
- 2256 ☐ Other - Specify 7

0820

CONTINUE WITH **26** ON PAGE 10

CONTINUE ON PAGE 10

72201098

26 SPECIAL INQUIRIES - Continued

- 2.** Estimated average price per meal, excluding tax and tip
(Mark "X" only ONE box.)

2261 ☐ Under \$5.00 2266 ☐ \$15.00 - \$19.99
 2263 ☐ \$5.00 - \$6.99 2267 ☐ \$20.00 - \$29.99
 2264 ☐ \$7.00 - \$9.99 2262 ☐ \$30.00 - \$49.99
 2265 ☐ \$10.00 - \$14.99 2268 ☐ \$50.00 or more

Mark "X"
if None

- 3.** Number of seats in this establishment as of December 31, including bar and patio seats 2270 ☐

2012					
Number as of December 31					

- 4.** Did a waiter or waitress take most orders while the patron was seated?

2281 ☐ Yes 2282 ☐ No

- 5.** Principal menu type
(Mark "X" only ONE box which best describes the principal menu type (specialty) of this establishment.)

2301 ☐ Italian (If primarily pizza, mark "X" only "Pizza".)
 2302 ☐ Mexican
 2303 ☐ Chinese
 2304 ☐ Other ethnic specialty
 2305 ☐ Seafood
 2306 ☐ Steak
 2307 ☐ Pizza
 2308 ☐ Chicken
 2309 ☐ Hamburgers
 2310 ☐ Sandwich/sub shop
 2311 ☐ Other food specialty (barbeque, vegetarian, ice cream/yogurt shop, etc.)
 2312 ☐ No food specialty (none of the above food types should account for more than 50 percent of the menu)

- 6.** Percentage of this establishment's food and beverage sales by day-part
(Report in whole percents; estimates are acceptable.)

a. 6:00 a.m. - 11:00 a.m. 2320
b. 11:00 a.m. - 5:00 p.m. 2321
c. 5:00 p.m. - 11:00 p.m. 2322
d. 11:00 p.m. - 6:00 a.m. 2323
e. TOTAL

2012		
Percent		

CONTINUE WITH **26** ON PAGE 11

CONTINUE 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

B. CONCESSION

Was this establishment operated as a concession in a stadium, arena, or other recreation or amusement place at which food was made available to the general public in 2012?

2231 ☐ Yes

2232 ☐ No

C. 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

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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.)

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

Month

Year

TO

Name of person to contact regarding this report

Title

Area code Number Extension
 Tele- phone - -

Area code Number
 Fax - -

E-mail address

Date completed

Month

Day

Year

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

72201114

