



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

FORM

RT-45201 (10-27-2011)

2012 ECONOMIC CENSUS

Department, Variety, and Other General Merchandise Stores

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.

RT-45201

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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

45201019



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
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

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

0063 City, town, village, etc.

0064 State

0065 ZIP Code

<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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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

☐

<input type="text"/>	<input type="text"/>
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45201027



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**HOW TO
REPORT
DOLLAR
FIGURES**

Dollar figures should be **rounded** to **thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report →

Mark "X"
if None

☐

If a value is "0" (or less than \$500.00):

Report →

☒

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Sales of merchandise and other operating receipts (*Exclude receipts of leased departments or concessions and all 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

☐

A. Number of employees for pay period including March 12 0320

2012		
Number		

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

Mark "X"
if None

☐

1. Annual payroll 0300

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

2012		
\$ Bil.	Mil.	Thou.

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

- 452 111 00 1 ☐ Department store, except discount or mass merchandising
- 452 112 00 1 ☐ Discount or mass merchandising department store
- 452 990 10 1 ☐ Variety store, including limited-price, dollar, and five and dime
- 452 990 40 1 ☐ General merchandise store
- 452 990 40 5 ☐ Farm and home supply store
- 452 910 20 1 ☐ Supercenter
- 447 110 00 2 ☐ Convenience store selling gasoline
- 453 220 00 1 ☐ Gift, novelty, souvenir store
- 452 910 10 1 ☐ Warehouse club
- 452 990 40 3 ☐ Home and auto supply store
- 454 111 10 2 ☐ Electronic shopping, general merchandise
- 454 113 10 4 ☐ Mail-order house, general merchandise
- 448 140 00 1 ☐ Family clothing store
- 448 140 00 3 ☐ Men's and women's clothing store
- 448 110 00 1 ☐ Men's clothing store
- 448 120 00 1 ☐ Women's clothing store
- 442 110 10 1 ☐ Furniture store, except custom
- 443 111 00 1 ☐ Household appliance store
- 772 000 00 1 ☐ Other kind of business - *Specify* 

0701

45201043



20

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 **5**) by class of customer.

1. Household consumers and individuals	0261
---	-------------

2. Retailers for resale 0263

3. Wholesalers/distributors for resale 0264

4. Repair shops for use in repair work 0265

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

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


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

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

9. Farmers for use in farm production 0270

10. Governmental bodies (Federal, state, and local) 0271

11. Export sales 0262

12. Other - Specify 

0874

0272

13. TOTAL

[illegible]

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
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/> <input type="text" value="9"/>

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.

- 1.** Women's, juniors', and misses' wear, including accessories
(Report girls', infants', and toddlers' wear on line 4, custom-made garments on line 1m, and footwear on line 5.)
- a.** Furs, fur garments 20221
- b.** Dresses, including all types 20222
- c.** Dressy and tailored coats, outer jackets, rainwear 20223
- d.** Suits, pantsuits, sport jackets, blazers 20224
- e.** Slacks/pants, jeans, shorts, skirts 20225
- f.** Tops, including t-shirts, knit and woven shirts, blouses, sweaters 20226
- g.** Women's sports apparel, including tennis, golf, jogging, swimming, and other exercise apparel 20227

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

45201068



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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. Women's, juniors', and misses' wear, including accessories - Continued					
h. Hosiery, including pantyhose, socks, tights	20229				
i. Bras, girdles, corsets	20231				
j. Lingerie, sleepwear, loungewear	20232				
k. Hats, wigs, hairpieces	20233				
l. Women's accessories, including handbags, wallets, neckwear, gloves, belts, rain accessories, etc. (Report costume jewelry on line 37d and briefcases on line 47.)	20234				
m. Custom-made garments	20235				
n. Women's sweat tops, pants, and warm-ups	20236				
o. Other apparel, including uniforms, smocks, and other apparel items not listed above	20237				
p. Add lines 1a through 1o	20220				
2. Men's wear, including accessories (Report boys' wear on line 4a, custom-made garments on line 2m, and footwear on line 5.)					
a. Men's overcoats, topcoats, raincoats, outer jackets	20201				
b. Men's suits and formal wear	20202				
c. Men's sport coats and blazers	20203				
d. Men's tailored and dress slacks	20204				
e. Men's casual slacks and jeans, shorts, etc.	20205				
f. Men's career and work uniforms	20206				
g. Men's dress shirts	20207				

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

45201076



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. Men's wear, including accessories - Continued				
h. Men's sport shirts, including t-shirts, knit and woven shirts, etc. 20208				
i. Men's sweaters 20209				
j. Men's hosiery, pajamas, robes, underwear 20211				
k. Men's sports apparel, including tennis, golf, jogging, swimming, and other exercise apparel 20212				
l. Men's accessories, including hats, gloves, neckwear, handkerchiefs, belts, rain accessories, etc. (Report briefcases on line 47.) 20214				
m. Custom-made garments 20215				
n. Men's sweat tops, pants, and warm-ups 20216				
o. Other apparel items not listed above 20218				
p. Add lines 2a through 2o 20200				
3. Costumes and unisex clothing 20250				
4. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (Report footwear on line 5.)				
a. Boys' clothing and accessories 20241				
b. Girls' clothing and accessories 20242				
c. Infants' and toddlers' clothing and accessories (Report infant and booster car seats on line 20e.) 20243				
d. Add lines 4a through 4c 20240				
5. Footwear, including accessories				
a. Men's footwear, including dress and casual footwear . . . 20261				
b. Women's footwear, including dress and casual footwear . . 20262				
c. Children's footwear, including boys', girls', infants', and toddlers' dress and casual footwear 20263				

CONTINUE WITH **22** ON PAGE 9

CONTINUE ON PAGE 9

45201084



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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
5. Footwear, including accessories - Continued				
d. Men's and women's outdoor hiking/sports boots 20264				
e. Men's athletic footwear, including tennis shoes/sneakers 20265				
f. Women's athletic footwear, including tennis shoes/sneakers 20266				
g. Children's athletic footwear, including boys', girls', infants' and toddlers' tennis shoes/sneakers 20267				
h. Footwear accessories, including laces, ties, storage bags, etc. 20268				
i. Add lines 5a through 5h 20260				
6. Curtains, draperies, blinds, slipcovers, bed and table coverings				
a. Curtains and draperies 20281				
b. Vertical and horizontal blinds, woven wood blinds, and shades 20282				
c. Furniture coverings, including ready-made and custom-made 20283				
d. Domestic linens, including towels, sheets, blankets, table linens and coverings, etc. 20284				
e. Add lines 6a through 6d 20280				
7. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. 20270				
8. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, pictures, picture frames, 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. (Report ceiling fans and light fixtures on line 30.) 20394				
b. Kitchenware, including cookware, cooking accessories, glassware, flatware/hollowware, cutlery, china, and dinnerware 20395				

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CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

45201092



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. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, pictures, picture frames, closet and bathroom accessories, etc. - Continued				
c. Outdoor charcoal grills (Report outdoor gas grills on line 9c.) 20393				
d. Add lines 8a through 8c 20380				
9. Major household appliances (Report parts installed in repair on line 52a.)				
a. Kitchen appliances, parts, accessories, including refrigerators, freezers, dishwashers, microwave ovens, etc. 20301				
b. Laundry appliances, parts, accessories, including clothes washers and dryers 20302				
c. Outdoor gas grills, parts, accessories (Report outdoor charcoal grills on line 8c.) 20304				
d. Other major household appliances, parts, accessories, including room air-conditioners, dehumidifiers, vacuum cleaners, sewing machines, etc. 20305				
e. Add lines 9a through 9d 20300				
10. Small household appliances, including mixers; blenders; can openers; toasters; coffee makers; frypans; tap water purifiers and filters; and personal care appliances, such as hair dryers, curling irons, shavers, etc. 20310				
11. Furniture, sleep equipment (Report repair receipts on line 52 and rental receipts on line 52e.)				
a. Upholstered furniture (Report dual-purpose pieces on line 11b.) 20341				
b. Sleep sofas, daybeds, futons, and other dual-purpose pieces 20342				
c. Infants' furniture, including cribs, bassinets, high chairs, etc. (Report playpens on line 50.) 20349				
d. Mattresses, box springs, and air mattresses 20343				
e. Office furniture, including computer-related furniture 20346				
f. Outdoor/patio furniture 20347				

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CONTINUE WITH **22** ON PAGE 11

CONTINUE ON PAGE 11

45201100



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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
11. Furniture, sleep equipment - Continued				
g. Other living room, dining room, kitchen, and bedroom furniture 20348				
h. Add lines 11a through 11g 20340				
12. Televisions, DVD/Blu-ray Disc players and recorders, camcorders, portable video players, e-book readers, DVDs, Blu-ray Discs, etc., including electronic game/DVD combination devices, parts, and accessories (Report electronic games and electronic game devices on line 39, computer game software on line 16b, DVD/Blu-ray Disc and player rentals on line 52e, and parts installed in repair on line 52a.)				
a. Televisions, including HD receivers, satellite television equipment, and related parts and accessories 20321				
b. DVD/Blu-ray Disc players, recorders, camcorders, portable video players, e-book readers, and related parts and accessories 20326				
c. Electronic game/DVD combination devices (Report electronic games and electronic game devices on line 39b and computer game software on line 16b.) 20327				
d. DVDs and Blu-ray Discs, prerecorded (Report receipts from DVD/Blu-ray Disc and player rentals on line 52e.) 20328				
e. DVDs and Blu-ray Discs, recordable 20329				
f. Add lines 12a through 12e 20320				
13. Telephones, cellular phones, phone batteries, answering machines, pagers, and navigation (GPS) equipment 20865				
14. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories (Report automotive audio equipment on line 20d, parts installed in repair on line 52a, and rental receipts on line 52e.)				
a. Audio equipment, components, parts, accessories, including radios, audio receivers, tape recorders and players, compact disc players, mp3 players (audio only), and other home theater, sound reinforcement, and recording equipment 20331				
b. Audio books 20333				
c. Pre-recorded compact discs, audio tapes, and records (Report recordable CDs and tapes on line 14e.) 20335				

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CONTINUE WITH **22** ON PAGE 12

CONTINUE ON PAGE 12

45201118



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. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories - Continued				
d. New and used musical instruments, sheet music, and related items 20337	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. Recordable compact discs and audio tapes 20339	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
f. Add lines 14a through 14e 20360	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
15. Flooring and floor coverings				
a. Soft-surface (textile) floor covering to be installed 20365	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Carpets and rugs not requiring installation 20366	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Hardwood flooring 20363	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Other hard-surface floor coverings and accessories, including tile and sheet goods 20364	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. Add lines 15a through 15d 20360	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
16. New and used computer hardware, software, and supplies, including computer game software and tablet computers (Report computer-related furniture on line 11e. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 17. Report office supplies on line 43. Report electronic games and electronic game devices on line 39b. Report electronic game/DVD combination devices on line 12c.)				
a. Computer and peripheral equipment 20375	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Prepackaged (off-the-shelf) computer software, including computer software downloads (Report electronic games and electronic game devices on line 39b and electronic game/DVD combination devices on line 12c.) 20376	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Add lines 16a and 16b 20370	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
17. Office equipment, including fax machines, dictation machines, copying machines, calculating machines, etc. (Report office supplies on line 43.) 20854	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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CONTINUE WITH **22** ON PAGE 13

CONTINUE ON PAGE 13

45201126



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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
18. Drugs, health aids, beauty aids, including cosmetics				
a. Prescriptions 20161				
b. Nonprescription medicines 20162				
c. Vitamins, minerals, and other dietary supplements 20163				
d. Cosmetics, including face cream, make-up, perfumes and colognes, etc. 20165				
e. Personal hygiene supplies, including foot products; eye/contact lens care products; deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc. 20168				
f. Health aids and home healthcare equipment, including first-aid products, prescription accessories, wheelchairs, mobility assistance appliances, durable medical equipment, orthopedic equipment and appliances (except shoes), and orthotics (Report orthopedic shoes on line 5.) 20169				
g. Add lines 18a through 18f 20160				
19. Automotive fuels 20720				
20. Automotive tires, tubes, batteries, audio equipment, parts and accessories (Report parts, paint, and materials installed in repair on line 52a.)				
a. Automotive tires and tubes 20741				
b. Automotive parts (over-the-counter), accessories, and sundry supplies, including polishes, paint, decorative items, etc. (Report infant and booster car seats on line 20e.) 20742				
c. Automotive batteries 20749				
d. Automotive audio equipment, components, parts, and accessories, including radios, stereos, compact disc players, mp3 players (audio only), and other sound reinforcement and recording equipment 20754				
e. Infant and booster car seats 20758				
f. Add lines 20a through 20e 20740				

CONTINUE WITH **22** ON PAGE 14

CONTINUE ON PAGE 14

45201134



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
21. Automotive lubricants, including oil, greases, etc. 20730				
22. Household fuels, including oil, LP gas, wood, coal 20780				
23. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. (Report vitamins on line 18c and pet food on line 29.) 20100				
24. Meals, unpackaged snacks, sandwiches, unpackaged ice cream and yogurt, bakery items, and nonalcoholic beverages prepared and served or dispensed for immediate consumption 21400				
25. Packaged liquor, wine, and beer 20140				
26. Cigars, cigarettes, tobacco and smokers' accessories, excluding sales from vending machines operated by others 20150				
27. Household soaps, detergents, cleaners, and cleaning supplies				
a. Household cleaning supplies, including mops, sponges, etc. (Report household cleaners on line 27b.) 20181				
b. Household soaps, detergents, and cleaners (Report personal care soaps on line 18.) 20182				
c. Add lines 27a and 27b 20180				
28. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (Report stationery products on line 41 and computer printer paper on line 42.)				
a. Paper and plastic tableware 20191				
b. Gift wrap, gift bags, and tissue paper 20192				
c. Paper towels, napkins, toilet and facial tissue, and food wraps, bags, foils, and other related products 20193				
d. Add lines 28a through 28c 20190				
29. Pet foods and supplies 20800				
30. Hardware, tools, and plumbing and electrical supplies 20600				
31. Nonautomotive batteries 20872				

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CONTINUE WITH **22** ON PAGE 15

CONTINUE ON PAGE 15

45201142



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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
32. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.				
a. Cut flowers 20621				
b. Indoor potted plants and floral items 20626				
c. Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc. 20627				
d. Fertilizer, lime, chemicals, and other soil treatments 20628				
e. Lawn and garden tools 20631				
f. Lawn and garden machinery, equipment, and parts 20636				
g. Farm machinery, equipment, and parts 20637				
h. All other farm supplies, including grain and animal feed (Report saddlery on line 35f and pet food on line 29.) 20638				
i. All other lawn and garden supplies, including fencing, irrigation equipment, sprinklers, and garden hoses 20639				
j. Add lines 32a through 32i 20620				
33. Dimensional lumber and other building/structural materials and supplies (Report wallpaper on line 51 and paint and sundries on line 34.) 20640				
34. Paint and sundries 20670				
35. Sporting goods and recreational equipment				
a. Exercise/fitness equipment 20535				
b. Firearms, hunting equipment, and supplies 20536				
c. Fishing tackle, including bait 20537				
d. Camping and backpacking equipment and supplies 20538				
e. Bicycles, parts and accessories (Report parts installed in repair on line 52a.) 20539				

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CONTINUE WITH **22** ON PAGE 16

CONTINUE ON PAGE 16

45201159



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
35. Sporting goods and recreational equipment - Continued				
f. All other sporting goods 20548	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
g. Add lines 35a through 35f 20530	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
36. Motorized sport vehicles, including boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories 20590	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
37. Jewelry, including watches, watch attachments, novelty jewelry, etc. (Report flatware and hollowware on line 8b and receipts from watch, clock, and jewelry repair and engraving on line 52b.)				
a. Karat gold jewelry - all karat gold jewelry items (rings, necklaces, etc.) in which there are no diamonds, colored stones, or pearls set, or if diamonds, colored stones, or pearls constitute less than 50 percent of the value of the finished piece of jewelry 20405	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Diamond, gemstone, pearl, platinum, and sterling jewelry (Report all watches on line 37c.) 20407	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Watches, watchbands, and parts 20406	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. All other jewelry, including gold-filled, costume, and novelty jewelry 20415	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. Add lines 37a through 37d 20400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
38. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. 20490	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
39. Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles (Report bicycles on line 35e, computer game software on line 16b, and electronic game/DVD combination devices on line 12c.)				
a. Toys, including wheel goods 20461	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Games, including video and electronic games (Report computer game software on line 16b and electronic game/DVD combination devices on line 12c.) 20462	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Hobby goods 20463	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Add lines 39a through 39c 20460	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
40. Photographic equipment and supplies (Report photofinishing on line 52e.) 20440	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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CONTINUE WITH **22** ON PAGE 17

CONTINUE ON PAGE 17

45201167



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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
41. Stationery products, including stationery, tablets, pads, looseleaf paper, and related products	20851				
42. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper	20852				
43. Office, school, and packaging supplies	20853				
44. Greeting cards, calendars, maps, and atlases	20855				
45. Books (Report audio books on line 14b and comic books on line 46.)	20420				
46. Magazines and newspapers	20856				
47. Luggage and leather goods, including briefcases (Report men's and women's small leather apparel accessories on line 11 or 21.)	20859				
48. Souvenirs and novelty items, including fruit and gourmet food baskets and pre-filled balloons	20877				
49. Seasonal decorations (Report decorative paper and plastic plates and cups on line 28a and decorative napkins on line 28c.)	20878				
50. Baby goods not elsewhere classified, including bottles, monitors, carriers, swings, etc. (Report baby furniture on line 11, infant and booster car seats on line 20e, baby clothing and accessories on line 4, baby toys on line 39, and disposable diapers and other baby hygiene products on line 18.)	20810				
51. All other merchandise (Report receipts for services on line 52.) Specify principal lines and estimated sales below	29810				
a.	29811				
b.	29812				
c.	29813				

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CONTINUE WITH **22** ON PAGE 18

CONTINUE ON PAGE 18

45201175

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
52. All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES				
a. Parts, paint, and materials installed in repair 29907				
b. Labor charges for work performed by this establishment, including charges for automobile and other repair, maintenance, installation, construction, alteration, etc. (Report carpet cleaning receipts for work performed by this establishment on line 52e.) 29904				
c. Delivery charges 29909				
d. Value of service contracts 29943				
e. All other nonmerchandise receipts, including phone cards, charges for storage, rental or lease of tools and equipment, photofinishing, formal wear rental, carpet cleaning, etc. 29968				
f. Add lines 52a through 52e 29900				
53. TOTAL (Should equal 5 if reporting in dollars.) 29990				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 **26****B.** Receipts of this establishment from customers for shipping and handling of merchandise 0985

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

C. Are receipts for shipping and handling included in sales and receipts (reported in **5**)?0988 ☐ Yes0989 ☐ No**25** Not Applicable.

45201183

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26 SPECIAL INQUIRIES

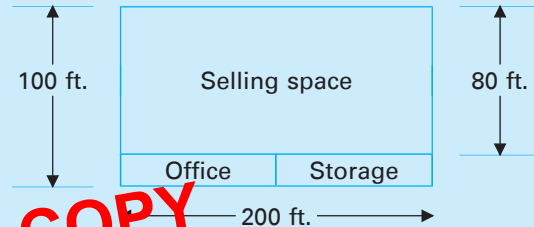
A. FLOOR SPACE

Include:

- Only the floor space used/controlled by this company.
- All space occupied by this establishment on every floor of multi-story buildings.

EXAMPLE: How to compute floor space in square feet

- (1) Under-roof selling space is:
200 ft. x 80 ft. = 16,000 sq. ft.
- (2) Total under-roof floor space is:
200 ft. x 100 ft. = 20,000 sq. ft.



1. Under-roof selling space
(Enter the square footage of in-store selling space at the end of 2012. Include all store areas open to customers, including aisles, elevators, etc. Exclude display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space.) 2111

2. Total under-roof floor space
(Enter the total square footage of all under-roof selling space plus all other space available at the end of 2012. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Exclude outdoor space, even if covered.) 2110

2012					
Square feet as of December 31					

B. CENTRALIZED CHECKOUT

Did this establishment have a CENTRALIZED check-out area with MULTIPLE cash registers in 2012?

2131 ☐ Yes

2132 ☐ 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



27 LEASED DEPARTMENTS

A. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 2012?

Exclude:

- Coin-operated amusement or vending machines operated by others.

Mark "Yes" if:

- Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.
- Any department is operated by a subsidiary firm or the parent firm.

2812

☐

Yes

Number					

2813

☐No - Go to **30**

B. List each department or concession located in this establishment. (If more space is needed, continue in the same format on a separate sheet of paper.)

2801	Name of owner or trading name of department or concession	2802	Kind-of-business DESCRIPTION for department or concession	2803	Kind-of-business CODE (from supplemental instruction sheet)	2804		Estimated sales and receipts	Are sales excluded from 5 ?	Is payroll excluded from 7 ?
						\$ Mil.	Thou.			
1									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No
2									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No
3									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No
4									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No
5									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No
6									2806 <input type="checkbox"/> Yes	2809 <input type="checkbox"/> Yes
									2807 <input type="checkbox"/> No	2810 <input type="checkbox"/> No

28 and 29 Not Applicable.

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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

Month

Year

TO

Name of person to contact regarding this report

Title

Tele-
phone

Area code

Number

Extension

Fax

Area code

Number

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.

45201217