



# 2012 ECONOMIC CENSUS

## Pet and Pet Supplies Stores

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**RT-45302**

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

- **OR** -

**Mail** your completed form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**    0022  No - Enter current EIN (9 digits) → 0025  -

**2 PHYSICAL LOCATION**

**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B

0032  No - Enter physical location →

0035 Number and street

0036 City, town, village, etc.    0037 State    0038 ZIP Code  
 -

CONTINUE WITH **2** ON PAGE 2

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**2** PHYSICAL LOCATION - Continued

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - *Give date at right* → 

Month	Day	Year

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

 0018

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0060 Name of new owner or operator	0061 EIN (9 digits)

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code

0016  Other - *Specify* → 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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**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

Mark "X" if None      2012

Sales of merchandise and other operating receipts (Exclude sales taxes or other taxes collected.) . . . . . 0100 

\$ Bil.	Mil.	Thou.

**6** Not Applicable.

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

**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, 2012 . . . . . 0030

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) . . . . . Mark "X" if None

	2012		
	\$ Bil.	Mil.	Thou.
1. Annual payroll . . . . . 0300 <input type="checkbox"/>			
2. First quarter payroll (January-March 2012) . . . . . 0310 <input type="checkbox"/>			

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**8 - 18** Not Applicable.

**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 453 910 00 2  Pet shop
- 453 910 00 1  Pet food and supply store
- 453 910 00 3  Aquarium store
- 453 910 00 4  Wild bird feed and supplies store
- 444 220 20 3  Feed store, selling primarily for animals other than pets
- 812 910 00 2  Pet care service, including boarding, training, pet sitting, etc., excluding veterinary services
- 772 000 00 1  Other kind of business - Specify ↴

0701

45302031



**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 9) 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** . . . . .

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		2012	
		Whole percent of sales and receipts	
1.	Household consumers and individuals . . . . .	<input type="text"/>	<input type="text"/> %
2.	Retailers for resale . . . . .	<input type="text"/>	<input type="text"/> %
3.	Wholesalers/distributors for resale . . . . .	<input type="text"/>	<input type="text"/> %
4.	Repair shops for use in repair work . . . . .	<input type="text"/>	<input type="text"/> %
5.	Manufacturing and mining industrial users for use as input goods in production . . . . .	<input type="text"/>	<input type="text"/> %
6.	Restaurants, hotels, food services, and contract feeding . . . . .	<input type="text"/>	<input type="text"/> %
7.	Businesses for end use in their own operation, not for resale or production . . . . .	<input type="text"/>	<input type="text"/> %
8.	Building contractors, heavy construction, and special trade contractors . . . . .	<input type="text"/>	<input type="text"/> %
9.	Farmers for use in farm production . . . . .	<input type="text"/>	<input type="text"/> %
10.	Governmental bodies (Federal, state, and local) . . . . .	<input type="text"/>	<input type="text"/> %
11.	Export sales . . . . .	<input type="text"/>	<input type="text"/> %
12.	Other - Specify ↴	<input type="text"/>	<input type="text"/> %
<b>13.</b>	<b>TOTAL</b> . . . . .	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 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Pets, pet foods, and pet supplies				
<b>a.</b> Pets (Report fish on line 1d.) . . . . . 20801				
<b>b.</b> Pet foods, including wild bird feed (Report fish food on line 1e.) . . . . . 20802				
<b>c.</b> Pet supplies, including wild bird supplies and nonprescription medicines (Report fish supplies on line 1e.) 20803				
<b>d.</b> Fish . . . . . 20805				
<b>e.</b> Aquarium products . . . . . 20806				
<b>f.</b> Prescription veterinary medicines . . . . . 20807				
<b>g.</b> Add lines 1a through 1f . . . . . 20800				

CONTINUE WITH **22** ON PAGE 6

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>2.</b> Books ..... 20420				
<b>3.</b> Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; animal feed, other than for pets; etc. .... 20620				
<b>4.</b> All other merchandise (Report receipts for services on line 5.) Specify principal lines and estimated sales below ..... 29810				
<b>a.</b> .....				
<b>b.</b> .....				
<b>c.</b> .....				
<b>5.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES				
<b>a.</b> Pet care services, including pet boarding, grooming, and other pet care services (Report veterinary services on line 5b.) ..... 29942				
<b>b.</b> All other nonmerchandise receipts ..... 29965				
<b>c. Add lines 5a and 5b</b> ..... 29900				
<b>6. TOTAL</b> (Should equal <b>5</b> if reporting in dollars.) ..... 29990				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		
Estimates are acceptable		
\$ Bil.	Mil.	Thou.

**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**)?

0988  Yes

0989  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**

**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 →

	Month	Year		Month	Year
FROM	□ □	□ □ □ □	TO	□ □	□ □ □ □

Name of person to contact regarding this report

Title

Area code	Number	Extension
□ □ □	□ □ □ □ - □ □ □ □ □ □	□ □ □ □ □ □

Area code	Number
□ □ □	□ □ □ □ - □ □ □ □ □ □

E-mail address

	Month	Day	Year
Date completed	□ □	□ □	□ □ □ □

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

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