



2012 ECONOMIC CENSUS

Electronic Shopping, Vending Operators, and Direct Selling

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-45401

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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

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2 PHYSICAL LOCATION - Continued

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

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

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

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

3 OPERATIONAL STATUS

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

- 0011 In operation
- 0013 Temporarily or seasonally inactive
- 0014 Ceased operation - Give date at right →
- 0015 Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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Month	Day	Year
<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

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

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

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

0016 Other - Specify →

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

	2012
	Number
<input type="checkbox"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

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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.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

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

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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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.)

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):

- 0700
- 454 390 10 1 Furniture, home furnishings, electronics, and appliances
- 454 390 20 1 Books and magazines
- 454 390 20 2 Newspapers
- 454 390 20 3 Compact discs, DVDs, Blu-ray Discs, videos, tapes, and records
- 454 390 30 3 Stationery products and office/school supplies
- 454 390 30 9 Cosmetics
- 454 390 30 5 Home or frozen food plans, door-to-door delivery, including freezer, meat provisioners
- 454 390 30 A Vitamins, minerals, and other dietary supplements
- 454 390 30 B Medical equipment and supplies, including hearing aids
- 454 390 30 C Souvenirs and novelty items
- 454 390 30 D Jewelry, including class rings
- 454 390 30 1 Bottled water distributor, including softening, filtration, and treatment equipment and supplies
- 454 390 30 2 Office coffee service
- 454 390 30 6 Other merchandise

ELECTRONIC SELLING (selling online via the Internet):

- 454 111 22 1 Pharmacy
- 454 111 10 1 General merchandise
- 454 111 21 2 Computer hardware and/or software
- 454 111 23 2 Specialty merchandise
- 454 112 00 1 Electronic auction

MAIL-ORDER SHOPPING:

- 454 113 22 1 Pharmacy
- 454 113 10 2 General merchandise
- 454 113 21 2 Computer hardware and/or software
- 454 113 23 1 Specialty merchandise
- 454 113 10 3 Catalog store, including telephone order offices

DIRECT RESPONSE TELEVISION, VENDING, AND OTHER KINDS OF BUSINESS:

- 454 113 30 1 Direct response television
- 454 210 00 1 Merchandise vending machine operator
- 454 210 00 5 Food and/or beverage vending machine operator

CONTINUE WITH **19** ON PAGE 5

CONTINUE ON PAGE 5

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19 KIND OF BUSINESS - Continued

DIRECT RESPONSE TELEVISION, VENDING, AND OTHER KINDS OF BUSINESS: - Continued

- 0700 454 210 00 2 Cigarette vending machine operator
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 722 310 00 1 Contract feeding/food service contractor
- 541 860 00 3 Direct mail advertising service
- 484 220 40 3 Home delivery agent for newspapers, delivery service only, not reseller
- 561 422 00 3 Telemarketing services, including selling, taking orders, soliciting information, etc., on a contract basis
- 713 990 50 3 Coin-operated amusement device operator, except slot machines, including video/pinball games, juke boxes, etc.
- 777 454 01 1 Customer service center
- 777 454 01 2 Distribution warehouse
- 772 000 00 1 Other kind of business - Specify ↴

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[Empty text box for specifying other kind of business]

0701

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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 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

2012	
Whole percent of sales and receipts	
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
100	%

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21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(Mark "X" only ONE box.)

- 0751 Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752 Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753 Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754 Mail order
- 0755 Home shopping via television
- 0756 Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757 Vending machines
- 0758 Other - *Specify*

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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 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.			
	\$ Bil.	Mil.	Thou.	Percent
1. Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 4, footwear on line 5, and used clothing on line 50a.) 20220				
2. Men's wear, including accessories (Report boys' wear on line 4, footwear on line 5, and used clothing on line 50a.) 20200				
3. Costumes and unisex clothing (Report used costumes and unisex clothing on line 50a.) 20250				
4. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (Report footwear on line 5 and used clothing on line 50a.) 20240				
5. Footwear, including accessories (Report used footwear on line 50a.) 20260				
6. Curtains, draperies, blinds, slipcovers, bed and table coverings 20280				

CONTINUE WITH **22** ON PAGE 8

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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. 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, closet and bathroom accessories, etc. (<i>Report used kitchenware and home furnishings on line 50b.</i>)				
a. Decorative accessories and home furnishings, including lamps, lampshades, decorative glassware, vases, giftware mirrors, pictures, picture frames, clocks, magazine rack, desk sets, closet and bathroom accessories, etc. (<i>Report ceiling fans and light fixtures on line 43.</i>) 20394				
b. Kitchenware, including cookware, cooking accessories, glassware, flatware/hollowware, table, china, and dinnerware 20395				
c. Outdoor charcoal grills (<i>Report outdoor gas grills on line 9.</i>) 20393				
d. Add lines 8a through 8c 20380				
9. Major household appliances, including vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwave ovens, clothes washers and dryers, trash compactors, etc. (<i>Report used major household appliances on line 50b.</i>) 20300				
10. Small household appliances, including mixers; blenders; can openers; toasters; coffee makers; tap water purifiers and filters; frypans; and personal care appliances, such as hair dryers, curling irons, shavers, etc. (<i>Report used small household appliances on line 50b.</i>) 20310				
11. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories (<i>Report used audio equipment, compact discs, etc. on line 50c.</i>)				
a. Audio equipment, components, parts, accessories, including radios, audio electronic components, tape recorders and players, compact disc players, mp3 players (audio only), and other home theater, sound reinforcement, and recording equipment (<i>Report automotive audio equipment on line 48.</i>) 20331				
b. Audio books 20333				
c. Pre-recorded compact discs, audio tapes, and records 20335				
d. New and used musical instruments, sheet music, and related items (<i>Report 'rare' musical instruments on line 37.</i>) 20337				
e. Audio content downloads (<i>Report video content downloads on line 16b, e-books on line 31, and limited-time downloads on line 52.</i>) 20338				

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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. Audio equipment, musical instruments (new and used), radios, audio electronic components, compact discs, records, tapes, audio books, sheet music, accessories - Continued				
f. Recordable compact discs and audio tapes 20339				
g. Add lines 11a through 11f 20330				
12. New and used computer hardware, software, and supplies, including computer game software and tablet computers (Report computer-related furniture on line 17e. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 13. Report office supplies on line 14. Report electronic game and electronic game devices on line 29b. Report electronic game/DVD combination devices on line 16d.)				
a. Computer and peripheral equipment 20375				
b. Prepackaged (off-the-shelf) computer software, including computer software downloads (Report electronic games and electronic game devices on line 29b and electronic game/DVD combination devices on line 16d.) 20376				
c. Add lines 12a and 12b 20370				
13. Office equipment, including fax machines, dictation machines, copying machines, calculating machines, etc. (Report office supplies on line 14.) 20854				
14. Office, school, and packaging supplies 20853				
15. Telephones, cellular phones, phone batteries, answering machines, pagers, and navigation (GPS) equipment (Report value of service contracts on line 53b.) 20865				
16. 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 29b, computer game software on line 12b, and used televisions, video equipment, etc. on line 50c.)				
a. Televisions, including HD receivers, satellite television equipment, and related parts and accessories 20321				
b. Video content downloads (Report audio content downloads on line 11e, e-books on line 31, and limited-time downloads on line 52.) 20325				
c. DVD/Blu-ray Disc players, recorders, camcorders, portable video players, e-book readers, and related parts and accessories 20326				

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CONTINUE WITH **22** 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
16. 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 - Continued				
d. Electronic game/DVD combination devices 20327				
e. DVDs and Blu-ray Discs, prerecorded (<i>Report receipts from DVD/Blu-ray Disc and player rentals on line 53b.</i>) 20328				
f. DVDs and Blu-ray Discs, recordable 20329				
g. Add lines 16a through 16f 20330				
17. Furniture, sleep equipment (<i>Report used office furniture on line 50d and other used furniture on line 50b.</i>)				
a. Upholstered furniture (<i>Report dual-purpose pieces on line 17b.</i>) 20341				
b. Sleep sofas, daybeds, futons, and other dual-purpose pieces 20342				
c. Infants' furniture, including cribs, bassinets, high chairs, etc. 20349				
d. Mattresses, box springs, and air mattresses 20343				
e. Office furniture, including computer-related furniture 20346				
f. Outdoor/patio furniture 20347				
g. Other living room, dining room, kitchen, and bedroom furniture 20348				
h. Add lines 17a through 17g 20340				
18. Flooring and floor coverings 20360				
19. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. (<i>Report vitamins on line 23c and pet food on line 49.</i>)				
a. Meat and poultry, including refrigerated prepackaged meats (<i>Report deli meats on line 19i and meats sold in a frozen state on line 19d.</i>) 20115				
b. Fish and seafood, including refrigerated prepackaged fish and seafood (<i>Report fish and seafood sold in a frozen state on line 19d.</i>) 20116				

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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
19. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. - Continued				
c. Produce, including fresh and prepackaged fruits and vegetables (Report frozen vegetables on line 19d and floral items on line 44.) 20102				
d. Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. (Report ice cream and other frozen dairy products on line 19e.) 20103				
e. Ice cream and other frozen dairy products 20112				
f. Dairy products and related foods, including milk, cheese, butter, yogurt, eggs, etc. (Report deli cheeses on line 19i and ice cream and other frozen dairy products on line 19e.) 20104				
g. Bakery products baked on premises 20105				
h. Bakery products not baked on the premises, excluding frozen 20106				
i. Delicatessen items, including deli meats and other service delicatessen items 20107				
j. Candy, prepackaged cookies, and snack foods 20117				
k. Bottled, canned, or packaged soft drinks and other nonalcoholic beverages 20118				
l. All other groceries and food items NOT covered within lines 19a through 19k (Report fruit and gourmet food baskets on line 40 and party platters on line 21.) 20119				
m. Add lines 19a through 19l 20100				
20. Meals, unpackaged snacks, sandwiches, unpackaged ice cream and yogurt, bakery items, and nonalcoholic beverages prepared and served or dispensed for immediate consumption, including vending machine snacks and beverages 21100				
21. Meals, snacks, other food items, and beverages prepared for catered events, including party platters 21220				
22. Packaged liquor, wine, and beer 20140				

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CONTINUE WITH **22** ON PAGE 12

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. 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. Hearing aids and supplies 20167				
f. 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				
g. Health aids and home healthcare equipment, including first-aid products, prescription accessories, wheelchairs, mobility assistance appliances, durable medical equipment, orthopedic equipment and appliances, and orthotics (Report orthopedic shoes on line 5.) 20169				
h. Add lines 23a through 23g 20160				
24. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others 20150				
25. Household soaps, detergents, cleaners, and cleaning supplies (Report personal care soaps on line 23.)				
a. Household cleaning supplies, including mops, sponges, etc. (Report household cleaners on line 25b.) 20181				
b. Household soaps, detergents, and cleaners (Report personal care soaps on line 23.) 20182				
c. Add lines 25a and 25b 20180				
26. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (Report stationery products on line 33 and computer printer paper on line 34.)				
a. Paper and plastic tableware 20191				
b. Gift wrap, gift bags, and tissue paper 20192				

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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
26. Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. - Continued				
c. Paper towels, napkins, toilet and facial tissue, and food wraps, bags, foils, and other related products 20193				
d. Add lines 26a through 26c 20190				
27. Jewelry, including watches, watch attachments, novelty jewelry, estate/antique jewelry, etc. (Report costume and hollowware on line 8b.) 20400				
28. Photographic equipment and supplies (Report photography on line 53b.) 20440				
29. Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles (Report bicycles on line 45, computer game software on line 12b, and electronic game/DVD combination devices on line 16d.)				
a. Toys, including wheel goods 20461				
b. Games, including video and electronic games (Report computer game software on line 12b and electronic game/DVD combination devices on line 16d.) 20462				
c. Hobby goods (Report sewing kits on line 7.) 20463				
d. Add lines 29a through 29c 20460				
30. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. (Report binoculars on line 29c.) 20490				
31. Books, including e-books (Report used books on line 50c, audio books on line 11b, comic books on line 32, and e-book readers on line 16c.) 20420				
32. Magazines and newspapers, including comic books 20856				
33. Stationery products, including stationery, tablets, pads, looseleaf paper, and related products 20851				
34. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper 20852				
35. Greeting cards, calendars, maps, and road atlases 20855				
36. Luggage and leather goods, including briefcases (Report men's and women's small leather apparel accessories on line 1 or 2.) 20859				

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CONTINUE ON PAGE 14

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
37. Antiques, items over 100 years old, including 'rare' musical instruments 20861				
38. Collectibles (i.e., items which are old, but less than 100 years old, and limited in supply) <i>(Report new collectibles on line 8.)</i> 20862				
39. Art goods, including original pictures and sculptures <i>(Report artists' supplies on line 52 and reproductions on line 8.)</i> 20863				
40. Souvenirs and novelty items, including fruit and gourmet food baskets and pre-filled balloons 20877				
41. Artificial/silk flowers, plants, and shrubs 20879				
42. Dimensional lumber and other building/structural materials and supplies, including heating stoves and prefabricated fireplaces <i>(Report stand-alone air-conditioners and other major appliances on line 9 and portable electric heaters and other small appliances on line 10.)</i> 20640				
43. Hardware, tools, and plumbing and electrical supplies 20600				
44. 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, animal feed, and animal health products <i>(Report saddlery on line 45 and prescription veterinary medicines, pet food, and pet supplies on line 49.)</i> 20638				
i. All other lawn and garden supplies, including fencing, irrigation equipment, sprinklers, and hoses 20639				
j. Add lines 44a through 44i 20620				

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CONTINUE WITH **22** ON PAGE 15

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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
45. Sporting goods and recreational equipment <i>(Report used exercise/fitness equipment on line 50d and all other used sporting goods and recreational equipment on line 50c.)</i> 20530				
46. Boats and other sport vehicles, including personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories <i>(Report motorcycles on line 47.)</i>				
a. New boats, canoes, kayaks, motors, parts and accessories 20511				
b. Used boats, canoes, kayaks, motors, parts and accessories 20512				
c. All-terrain vehicles (ATVs) and personal watercraft 20593				
d. All other sport vehicles, including snowmobiles, golf cars, go-carts, parts and accessories 20599				
e. Add lines 46a through 46d 20590				
47. New and used automobiles, vans, trucks, other powered transportation vehicles, including motorcycles, motor scooters, motor bikes 20700				
48. Automotive tires, batteries, audio equipment, parts and accessories 20740				
49. Pets, pet foods, and pet supplies 20800				
50. Used clothing, furniture, and other used items not elsewhere classified				
a. Used clothing, footwear, personal accessories, jewelry, and related products <i>(Report estate/antique jewelry on line 27.)</i> 20831				
b. Used home furniture, household appliances, kitchenware, home furnishings, and home lawn and garden goods <i>(Report used office furniture on line 50d.)</i> 20832				
c. Used home entertainment, recreation, and culture products, including books, CDs, etc. <i>(Report used exercise/fitness equipment on line 50d and used art goods on line 39.)</i> 20833				
d. Used office furniture and exercise/fitness equipment 20834				
e. Used hardware, tools, plumbing and electrical supplies, and building materials <i>(Report used auto parts on line 48.)</i> 20835				

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CONTINUE WITH **22** ON PAGE 16

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
50. Used clothing, furniture, and other used items not elsewhere classified - Continued				
f. Used household and personal goods, not elsewhere classified 20839				
g. Add lines 50a through 50f 20830				
51. Baby goods not elsewhere classified, including bottles, monitors, carriers, swings, etc. (Report baby furniture on line 17, baby clothing and accessories on line 4, baby food on line 19, baby toys on line 29, infant and booster car seats on line 48, and baby hygiene products on line 23.) 20810				
52. All other merchandise (Report receipts for services on line 53) Specify principal lines and estimated sales below 29810				
a. 29811				
b. 29812				
c. 29813				
53. All nonmerchandise receipts, including all receipts from customers for parts installed in repair, direct mail advertising, insurance premiums, investments, securities, delivery charges, and other services provided to customers EXCLUDING SALES AND OTHER TAXES				
a. Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others 29913				
b. All other nonmerchandise receipts 29967				
c. Add lines 53a and 53b 29900				
54. TOTAL (Should equal 5 if reporting in dollars.) 29990				100

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23 Not Applicable.

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

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 **25**

2012		
Estimates are acceptable		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985

C. Are receipts for shipping and handling included in sales and receipts (reported in **5**)?

0988 Yes

0989 No

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25 Not Applicable.

26 SPECIAL INQUIRIES

A. VENDING MACHINE

Vending machine operators only

1. Percentage of this establishment's sales and receipts (reported in **5**) derived from merchandise vending machines SERVICED BY THIS ESTABLISHMENT 2370

Mark "X" if None

2012	
Whole percent of sales and receipts	
<input type="text"/>	%

2. Percentage of total sales and receipts (reported in **5**) derived from the sale of the following items through merchandise vending machines

a. Tobacco 2371

b. Meals and snacks 2372

c. Beverages (soft drinks, milk, coffee, tea, etc.) 2373

d. Other merchandise (nonedible) 2374

e. TOTAL (Sum of lines 2a through 2d should equal percentage reported on line 1) . . . 2375

2012	
Whole percent of sales and receipts	
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%
<input type="text"/>	%

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CONTINUE WITH **26** ON PAGE 18

26 SPECIAL INQUIRIES - Continued

B. FRANCHISE

Vending machine operators only

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

27-29 Not Applicable.

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 →

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

Name of person to contact regarding this report

Title

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

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

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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