



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

FORM

WH-42311 (02-02-2012)

2012 ECONOMIC CENSUS

Computers and Office Equipment

OMB No. 0607-0929: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

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

WH-42311

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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

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

0018

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 OPERATIONMark "X"
if None2012
Number

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

☐

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



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 →

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

A. Sales and operating receipts (Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.) . . . 0100

Mark "X"
if None

☐

2012		
\$ Bil.	Mil.	Thou.

B. Did this establishment earn commissions for the sale of merchandise?

1121 ☐ Yes - Go to line C

1122 ☐ No - Go to line E

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

D. Commissions received on transactions reported on line C . . . 1124

2012		
\$ Bil.	Mil.	Thou.

E. Is this the only establishment of this firm?

0907 ☐ Yes - Go to line G

0908 ☐ No - Go to line F

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

Mark "X"
if None

☐

2012	
Percent	
	%

G. Did e-commerce account for more than 50% of this establishment's sales and/or operating receipts as reported on line A?

0308 ☐ Yes

0309 ☐ No

6 Not Applicable.

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7 EMPLOYMENT AND PAYROLL**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **7**.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X"
if None

2012

Number

A. Number of employees for pay period including March 12 0320 ☐**B.** Payroll before deductions
(Exclude employer's cost for fringe benefits.)Mark "X"
if None

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300 ☐**2.** First quarter payroll (January-March 2012) 0310 ☐**8** Not Applicable.**9 VALUE OF INVENTORIES****A.** Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?0486 ☐ Yes - Go to line B0487 ☐ No - Go to **16****B.** Report inventories and Last-in, First-out (LIFO) adjustment, if any, for products owned by this establishment as of December 31.Mark "X"
if None

End of 2012

\$ Bil.

Mil.

Thou.

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

0460

2. LIFO reserve (if any)☐

0466

**3. Total inventories
after LIFO
adjustment (Line B1
minus line B2.) . . .**☐

0468

Mark "X"
if None

End of 2011

\$ Bil.

Mil.

Thou.

☐

0470

☐

0476

☐

0469

42311043

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

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in **9**, line B1, for 2012 is subject to the following valuation methods:

Mark "X" if None

A. LIFO valuation method before adjustment 0244

☐

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

☐

C. Average cost 0492

☐

D. Standard cost 0493

☐

E. Other valuation method - Specify method

0895

0494

☐

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

☐

2012		
\$ Bil.	Mil.	Thou.

11-15 Not Applicable.

16 SELECTED EXPENSES

Mark "X" if None

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

☐

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

☐

C. For the value reported on line B, were any of these goods ordered over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system?

0441 ☐ Yes

0442 ☐ No

0443 ☐ Do not know

D. Equipment leased to other firms under an operating lease in 2012

1. Did this establishment rent or lease to firms, other than your own, new equipment manufactured in the United States by your company in 2012?

0446 ☐ Yes - Go to line D2

0447 ☐ No - Go to **19**

2. Value of new equipment manufactured in the United States by your company and leased out under a rental agreement or operating lease to a firm other than your own 0448

2012		
\$ Bil.	Mil.	Thou.

17 and 18 Not Applicable.

19 A. KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?

(Mark "X" only ONE box.)

- 0700 423 430 11 1 ☐ Computers and peripheral equipment sold for resale
- 423 430 12 1 ☐ Computers and peripheral equipment sold for end use
- 423 430 20 1 ☐ Packaged computer software
- 511 210 00 1 ☐ Software publishers, including developing and publishing or publishing only, packaged software
- 541 511 00 6 ☐ **Custom** computer programming services (writing, modifying, testing, and supporting software to meet the needs of a particular customer)
- 541 512 10 3 ☐ Systems integrators engaged in the development or modification of software and the "bundling" of software with computers and peripheral equipment to create an integrated system designed for a specific application
- 541 513 00 1 ☐ Computer facility management and maintenance services
- 541 512 20 4 ☐ Computer systems design consultant, providing advice on computer systems, including hardware and software requirements, and use
- 423 420 00 3 ☐ Office equipment, excluding office furniture
- 423 210 20 1 ☐ Office and business furniture, including church pews and school desks
- 424 120 00 1 ☐ Stationery, office supplies, and greeting cards
- 423 440 20 1 ☐ Store machines and equipment
- 423 610 00 1 ☐ Electrical apparatus and equipment, wiring supplies, and construction materials, including industrial controls
- 423 690 10 1 ☐ Communications equipment and supplies
- 423 690 20 4 ☐ Electronic parts and equipment, including blank tapes, CDs, and computer diskettes
- 423 830 30 2 ☐ General-purpose industrial machinery
- 334 413 00 1 ☐ On-site manufacturing of semiconductors
- 424 990 20 3 ☐ General nondurable goods (a variety of unrelated nondurable goods where no single item is predominant)
- 771 000 00 1 ☐ Other kind of business - *Specify* ↴

0701

42311068



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

19 B. TYPE OF OPERATION

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

Merchant wholesaler, buying and selling on own account

- 0600
- 12 ☐ Importer
- 13 ☐ Exporter
- 11 ☐ Merchant wholesale distributor or jobber
- 14 ☐ Own-brand importer and marketer
- 20 ☐ **Manufacturers' sales branch or office**
- Agent, broker, or commission merchant**
- 46 ☐ Manufacturers' representative or agent
- 41 ☐ Auction company
- 42 ☐ Broker, representing buyers and sellers
- 43 ☐ Commission merchant
- 44 ☐ Import agent
- 45 ☐ Export agent
- 49 ☐ **Electronic market - business-to-business marketplace that facilitates the sale of goods via the Internet or other electronic means, and operates on a commission or fee basis**
- 77 ☐ **Other broker or agent - Specify** ↴

0601

42311076



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

0252 ☐ No

0256 ☐ Yes

0257 ☐ No

0276 ☐ Yes

0277 ☐ No

1. Household consumers and individuals 0261

2. Export sales 0262

3. Retailers for resale 0263

4. Wholesalers/distributors for resale 0264

5. Repair shops for use in repair work 0265

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

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

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

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

10. Farmers for use in farm production 0270

11. Governmental bodies (federal, state, and local) 0271

12. Other - Specify

0874

13. TOTAL

2012			
Percent			
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%
			%

			%
1	0	0	%

tage of this establishment's total sales (reported in 9, the A) by class
 sumers and individuals

42311084

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

21 METHOD OF SELLING

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

- 0751 ☐ Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752 ☐ Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753 ☐ Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754 ☐ Mail order
- 0755 ☐ Home shopping via television
- 0756 ☐ Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757 ☐ Vending machines
- 0758 ☐ Other - Specify 7

0759

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**HOW TO
REPORT
PERCENTS**

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012

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

\$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales reported in 5, line A. Include the value of merchandise marketed under capital, finance, or full payout leases, and rental receipts derived from merchandise under operating leases. See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue

2012

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

1. New computer equipment

a. Computers, including personal computers, laptops, servers, and supercomputers 10921

b. Computer storage devices 10922

c. Computer printers 10923

d. Other computer peripheral equipment 10924

e. Add lines 1a through 1d 10920

2. Packaged computer software, including PC game software but excluding cartridges and DVD games for video-game consoles 10950

CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

42311092

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				
3.	Used computer equipment	10930							
4.	Custom computer software	19960							
5.	Store machines and equipment	10970							
6.	Communications equipment and supplies	11650							
7.	Electronic parts and equipment, excluding communications equipment	10900							
8.	Office equipment, excluding computers								
a.	Typewriters	10911							
b.	Calculators	10912							
c.	Copiers and copier parts and equipment	10913							
d.	Dictating, transcribing, and recording machines	10914							
e.	Mailing, letter handling, and addressing machines	10915							
f.	All other office equipment, including fax machines and shredders	10916							
g.	Add lines 8a through 8f	10900							
9.	Video game players and consoles, including dedicated game terminals and hand-held electronic games	12811							
10.	Video games, excluding PC game software	12816							
11.	Office and business furniture	10420							
12.	Photographic equipment and supplies	10800							
13.	Electrical apparatus and equipment	11400							
14.	Electric and gas household appliances, excluding plumbing	11500							
15.	General-purpose industrial machinery, equipment, and parts	12320							

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CONTINUE WITH **22** ON PAGE 11

CONTINUE ON PAGE 11

42311100



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
16.	Printing and writing paper 13200				
17.	Office paper, office supplies, greeting cards, and labels 13300				
18.	Miscellaneous commodities - <i>Specify</i> ↴				
a.					
b.					
c.					
19.	Rental and operating lease receipts				
a.	Computer rental and leasing receipts 19941				
b.	Photocopying machine rental 19942				
c.	Other office machine rental receipts 19943				
d.	Other rental receipts 19944				
e.	Add lines 19a through 19d 19940				
20.	Service receipts and labor charges, including installed parts				
a.	Labor charges for repair work 19701				
b.	Parts installed in repair work 19702				
c.	Other service receipts and labor charges - <i>Specify</i> ↴				
d.	Add lines 20a through 20c 19700				
21.	Receipts for service contracts 19720				
22.	Receipts for installing equipment 19740				

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CONTINUE WITH **22** ON PAGE 12

CONTINUE 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. Sales of integrated systems 19930	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
24. TOTAL (Should equal 5 , line A, if reporting in dollars.) 19990	<input type="text"/>	<input type="text"/>	<input type="text"/>	100

23 Not Applicable.**24** SHIPPING AND HANDLING**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?0981 ☐ Yes - Go to line B0982 ☐ No - Go to **25****B.** Receipts of this establishment from customers for shipping and handling of merchandise 0985

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

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

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

26 SPECIAL INQUIRIES

A. EMPLOYMENT BY PRIMARY FUNCTION

(List the number of employees reported in 7, line A, by the employee's primary function.)

1. Selling 1131

2. Sales support - including office, clerical, warehousing, customer service, maintenance employees, and drivers 1132

3. General support of other establishments in your company - including central administrative, accounting, research, and other support employees 1133

4. Packaging 1135

5. Production - including employees who manufacture products from raw materials or semi-finished products (Report 'knockdown' assembly employees on line 6 below.) 1136

6. 'Knockdown' assembly - assembling prefabricated components designed for a single application or reassembly of completed products 1134

7. Other - Specify 7

0837

1137

8. TOTAL (Sum of lines 1 through 7 should equal 7, line A.) 1138

2012

Paid employees

--	--	--	--	--	--

--	--	--	--	--	--

--	--	--	--	--	--

--	--	--	--	--	--

--	--	--	--	--	--

--	--	--	--	--	--

B. PERCENT OF DROP SHIPPED SALES

2012

Whole percent of sales and receipts

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

			%
--	--	--	---

CONTINUE WITH 26 ON PAGE 14

CONTINUE ON PAGE 14

42311134



C. PURCHASE OF CONTRACT MANUFACTURING

Include:

- *Products for which the manufacturing (i.e., transforming or otherwise processing materials or components based on specifications provided by your company) was outsourced to other companies.*
- *Products for which the manufacturing was performed by your company's foreign plants.*

Exclude:

- *Services for packaging and assembling.*
- *Purchases of merchandise for resale (sale of products bought and sold without further processing or transformation).*

1012 ☐ No - Go to 30

3. Report the value of sales, shipments, receipts, or revenue generated in 2012 from products whose purchases were reported as contract manufacturing costs in Line 2 1015

[illegible]

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

Tele-
phone

Area code

Number

Extension

Area code

Number

Fax

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.

42311142