



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

FORM

WH-42335 (10-27-2011)

2012 ECONOMIC CENSUS

Sporting, Recreational, Hobby Goods, Toys, and Supplies

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-42335

**INFORMATION COPY
DO NOT USE TO REPORT**

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

42335018



2 PHYSICAL LOCATION - Continued

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

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

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

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

3 OPERATIONAL STATUS

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

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right →

0015 ☐ Sold or leased to another operation - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below ↴

Month	Day	Year

0060 Name of new owner or operator

0061 EIN (9 digits)

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

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

☐

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

42335026

2012								
\$ Bil.		Mil.			Thou.			
				2	0	3	6	
		EXAMPLE						

0100

0309 ☐ No

6 Not Applicable.

42335034



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

42335042



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

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
- 423 910 00 1 ☐ Sporting and recreational goods and supplies
- 423 110 10 2 ☐ All-terrain vehicles (ATVs), snowmobiles, motor scooters, mopeds, and other motorized recreational-use vehicles
- 423 910 00 3 ☐ Swimming pool equipment and supplies
- 423 920 00 1 ☐ Toys and hobby goods and supplies
- 424 990 10 1 ☐ Art goods, souvenirs, and novelties
- 424 990 10 2 ☐ Artists' materials and supplies
- 424 320 00 1 ☐ Men's and boys' clothing and furnishings
- 424 690 20 2 ☐ Chemicals and allied products
- 771 000 00 1 ☐ Other kind of business - Specify

0701

**INFORMATION COPY
DO NOT USE TO REPORT**

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



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**, line A) by class of customer.

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

0272

13. TOTAL

[illegible]

**INFORMATION COPY
DO NOT USE TO REPORT**

(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

**INFORMATION COPY
DO NOT USE TO REPORT**

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

[illegible]

(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.

\$ Bil.	Mil.	Thou.		Percent
---------	------	-------	--	---------

1. Sporting and recreational goods and supplies

a. Athletic equipment and accessories 12715

b. Camping and fishing equipment and accessories 12714

c. Billiards, pool, and bowling equipment and accessories . . . 12713

d. Small firearms and ammunition for sporting and hunting, reloading equipment, archery supplies, shooting aids, and accessories	12711
---	-------

e. Marine pleasure craft, equipment, and accessories 12717

f. Bicycles and bicycle parts and accessories, including tires and tubes 12712

CONTINUE WITH 22 ON PAGE 9

CONTINUE ON PAGE 9

42335083

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
1. Sporting and recreational goods and supplies - Continued				
g. Skiing and snowboarding equipment 12716				
h. Swimming pools and swimming pool supplies 12719				
i. Go-carts 12721				
j. Other sporting and recreational goods, including bingo supplies and playground equipment 12728				
k. Add lines 1a through 1j 12700				
2. Transportation equipment, including golf carts 12630				
3. All-terrain vehicles (ATVs), snowmobiles, motor scooters, mopeds, and other motorized recreational-use vehicles 10115				
4. Toys and hobby goods and supplies				
a. Video game players and consoles, including dedicated game terminals and hand-held electronic games 12811				
b. Video games, excluding PC game software 12816				
c. Toys and games, including children's vehicles 12812				
d. Fireworks and firecrackers 12815				
e. Crafts and craft supplies 12813				
f. Other hobby goods and supplies 12814				
g. Add lines 4a through 4f 12800				
5. Packaged computer software, including PC game software but excluding cartridges and DVD games for video-game consoles 10950				
6. Men's and boys' clothing 13800				
7. Women's, misses', and girls' clothing 13900				

INFORMATION COPY
 DO NOT USE TO REPORT

CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

42335091



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. Footwear	14000				
9. Chemicals and allied products	15330				
10. Electrical apparatus and equipment	11400				
11. Electric and gas household appliances, excluding plumbing	11500				
12. Electronic parts and equipment, excluding communications equipment	11700				
13. Communications equipment and supplies	11650				
14. Hardware	11700				
15. Plumbing and hydronic heating equipment and supplies, including gas plumbing appliances, water heaters, and other water system components	11800				
16. Household and lawn furniture	10400				
17. Miscellaneous home furnishings, including household containers, flatware, pans, baskets, and kitchen utensils (Report plated ware and silverware on line 21.)	10540				
18. Household china, glassware, crockery, and plastic housewares, excluding paper dishes, cups, napkins, and plastic utensils	10500				
19. Paper and plastic dishes and cups, paper napkins, and plastic utensils	13400				
20. Photographic equipment and supplies	10800				
21. Jewelry, diamonds, gemstones, and watches, including plated ware and silverware	13000				
22. Stationery, office supplies, and greeting cards	13300				
23. Pharmaceuticals, pharmaceutical supplies, cosmetics, and toiletries, including first aid supplies	13500				
24. Notions, including buttons, ribbons, lace, sewing accessories, zippers, and bindings	13700				
25. Books, periodicals, newspapers, and other printed materials	16100				
26. Art goods, including novelties and souvenirs	16120				

INFORMATION COPY
DO NOT USE TO REPORT

CONTINUE WITH **23** ON PAGE 11

CONTINUE ON PAGE 11

42335109



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
27. Miscellaneous nondurable goods, including wigs, yarns, and leather products	16150				
28. Miscellaneous commodities - <i>Specify</i> ↴					
a.	19811				
b.	19812				
c.	19813				
29. Rental and operating lease receipts	19940				
30. Advertising specialties, including paper novelties	19730				
31. 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> ↴					
	19703				
d. Add lines 31a through 31c	19700				
32. TOTAL (Should equal 5 , line A, if reporting in dollars.)	19990				100

23 Not Applicable.

INFORMATION COPY
DO NOT USE TO REPORT

42335117



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								
\$ Bil.			Mil.			Thou.		

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

0837

1137

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

2012					
Paid employees					

B. PERCENT OF DROP SHIPPED SALESPercentage of sales (reported in **5**, line A) that were drop shipped and did not enter this establishment 1111

2012			
Whole percent of sales and receipts			
			%

CONTINUE WITH **26** ON PAGE 13

CONTINUE ON PAGE 13

42335125

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

26 SPECIAL INQUIRIES - Continued

C. PURCHASE OF CONTRACT MANUFACTURING

- 1.** Did this establishment **purchase** contract manufacturing services from other companies or foreign plants of your company in 2012?

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).

1011 ☐ Yes - Go to line 2

1012 ☐ No - Go to **30**

- 2.** Report the costs incurred by this establishment for contract manufacturing purchased in 2012 1013

- 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

2012		
\$ Bil.	Mil.	Thou.

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	TO	Month	Year

Name of person to contact regarding this report

Title

Area code Number Extension

Tele-
phone - -

Area code Number

Fax - -

E-mail address

Date completed

Month Day Year

Thank you for completing your 2012 ECONOMIC CENSUS form.

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

42335133

