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

FORM
WH-42437 (10-27-2011)

2012 ECONOMIC CENSUS
Miscellaneous Nondurable Goods

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

DUE DATE
FEBRUARY 12, 2013

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.

(Please correct any errors in this mailing address.)

WH-42437

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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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CONTINUE 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 operator - *Give date at right* → 0018
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

Month	Day	Year

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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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CONTINUE ON PAGE 3

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.	2012 Mil.	2012 Thou.
			2	036
EXAMPLE				

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

		Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
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		☐			

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

1121 ☐ Yes - *Go to line C*

1122 ☐ No - *Go to line E*

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	2012 $ Bil.	2012 Mil.	2012 Thou.
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			

E. Is this the only establishment of this firm?

0907 ☐ Yes - *Go to line G*

0908 ☐ No - *Go to line F*

	Mark "X" if None	2012 Percent
F. Percent of products sold by this establishment manufactured or mined in the United States by **your company** or its subsidiaries 1125	☐	%

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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CONTINUE ON PAGE 4

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	☐	

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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 B*

0487 ☐ 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.	Mark "X" if None	End of 2011 $ Bil.	Mil.	Thou.
1. Total inventories before LIFO adjustment (if any)	☐ 0460				☐ 0470			
2. LIFO reserve (if any)	☐ 0466				☐ 0476			
3. Total inventories after LIFO adjustment *(Line B1 minus line B2.)*	☐ 0468				☐ 0469			

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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	2012 $ Bil.	2012 Mil.	2012 Thou.
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	☐			

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11–15 Not Applicable.

16 SELECTED EXPENSES

		Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
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

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17 and 18 Not Applicable.

CONTINUE ON PAGE 6

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

424 990 10 1	☐	Art goods, souvenirs, and novelties
423 990 60 2	☐	Works of art
424 990 10 2	☐	Artists' materials and supplies
424 990 40 1	☐	Wigs, yarns, and leather products
424 990 30 1	☐	Textile bags and bagging, including burlap, felt, and canvas
424 990 40 6	☐	Pets and pet supplies
424 490 60 4	☐	Grocery specialties, including pet food
423 220 10 1	☐	Household china, glassware, and crockery
423 220 40 1	☐	Other home furnishings
423 920 00 1	☐	Toys and hobby goods and supplies
423 910 00 1	☐	Sporting and recreational goods and supplies
423 690 20 3	☐	Electronic parts and equipment, including blank audio and video tapes
423 830 30 2	☐	General-purpose industrial machinery
424 690 20 3	☐	Chemicals and allied products, excluding agricultural chemicals
424 210 10 3	☐	General-line drugs, pharmaceutical supplies, cosmetics, and toiletries
424 990 40 5	☐	Prepaid long distance phone cards distributed to retail outlets
424 990 20 3	☐	General nondurable goods (a variety of unrelated nondurable goods where no single item is predominant)
423 990 30 2	☐	General durable goods (a variety of unrelated durable goods where no single item is predominant)
424 990 40 7	☐	Other nondurable goods, including ice
423 990 60 3	☐	Other durable goods
771 000 00 1	☐	Other kind of business - *Specify*

0701

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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

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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

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D. Estimate the percentage of this establishment's total sales (reported in 5, line A) by class of customer.

		2012 Percent
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**	100 %

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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*

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*** → 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. $ Bil.	Mil.	Thou.	Percent
1. Art goods, including novelties and souvenirs					
a. Art goods and supplies	16121				
b. Novelties and souvenirs, excluding novelty glassware	16122				
c. Novelty glassware	16123				
d. Add lines 1a through 1c	16120				
2. Miscellaneous nondurable goods, including ice, wigs, yarns, leather products, prepaid phone cards, candles, and decorations	16150				
3. Textile bags, bagging, and burlap	16130				

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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
4. Toys and hobby goods and supplies	12800				
5. Women's, misses', and girls' clothing	13900				
6. Men's and boys' clothing	13800				
7. Footwear	14000				
8. Books, periodicals, newspapers, and other printed materials	14100				
9. Household china, glassware, crockery, and plastic housewares, excluding paper dishes, cups, napkins, and plastic utensils	10500				
10. Linens, domestics, curtains, and draperies	10520				
11. Miscellaneous home furnishings, including household containers, flatware, pans, baskets, and kitchen utensils	10540				
12. Jewelry, diamonds, gemstones, and watches, including plated ware and silverware	13000				
13. Grocery specialties, including pasta and breakfast cereals	14880				
14. Pet food	15060				
15. Pets and pet supplies	15050				
16. Printing and writing paper	13200				
17. Office paper, office supplies, greeting cards, and labels	13300				
18. Paper and plastic dishes and cups, paper napkins, and plastic utensils	13400				
19. Pharmaceuticals, pharmaceutical supplies, cosmetics, and toiletries, including veterinarians' medicines	13500				
20. Knit and woven piece goods	13600				
21. Notions, including buttons, ribbons, lace, sewing accessories, zippers, and bindings	13700				
22. Household and lawn furniture	10400				

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CONTINUE ON PAGE 11

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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
23. Flowers, plants, trees, nursery stock, and florists' supplies, including artificial	16110				
24. Sporting and recreational goods and supplies	12700				
25. Plastics materials and basic shapes	15300				
26. Chemicals and allied products, excluding agricultural chemicals, plastics, industrial and natural gases, liquefied petroleum (LP), and petroleum	15330				
27. Photographic equipment and supplies	10800				
28. Electrical apparatus and equipment	11400				
29. Hardware	11700				
30. Lawn and garden machinery, equipment, and parts	12220				
31. General-purpose industrial machinery, equipment, and parts	12320				
32. Abrasives, strapping, tape, ink, and mechanical rubber goods	12460				
33. Advertising specialties, including paper novelties	19730				
34. Miscellaneous commodities - *Specify*					
a.	19811				
b.	19812				
c.	19813				
35. Rental and operating lease receipts	19940				
36. Service receipts and labor charges, including installed parts					
a. Labor charges for repair work	19701				
b. Parts installed in repair work	19702				

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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
36. Service receipts and labor charges, including installed parts - Continued				
c. Other service receipts and labor charges - *Specify* 19703				
d. Add lines 36a through 36c 19700				
37. TOTAL *(Should equal* **5***, line A, if reporting in millions.)* 19990				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**

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 ☐ Yes

0989 ☐ No

25 Not Applicable.

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26 SPECIAL INQUIRIES

A. EMPLOYMENT BY PRIMARY FUNCTION

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

		2012 Paid employees
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	

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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	%

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CONTINUE ON PAGE 14

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**

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	2012		
	$ Bil.	Mil.	Thou.
2. Report the costs incurred by this establishment for contract manufacturing purchases 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			

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
Tele-phone	-	-	-	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.

42437145