



2012 ECONOMIC CENSUS

Puerto Rico - Retail Trade

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.

IA-97144

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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 and an Act of the Legislature of Puerto Rico No. 11 of March 27, 1950, require 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 laws, **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-PR, Employer's Quarterly Federal Tax Return or Form 944-PR, Employer's Annual 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
0032 No - Enter physical location →

0035 Number and street or location description											
0036 City, town, etc.						0037 State, PR, etc.			0038 ZIP Code		

CONTINUE WITH **2** ON PAGE 2

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2 PHYSICAL LOCATION - Continued

B. Municipio where this establishment is physically located

0049

3 OPERATIONAL STATUS

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

0011 In operation

0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

<input type="text"/>								
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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, etc. 0064 State, PR, etc. 0065 ZIP Code

0016 Other status - Specify

4 MONTHS IN OPERATION IN 2012

Mark "X" if None

2012	
Number of months	
<input type="text"/>	<input type="text"/>

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

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

2012		
\$ Mil.	Thou.	Dol.
<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"/>

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

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

2012		
\$ Mil.	Thou.	Dol.
<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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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

6 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

A. Were any of the sales and/or receipts reported in 5 a result of e-commerce transactions? (E-commerce includes sales, commissions, rents, or fees collected from any transactions completed online. Transactions are sales of goods and services where an order is placed by the buyer, or price and terms of sale are negotiated online. Payment for these goods or services may or may not be made online. Please see the information sheets for further clarification.)

E-commerce transactions include:

- Internet, E-mail, Extranet, Electronic Data Interchange (EDI), Other online systems

0181 Yes - Go to line B

0182 No - Go to 7

B. Percent of total sales and/or receipts reported in 6 that are a result of e-commerce transactions. (Include shipping and handling charges. Exclude sales taxes. Report whole percent. Estimates are acceptable.)

2012 Whole percent of sales and receipts %

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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-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 1.

For further clarification, see information sheets.

Mark "X" if None

A. Number of paid employees for pay period including March 12 (Exclude proprietors and partners.)

2012 Number

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

1. Annual payroll for 2012

2. First quarter payroll (January-March, 2012)

2012 \$ Mil. Thou. Dol.

C. Employer's cost for benefits

Mark "X" if None

1. Payroll taxes and any other legally required employee benefits

2. Voluntarily provided benefits (Include such items as payments for life insurance, medical insurance, pensions, etc.)

3. TOTAL (Add lines C1 and C2)

2012 \$ Mil. Thou. Dol.

8 Not Applicable.

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9 INVENTORIES

Report inventories using current cost (if using Last-in, First-out (LIFO) method of valuation, adjust to obtain First-in, First-out (FIFO) or current cost).

A. Did this establishment own inventory, regardless of where held, at the end of 2012 and/or 2011?

0486 Yes - Go to line B

0487 No - Go to **12**

B. Total inventories (Report the total value of inventories the establishment owned.)

Mark "X" if None	End of 2012			Mark "X" if None	End of 2011		
	\$ Mil.	Thou.	Dol.		\$ Mil.	Thou.	Dol.
<input type="checkbox"/>				<input type="checkbox"/>			
0460				470			

10 and 11 Not Applicable.

12 LEGAL FORM OF ORGANIZATION

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A. Legal form of organization that best describes this establishment at the end of 2012 (Mark "X" only ONE box.)

0691 Individual (sole) proprietorship

0692 Partnership

0693 Cooperative organization

0694 Corporation - Go to line B

0696 Other - Specify ↴

0806

B. If a corporation:

Type of corporation (Mark "X" only ONE box.)

8913 Private corporation (nonprofit)

8911 Private corporation (for-profit)

8912 Public corporation

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13 CAPITAL EXPENDITURES AND DEPRECIATION CHARGES

Report the dollar value of capital expenditures including value of acquisitions under capital leases. Do not report rental payments made under operating leases.

A. Capital expenditures in 2012 for buildings and machinery

- 1. Buildings and structures, including building and leasehold improvements (Exclude land.) 0528
- 2. Machinery and equipment (Include vehicles.) 0534
- 3. Total capital expenditures (Exclude land.) 0534

B. Depreciation charges in 2012 for buildings, structures, and leasehold improvements, equipment and machinery that your company owns or acquired under a capital lease agreement. 0540

Mark "X" if None	2012		
	\$ Mil.	Thou.	Dol.
<input type="checkbox"/>			

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14 RENTAL PAYMENTS

(Exclude capital leases (leases with a contract to own at the end of the lease).)

- A. Rental or lease of machinery, equipment, and other items, excluding computer software 0552
- B. Rental or lease of land, buildings, structures, store space, and offices . . . 0551

Mark "X" if None	2012		
	\$ Mil.	Thou.	Dol.
<input type="checkbox"/>			
<input type="checkbox"/>			

15 Not Applicable.

16 SELECTED EXPENSES

- A. Communication services (Include telephone, cellular phones, Internet, fax, and related service contracts.) 0402
- B. Computer services (Include data processing and software.) 0398
- C. Office supplies 0399
- D. Purchased maintenance and repair of machinery and equipment 0401
- E. Purchased maintenance and repair of buildings, structures, offices, and their integral parts (elevators, etc.) 0400
- F. Cost of merchandise for resale (Include the total cost of all merchandise bought for resale that you owned during 2012 (net of returns, allowances, and trade and cash discounts) whether or not payment was made during the year.) 0426
- G. All other operating expenses (Include payroll, benefits, utilities, depreciation, etc. Exclude cost of goods sold, interest, capital expenditures, and bad debt.) 9745
- H. Interest paid 5050

Mark "X" if None	2012		
	\$ Mil.	Thou.	Dol.
<input type="checkbox"/>			

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17 and 18 Not Applicable.**19** PRINCIPAL KIND OF BUSINESS

Which ONE of the following best describes this establishment's **PRINCIPAL kind of business** in 2012?
(Mark "X" only ONE box. Continue with **19** on the following pages.)

Motor vehicle and parts dealers

- 0700
- 441 110 00 H Motor vehicle dealer, new and used
- 441 120 00 6 Motor vehicle dealer, used
- 441 210 00 2 Recreational vehicle (RV) dealer, including travel trailers, camping trailers, motor homes, truck campers, etc.
- 441 220 00 2 Motorcycle, boat, and all other motor vehicle dealers including aircraft, all-terrain vehicles (ATV's), utility trailers, etc.
- 441 310 00 3 Automotive parts and accessories store, new and used
- 441 320 00 3 Tire dealer (commercial)

Furniture and home furnishings stores

- 442 110 00 2 Furniture store, except custom
- 444 190 00 2 Ceramic tile and/or wood flooring store or dealer
- 442 210 00 7 Other floor coverings store or dealer including rugs, carpets, vinyl floor coverings, floor tiles, except ceramic, or wood only
- 442 299 00 9 Home furnishings store including china, glassware, lamps, linens, blinds, curtains, etc.

Building material and garden equipment and supplies dealers

- 444 110 00 1 Home improvement center
- 444 120 00 3 Paint and wallpaper store
- 444 130 00 1 Hardware store
- 444 190 00 7 Retail lumber yard
- 444 190 00 4 Electrical supplies store or dealer including ceiling fan/light fixture store
- 444 190 00 5 Plumbing equipment and supplies store or dealer
- 444 190 00 6 Door and window store or dealer including rolling doors, hurricane aluminum shutters, iron grilles, garage doors, etc.
- 444 210 00 3 Outdoor power equipment store or dealer including lawnmowers, chainsaws, trimmers, etc.
- 444 220 00 1 Nursery, garden center, or farm supplies store or dealer including feed, seed, grain, and fertilizer

Food and beverage stores

- 445 110 00 3 Food supermarket
- 445 120 00 1 Convenience food store
- 445 310 00 1 Liquor store
- 722 513 00 6 Bakery and pastry shop (cafet in), selling baked goods and sandwiches, coffee, juices, or other food items for carry-out or eat-in customers
- 445 290 00 1 Bakery, primarily selling prepackaged goods not baked on premises

CONTINUE WITH **19** ON PAGE 7

CONTINUE ON PAGE 7

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19 PRINCIPAL KIND OF BUSINESS - Continued

Food and beverage stores - Continued

- 0700
- 445 210 00 2 Meat market
- 445 220 00 2 Fish (*seafood*) market
- 445 230 00 1 Fruit stand, vegetable market
- 445 292 00 1 Candy, nut, confectionery store, little or no preparing on premises
- 445 299 00 4 Prepackaged cheese and meat store, dairy product store, gourmet food store, or other specialty food store

Food services

- 722 511 00 2 Full-service restaurant, patrons order through waiter/waitress service and pay after eating
- 722 513 00 1 Limited-service restaurant, patrons pay when re-ordering, including delivery-only locations
- 722 514 00 1 Cafeterias
- 722 515 00 1 Refreshment places selling snacks and nonalcoholic beverages
- 722 310 00 6 Food service contractor including home delivery of meals
- 722 320 00 3 Caterer for banquets, weddings, conferences, seminars, etc.
- 722 410 00 1 Bar, tavern, pub, or other drinking place, selling alcoholic beverages for consumption on premises
- 772 000 00 2 Other food services - *Specify* ↴

0701

Health and personal care stores

- 446 110 00 1 Pharmacy or drug store
- 446 120 00 1 Cosmetics, beauty supplies, and perfume store
- 446 191 00 4 Health food, vitamins, and food supplements store
- 446 199 00 9 Hearing aids, convalescent aids, and medical equipment store
- 446 130 00 8 Optical goods store including sunglasses
- 446 190 00 1 Other health and personal care store

Gasoline stations

- 447 110 00 1 Gasoline station with convenience store
- 447 190 00 1 Gasoline station with no convenience store

Clothing and clothing accessories stores

- 448 120 00 4 Women's clothing store including maternity shop
- 448 110 00 1 Men's clothing store
- 448 130 00 1 Children's and infants' clothing store

CONTINUE WITH **19** ON PAGE 8

CONTINUE ON PAGE 8

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19 PRINCIPAL KIND OF BUSINESS - Continued**Clothing and clothing accessories stores - Continued**

- 0700
- 448 140 00 1 Family clothing store
- 448 150 00 5 Accessory store including costume jewelry, ties, wigs, hairpieces, etc.
- 448 190 00 1 Specialized clothing store including women's lingerie, bridal wear, custom printed T-shirts, uniforms, except athletic, etc.
- 532 220 00 5 Formal wear and costume rental
- 448 210 00 1 Shoe store
- 448 310 00 1 Jewelry store
- 448 320 00 1 Luggage and leather goods store

Sporting goods, hobby, book, and music stores

- 451 110 10 3 Sporting goods store
- 451 120 10 3 Hobby, toy, and game store including craft supply store
- 451 130 00 7 Sewing, fabric, and piece goods store including upholstery fabrics
- 451 140 00 1 Musical instrument and supply store
- 451 210 00 1 Book/newsstand/comic book store
- 443 140 00 3 Electronics stores

General merchandise stores

- 452 110 00 1 Department store including discount or mass merchandising
- 452 910 00 1 Warehouse club, superstore, or supercenter
- 452 990 00 1 General merchandise store, including variety, dollar, and home and auto supply

Miscellaneous store retailers

- 453 110 00 1 Florist
- 453 210 00 6 Office supply, stationery, and school supplies store
- 453 220 00 5 Gift, novelty, party supply or souvenir store including crafts and greeting cards
- 453 310 00 2 Used merchandise store including antique, flea market, thrift, etc.
- 453 910 00 6 Pet and pet supplies store
- 453 920 00 1 Art dealer/gallery
- 453 930 00 4 Manufactured (*mobile*) home retailer, new and used
- 453 990 00 3 Other miscellaneous retailer including tobacco, trophy, religious goods (*except books*), etc.

Nonstore retailers

- 454 110 00 1 Electronic shopping and mail-order house
- 454 210 00 3 Vending machine operator

CONTINUE WITH **19** ON PAGE 9

CONTINUE ON PAGE 9

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

19 PRINCIPAL KIND OF BUSINESS - Continued

Nonstore retailers - Continued

- 0700 454 310 00 4 Fuel dealer including heating oil and liquefied petroleum gas *(except gasoline stations)*
- 454 390 00 1 Other direct selling establishment including house-to-house, party plan, home delivery newspaper routes, coffee break services, etc.

Other kind of business

- 772 000 00 1 Other kind of business - *Specify* ↴

0701

20 CLASS OF CUSTOMER

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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 or wholesalers 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 sales and receipts generated from exports *(Include all exports from Puerto Rico to foreign countries, the United States, and U.S. territories)*

2012			
Whole percent of sales and receipts			
0262	<input type="text"/>	<input type="text"/>	<input type="text"/> %

E. Excluding the exports reported in line D, estimate the percentage of this establishment's total sales *(reported in 5)* for each class of customer. *(Circle all that apply and then report percentages for the items circled.)*

2012			
Whole percent of sales and receipts			

97144091

CONTINUE WITH **20** ON PAGE 10



20 CLASS OF CUSTOMER - Continued

1. Household consumers	0261	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
2. Retailers	0263	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
3. Wholesalers	0264	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
4. Manufacturing and mining industrial users for use as input goods in production	0266	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
5. Restaurants, hotels, food services, and contract feeding	0267	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
6. Governmental bodies (Federal, Commonwealth, and municipal)	0271	<input type="text"/>	<input type="text"/>	<input type="text"/>	%				
7. Other, including repair shops for use in repair work by business owners and use in their own operations, building contractors, heavy construction, special trade contractors, and farmers for use in farm production - Specify ↴	0874	<input type="text"/>			0272	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
8. TOTAL (Add lines E1 through E7 - should add to 100%)						1	0	0	%

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21 METHOD OF SELLING

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

HOW TO REPORT PERCENTS

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

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

Report →

2012			
Estimates are acceptable. Report dollars OR percents.			
\$ Mil.	Thou.	Dol.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mln.	Thou.	Dol.	Percent
1. Groceries and other food items for human consumption of the premises, including candy, gum, prepackaged snacks, etc. (Report nonfood items (e.g. soaps, detergents, and household cleaners; paper and related products, etc.) on the appropriate lines 7 through 10. Report vitamins on line 6h and pet food on line 4i.)				
a. Meat and poultry, including refrigerated prepackaged meats (Report deli meats on line 1h and meats sold in a frozen state on line 1d.)				
b. Fish and seafood, including refrigerated prepackaged fish and seafood (Report fish and seafood sold in a frozen state on line 1d.)				
c. Produce, including fresh and prepackaged fruits and vegetables (Report frozen vegetables on line 1d, floral items on line 35, and soup and salad bar sales on line 2.)				
d. Frozen foods, including packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. (Report frozen dairy products such as ice cream on line 1i.)				
e. Dairy products and related foods, including milk, cheese, butter, yogurt, eggs, etc. (Report deli cheeses on line 1h and ice cream and other frozen dairy products on line 1i.)				
f. Bakery products baked on premises				
g. Bakery products not baked on the premises, excluding frozen				
h. Delicatessen items, including deli meats and other service delicatessen items (Report prepared sandwiches, dishes, and entrees on line 2.)				
i. Ice cream and other frozen dairy products				
j. Candy, prepackaged cookies, and snack foods				
k. Bottled, canned, or packaged soft drinks and other nonalcoholic beverages				

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CONTINUE WITH **22** ON PAGE 12

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
1. Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc. - Continued				
I. All other food items NOT covered within lines 1a through 1k 20119				
m. Add lines 1a through 1l 20100				
2. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption, including sales from soup and salad bars, party platters, and hand-dipped ice cream (Report alcoholic beverages on line 3.) 20120				
3. Alcoholic drinks served at this establishment 20130				
4. Packaged liquor, wine, and beer 20140				
5. Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others 20150				
6. Drugs, health aids, beauty aids, including cosmetics				
a. Prescriptions 20161				
b. Nonprescription medicines 20162				
c. Cosmetics, including face cream, make-up, perfumes and colognes, etc. 20165				
d. 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 15.) 20169				
e. Add lines 6a through 6d 20160				
7. Household cleaning supplies, including mops, sponges, etc. (Report household cleaners on line 8.) 20181				
8. Household soaps, detergents, and cleaners 20182				
9. Paper and plastic tableware 20191				
10. Gift wrap, gift bags, and tissue paper 20192				
11. Paper towels, napkins, toilet and facial tissue, and food wraps, bags, foils, and other related products 20193				

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CONTINUE WITH **22** ON PAGE 13

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
12. Men's wear, including accessories (Report boys' wear on line 14 and footwear on line 15.) 20200				
13. Women's wear (Report girls', infants', and toddlers' wear on line 14 and footwear on line 15.)				
a. Women's apparel, including dresses, suits, bras, lingerie, and hosiery 20231				
b. Women's accessories (including handbags, wallets, neckties, gloves, belts, rain accessories, etc.) (Report costume jewelry on line 26.) 20232				
c. All other women's wear such as robes, uniforms, wigs, costumes, etc. 20233				
d. Add lines 13a through 13c 20220				
14. Children's wear, including boys', girls', and infants' and toddlers' clothing and accessories (Report footwear on line 15.) 20240				
15. Footwear, including accessories 20260				
16. Sewing, knitting, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. 20270				
17. Curtains, draperies, blinds, slipcovers, bed and table coverings 20280				
18. Major household appliances, including vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwave ovens, clothes washers and dryers, trash compactors, outdoor gas grills, etc. 20300				
19. 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. 20310				
20. Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories (Report electronic games and electronic game devices on line 29, video tape/DVD and player rentals and other rentals, and parts installed in repair on line 57.) 20320				
21. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories, including audio tape books (Report parts installed in repair on line 57.) 20330				
22. Furniture, including outdoor/patio furniture 20340				
23. Flooring and floor coverings 20360				

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CONTINUE WITH 22 ON PAGE 14

CONTINUE ON PAGE 14

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
24. Computer hardware, software, and supplies <i>(Report computer-related furniture on line 22. Report electronic games devices on line 29. Report electronic game/DVD combination devices on line 20.)</i> 20370				
25. Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. 20380				
26. Jewelry, including watches, watch attachments, novelty and costume jewelry, etc. 20400				
27. Books 20420				
28. Photographic equipment and supplies <i>(Report photofinishing on line 57.)</i> 20440				
29. Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles <i>(Report bicycles on line 32.)</i> 20460				
30. Optical goods, including eyeglasses, contact lenses, sunglasses, etc. 20490				
31. Sporting goods and recreational equipment 20530				
32. Bicycles, parts and accessories 20539				
33. Recreational vehicles, parts and accessories 20588				
34. Hardware, tools, and plumbing and electrical supplies, including ceiling fans and light fixtures 20600				
35. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc.				
a. Cut flowers 20621				
b. Cut flowers -- unarranged 20622				
c. Cut flowers -- arranged 20623				
d. Indoor potted plants and floral items 20626				
e. Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc. 20627				
f. Fertilizer, lime, chemicals, and other soil treatments 20628				
g. Lawn and garden tools 20631				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
35. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. - Continued				
h. All other lawn and garden supplies, including fencing, irrigation equipment, sprinklers, and garden hoses 20639				
i. Add lines 35a through 35h 20620				
36. Dimensional lumber and other building/structural materials, including supplies (Report wallpaper on line 38. Report paint and sundries on line 37.) 20670				
37. Paint and sundries 20670				
38. Wallpaper and other flexible wallcoverings 20690				
39. Automobiles, vans, trucks, and other powered transportation vehicles, including motorcycles, motor scooters, and motor bikes (Report recreational vehicles on line 33.)				
a. New automobiles, vans, and trucks 20715				
b. Used automobiles, vans, and trucks 20716				
c. Motorcycles, motor scooters, and motor bikes, including parts and accessories (Report parts installed in repair on line 57.) 20709				
d. Other powered transportation vehicles 20711				
e. Add lines 39a through 39d 20700				
40. Automotive fuels				
a. Gasoline 20721				
b. Diesel fuel 20725				
c. Other automotive fuels 20726				
d. Add lines 40a through 40c 20720				
41. Automotive lubricants, including oil, greases, etc. 20730				

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CONTINUE WITH 22 ON PAGE 16

CONTINUE ON PAGE 16

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
42. Automotive tires, tubes, batteries, audio equipment, components, parts and accessories <i>(Report parts, paint, and materials installed in repair on line 57.)</i>				
20740				
43. Household fuels, including LP gas, wood, and coal				
20780				
44. Pets, pet foods, and pet supplies				
20800				
45. Stationery products, including stationery, tablets, pads, looseleaf paper, and related products				
20851				
46. Office paper, including computer paper, copier, fax, and typewriter cut sheet paper				
20852				
47. Office, school, and packaging supplies				
20853				
48. Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.				
20854				
49. Greeting cards, calendars, maps, and road atlases				
20855				
50. Magazines and newspapers, including comic books				
20856				
51. Luggage and leather goods, including briefcases <i>(Report men's and women's small leather apparel accessories on line 12 or 13b.)</i>				
20859				
52. Art goods, including original pictures and sculptures <i>(Report artists' supplies on line 53 and reproductions on line 25.)</i>				
20863				
53. Artists' materials and supplies				
20869				
54. Telephones, including cellular phones				
20865				
55. Souvenirs and novelty items				
20877				
56. All other merchandise <i>(Report receipts for services on line 57.) Specify principal lines and estimated sales below</i>				
a.	29811			
b.	29812			
c.	29813			
d. Add lines 56a through 56c	29810			

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CONTINUE WITH **22** ON PAGE 17

CONTINUE ON PAGE 17

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

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012 - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Mil.	Thou.	Dol.	Percent
57. Nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES 29700				
58. TOTAL (Should equal 5 if reporting in dollars.) 29990				100

23-25 Not Applicable.

26 SPECIAL INQUIRIES

A. FLOOR SPACE - Department, Variety, General Merchandise, Food, and Drug Store ONLY

Include:

- Only the floor space used/controlled by this company.
- All space occupied by this establishment on every floor of multi-story buildings.

EXAMPLE: How to compute floor space in square feet

- (1) Under-roof selling space is:
200 ft. x 80 ft. = 16,000 sq. ft.
- (2) Total under-roof floor space is:
200 ft. x 100 ft. = 20,000 sq. ft.



- 1.** Under-roof selling space
(Enter the square footage of in-store selling space at the end of 2012. Include all store areas open to customers, including aisles, elevators, etc. Exclude display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space.) 2111
- 2.** Total under-roof floor space
(Enter the total square footage of all under-roof selling space plus all other space available at the end of 2012. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Exclude outdoor space, even if covered.) 2110

2012
Square feet as of December 31
<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"/>

B. FRANCHISE

- 1.** Did this establishment use a trade name authorized by a franchisor in 2012?
- 2331 Yes
- 2332 No - Go to line C
- 2.** Was this establishment OWNED OR OPERATED by the franchisor in 2012?
- 2341 Yes
- 2342 No

CONTINUE WITH **26** ON PAGE 18

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26 SPECIAL INQUIRIES - Continued

C. SHOPPING CENTER OR MALL

Was this establishment physically located in a shopping center or mall?

2901 Yes

2902 No

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
Tele- phone	□ □ □	- □ □ □ □ □ □ □ □	- □ □ □ □ □

	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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