



# 2012 ECONOMIC CENSUS

## Household Appliances, Electrical Goods, and Electronics

**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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**WH-42319**

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**Go to:** [econhelp.census.gov](http://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 corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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

0060 Name of new owner or operator	0061 EIN (9 digits)
	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <span style="font-size: 1.2em;">-</span> <input style="width: 20px; height: 20px;" type="text"/>

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <span style="font-size: 1.2em;">-</span> <input style="width: 20px; height: 20px;" type="text"/>

0016  Other - Specify →

**4** MONTHS IN OPERATION

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

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

42319020



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**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

**Report** →

If a value is "0" (or less than \$500.00):

**Report** →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

**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

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

2012		
\$ Bil.	Mil.	Thou.

**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

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

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.**

42319038



**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

	\$ Bil.	Mil.	Thou.
1. Annual payroll			
2. First quarter payroll			

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**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			Mark "X" if None	End of 2011		
		\$ Bil.	Mil.	Thou.		\$ Bil.	Mil.	Thou.
<b>1. Total inventories before LIFO adjustment (if any)</b>	<input type="checkbox"/>				<input type="checkbox"/>			
0460					0470			
<b>2. LIFO reserve (if any)</b>	<input type="checkbox"/>				<input type="checkbox"/>			
0466					0476			
<b>3. Total inventories after LIFO adjustment (Line B1 minus line B2.)</b>	<input type="checkbox"/>				<input type="checkbox"/>			
0468					0469			

42319046



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

			2012		
			\$ Bil.	Mil.	Thou.
<b>A.</b>	LIFO valuation method before adjustment . . . . .	0244	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B.</b>	First-in, First-out (FIFO) . . . . .	0491	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C.</b>	Average cost . . . . .	0492	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D.</b>	Standard cost . . . . .	0493	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>E.</b>	Other valuation method - Specify method 0895 <input type="text"/>	0494	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>F. TOTAL</b>	(Sum of lines A through E should equal <b>9</b> , line B1.) . . . .	0490	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**11-15** Not Applicable.

**16** SELECTED EXPENSES

Mark "X" if None

			2012		
			\$ Bil.	Mil.	Thou.
<b>A.</b>	Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.) . . . . .	0140	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B.</b>	Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.) . . . . .	1160	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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

**17 and 18** Not Applicable.

42319053



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 423 610 00 3  Electrical apparatus and equipment, including light fixtures, light bulbs, wiring supplies, and electrical controls
- 423 620 90 2  Household appliances, electric housewares, and consumer electronics
- 423 720 10 1  Gas household appliances
- 423 690 10 1  Communications equipment and supplies
- 423 690 20 1  Other electronic parts and equipment, including semiconductor devices
- 334 413 00 1  On-site manufacturing of semiconductors
- 423 720 90 1  Plumbing and heating equipment and supplies (hydraulics), including gas water heaters and other water system components
- 423 620 10 1  Electric water heaters
- 423 710 00 2  Hardware, including hand tools, bolts, nuts, and fasteners
- 423 990 41 3  Audio CDs and tapes
- 423 990 42 3  DVDs, video tapes, and video cassettes
- 423 690 20 4  Electronic parts and equipment, including blank tapes, CDs, and computer diskettes
- 423 430 11 3  Computers and peripheral equipment sold for resale, including computer storage devices and mini-drives
- 423 430 12 2  Computers and peripheral equipment sold for end use, including computer storage devices and mini-drives
- 423 430 20 1  Packaged computer software
- 423 830 30 2  General-purpose industrial machinery
- 771 000 23 1  Construction contracting - Specify 
- 
- 0701
- 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** ↴

Empty text box for specifying other broker or agent.

0601

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**21** METHOD OF SELLING

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

- 0751  Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754  Mail order
- 0755  Home shopping via television
- 0756  Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757  Vending machines
- 0758  Other - Specify 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.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Electrical apparatus and equipment				
<b>a.</b> Power and distribution transformers, unit substation . . . . . 11411				
<b>b.</b> Switchgear and switchboard apparatus . . . . . 11412				
<b>c.</b> Electric motors and generators, including motor-generator sets, excluding parts and supplies . . . . . 11413				
<b>d.</b> Parts and supplies for electric motors and generators . . . . . 11422				
<b>e.</b> Conduit, raceway, and fittings . . . . . 11414				
<b>f.</b> Electric light bulbs . . . . . 11415				

CONTINUE WITH 22 ON PAGE 10

42319095

**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
<b>1. Electrical apparatus and equipment - Continued</b>				
<b>g.</b> Interior wiring, excluding conduit . . . . . 11416				
<b>h.</b> Exterior wiring and cables, excluding conduit . . . . . 11417				
<b>i.</b> Lighting fixtures . . . . . 11418				
<b>j.</b> Industrial controls, excluding electrical transmission equipment . . . . . 11419				
<b>k.</b> Electrical transmission equipment . . . . . 11423				
<b>l.</b> Batteries, except automotive . . . . . 11424				
<b>m.</b> Other electrical apparatus and equipment, including alarm systems, fuses, and lightning rods . . . . . 11421				
<b>n. Add lines 1a through 1m</b> . . . . . 11400				
<b>2. Electric and gas household appliances, excluding plumbing</b>				
<b>a.</b> Televisions . . . . . 11511				
<b>b.</b> Audio equipment, including radios, stereos, CD players, and speakers . . . . . 11512				
<b>c.</b> DVD players, VCRs, and video cameras . . . . . 11513				
<b>d.</b> Electric household ranges and ovens . . . . . 11514				
<b>e.</b> Gas household ranges and ovens . . . . . 11521				
<b>f.</b> Household refrigerators and freezers . . . . . 11515				
<b>g.</b> Electric and gas household washing machines and dryers . . . . . 11516				
<b>h.</b> Household vacuum cleaners and sewing machines . . . . . 11517				
<b>i.</b> Dishwashers . . . . . 11522				

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42319103



CONTINUE WITH **22** 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
<b>2.</b> Electric and gas household appliances, excluding plumbing - Continued				
<b>j.</b> Other small electric household appliances, including toasters, coffee pots, mixers, fans, and electric personal care appliances . . . . . 11518				
<b>k. Add lines 2a through 2j</b> . . . . . 11500				
<b>3.</b> Electronic parts and equipment, including computer components				
<b>a.</b> Integrated circuits . . . . . 11612				
<b>b.</b> Capacitors and resistors . . . . . 11613				
<b>c.</b> Semiconductors . . . . . 11615				
<b>d.</b> Electronic connectors and other passive electronic parts . . . 11616				
<b>e.</b> Other electronic parts and equipment . . . . . 11618				
<b>f. Add lines 3a through 3e</b> . . . . . 11600				
<b>4.</b> Communications equipment and supplies				
<b>a.</b> Telephones, including wireless phones . . . . . 11651				
<b>b.</b> Other communications equipment . . . . . 11652				
<b>c. Add lines 4a and 4b</b> . . . . . 11650				
<b>5.</b> New computer equipment, excluding computer components . . 10920				
<b>6.</b> Video game players and consoles, including dedicated game terminals and hand-held electronic games . . . . . 12811				
<b>7.</b> Packaged computer software, including PC game software but excluding cartridges and DVD games for video-game consoles . 10950				
<b>8.</b> Photographic equipment and supplies . . . . . 10800				
<b>9.</b> Hardware, including hand tools, bolts, nuts, and fasteners . . . 11700				

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42319111



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
<b>10.</b> Office equipment, excluding computers . . . . . 10900				
<b>11.</b> Plumbing and hydronic heating equipment and supplies, including gas plumbing appliances, water heaters, and other water system components . . . . . 11800				
<b>12.</b> Forced-air heating and air-conditioning equipment and supplies . . . . . 11900				
<b>13.</b> Refrigeration equipment and supplies, including commercial refrigerators . . . . . 12000				
<b>14.</b> General-purpose industrial machinery, equipment, and parts . . . 12300				
<b>15.</b> Materials handling machinery, equipment, and parts . . . . . 12340				
<b>16.</b> Miscellaneous commodities - <i>Specify</i> ↴				
<b>a.</b> <input type="text"/> . . . . . 19811				
<b>b.</b> <input type="text"/> . . . . . 19812				
<b>c.</b> <input type="text"/> . . . . . 19813				
<b>17.</b> Rental and operating lease receipts . . . . . 19940				
<b>18.</b> Service receipts and labor charges, including installed parts				
<b>a.</b> Labor charges for repair work . . . . . 19701				
<b>b.</b> Parts installed in repair work . . . . . 19702				
<b>c.</b> Other service receipts and labor charges - <i>Specify</i> ↴				
<input type="text"/> . . . . . 19703				
<b>d. Add lines 18a through 18c</b> . . . . . 19700				
<b>19.</b> Receipts for service contracts . . . . . 19720				
<b>20.</b> Receipts for installing equipment . . . . . 19740				
<b>21. TOTAL</b> (Should equal 5, line A, if reporting in dollars.) . . . . 19990				100

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**23** Not Applicable.

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

**24 SHIPPING AND HANDLING**

**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?

0981  Yes - Go to line B

0982  No - Go to **26**

**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  Yes

0989  No

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

**B. PERCENT OF DROP SHIPPED SALES**

Percentage 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	
<input type="text"/>	%

CONTINUE WITH **26** ON PAGE 14

CONTINUE ON PAGE 14

42319137



**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.
1013			
1015			

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**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

Telephone  
Area code: [ ][ ] [ ][ ] - [ ][ ][ ][ ] - [ ][ ][ ][ ]

Fax  
Area code: [ ][ ] [ ][ ] - [ ][ ][ ][ ] - [ ][ ][ ][ ]

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.**

42319145

