



**8 How many locations report payroll under the EIN printed on the front of this form?**

- One location —> **Is the physical location the same as the mailing address printed on the front of this form?**
- Yes — Go to INSTRUCTIONS before 9
- No — Enter name, street address, city, state and ZIP code and then go to the Instructions before 9

Number

014

More than one location

What is the number of locations? .....

Provide the following information for each of these locations. If more space is required, continue in 11 or on another sheet of paper, using the same format as below.

Store number (if any)	Name and physical location (Street address, city, state, and ZIP code)	Description of business activities at this location

**INSTRUCTIONS** — If this firm operates in **Wholesale Trade** — Go to 9. If this firm operates in **Retail Trade** — Go to 10. If this firm operates in **Other Areas of Business** — Go to 11.

**9 FOR WHOLESALE FIRMS ONLY**

**a. Which of the following best describes this firm's principal type of operation?** See attached instruction sheet. Mark (X) one box only.

- Merchant wholesaler (buying and selling merchandise for resale)
- Manufacturer's sales branch or sales office (for goods manufactured in the United States)
- Merchandise agent or broker (buying or selling on a commission basis)
- Other — Specify

**b. What were this firm's inventories at the end of the latest month printed in 5 or the latest period available? Specify date of inventory.**

- Estimates are acceptable.
- Include goods held in transit in the United States, goods held in foreign trade zones in the United States, and goods held by others for sale on consignment.
- Exclude goods not for sale (such as fixtures, equipment, and supplies), goods owned by others and held on consignment, and goods held outside the United States.

016	Dollars			
\$				
017	Date of inventory			
	Month	Year		

**10 FOR BOTH WHOLESALE AND RETAIL FIRMS**

**a. What is this firm's primary method of selling?** Mark (X) one box only.

- 019  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 020  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 021  Mail-order
- 022  E-commerce
- 023  Home shopping via television
- 024  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)
- 025  Vending machines
- 042  Other — Specify

**b. As a general business practice, does this firm sell to household consumers and individual users?**

- 1  Yes —> On average, what percent of total monthly sales are to household consumers and individual users? .....
- 2  No
- 018 %

**c. Does this firm sell to retailers/wholesalers for resale?**

- 026 1  Yes —> On average, what percent of total monthly sales were for resale? .....
- 2  No
- 030 %

**d. Does this firm primarily sell nonconsumer durable goods (such as: industrial machinery, farm equipment, construction machinery, heavy trucks and tractors)?**

- 027 1  Yes
- 2  No

**11 Are there any remarks that help clarify your responses?**

**12 Whom should we contact if we have questions regarding this report?**

Name — Please print	Telephone		
	Area code	Number	Extension
Title	FAX		
	Area code	Number	Extension

**DETACH THE INSTRUCTION SHEET AND RETURN THE COMPLETED FORM IN THE ENCLOSED ENVELOPE. IF YOU PREFER, YOU MAY FAX THE COMPLETED FORM TO 1-800-447-4613.**

# INSTRUCTIONS FOR COMPLETING SELECTED ITEMS

## QUESTION 1 – Primary Area of Business

To properly classify this firm's primary area of business, use the following definitions in completing 1.

### Retail Trade

This category includes establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public.

Examples include:

- New and used car dealers
- Household appliance stores
- Computer/software stores
- Beer/wine/liquor stores
- Supermarkets and other grocery (except convenience) stores
- Gasoline stations with convenience stores
- Electronic shopping and mail-order houses
- Building materials stores
- Gifts/novelty/souvenir stores
- Sporting goods stores
- Women's clothing stores

### Wholesale Trade

This category includes establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. Wholesalers are organized to sell or arrange the purchase or sale of (a) goods for resale (i.e., goods sold to other wholesalers or retailers) and (b) capital or durable nonconsumer goods.

Examples include:

- Industrial machinery and equipment wholesalers
- Other electronic parts and equipment wholesalers
- Computer and computer peripheral equipment and software wholesalers
- Drugs and druggists' sundries wholesalers
- General line grocery wholesalers

### Transportation and Warehousing Services

This category includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation.

Examples include:

- Air transportation
- Rail transportation
- Water transportation
- Truck transportation
- Transit and ground passenger transportation
- Pipeline transportation
- Scenic and sightseeing transportation
- Support activities for transportation
- Postal services
- Couriers and messengers
- Warehousing and storage

### Real Estate and Rental and Leasing Services

This category includes establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services.

Examples include:

- Real estate services
- Rental and leasing services
- Lessors of nonfinancial intangible assets (except copyrighted works)

### Professional, Scientific and Technical Services

This category includes establishments that specialize in performing professional, scientific, and technical activities for others.

Examples include:

- Legal services
- Accounting, tax preparation, bookkeeping, and payroll services
- Architectural, engineering, and related services
- Specialized design services
- Computer system design and related services
- Management, scientific, and technical consulting services
- Scientific research and development services

### Arts, Entertainment and Recreation Services

This category includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This category includes (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

Examples include:

- Performing arts
- Spectator sports, and related industries
- Museums, historical sites, and similar institutions
- Amusement, gambling, and recreation industries

### Administrative and Support and Waste Management and Remediation Services

This category includes establishments performing routine support activities for the day-to-day operations of other organizations. Activities performed include: hiring and placing of personnel, document preparation and similar clerical services, solicitation, and collection.

Examples include:

- Office administrative services
- Facilities support services
- Employee services
- Business support services
- Travel arrangement and reservation services
- Investigation and security services
- Services to buildings and dwellings
- Other support services
- Waste collection
- Waste treatment and disposal
- Remediation and other waste management services

### Accommodation and Food Services

This category includes establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. This category includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

Examples include:

- Full-service restaurants
- Limited-service restaurants
- Drinking places (alcoholic beverages)
- Hotels and motels
- Snack and nonalcoholic beverage bars
- Food service contractors

### Finance and Insurance Services

This category includes establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions.

Examples include:

- Monetary authorities – Central Bank
- Credit intermediation and related activities
- Securities, commodity contracts, and other financial investments
- Insurance carriers and related activities
- Funds, trusts, and other financial vehicles

### Information and Data Processing Services

This category includes establishments engaged in the following processes: (1) producing and distributing information and cultural products; (2) providing the means to transmit or distribute these products as well as data or communications; and (3) processing data.

Examples include:

- Publishing industries including software
- Motion picture and sound recording industries
- Broadcasting and telecommunications
- Information services and data processing services

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## QUESTION 1 – Primary Area of Business – Continued

### Health Care and Social Assistance Services

This category includes establishments providing health care and social assistance for individuals. The services provided by establishments in this category are delivered by trained professionals. All industries in this category share this commonality of process, namely, labor inputs of health practitioners or social workers with the requisite expertise.

Examples include:

- Ambulatory health care services
- Hospitals
- Nursing and residential care facilities
- Social assistance

### Other Services

This category includes establishments in service industries not specified in the previous categories.

Examples include:

- Utilities
- Educational services
- Repair and maintenance
- Personal and laundry services
- Religious, grant making, civic, professional, and similar organizations

## QUESTION 5 - Sales and Receipts

The definition of sales and receipts varies by industry. Supplement the instructions in **5** with those below, as applicable.

### All Areas of Business

**Include** excise taxes (such as those on gasoline, liquor, and tobacco) levied on the manufacturer and included in the cost of goods purchased by this firm.

**Exclude** sales taxes and other taxes collected directly from customers or clients and paid directly to a local, state, or Federal tax agency.

### Retail Trade

**Exclude** rents and receipts from departments or concessions that are operated by others in locations covered by this report.

**Exclude** non-operating income such as commissions from lottery ticket sales, commissions from vending machine operators, and income from interest, dividends, and the rental of real estate.

### Wholesale Trade

**Include** the gross value of sales made on a commission basis for others (not actual commissions).

**Exclude** sales of products manufactured in the United States by this firm, this firm's parent company, or subsidiaries if the principal type of operation is merchant wholesale. (See instructions for question **9a**).

**Exclude** rentals and receipts from departments or concessions that are operated by others in locations covered by this report.

**Exclude** non-operating income such as interest, dividends, the rental of real estate, commissions from lottery ticket sales, and commissions from vending machine operators.

### Accommodation and Food Services

**Exclude** civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

### Finance, Insurance, and Real Estate Firms

**Include** interest, dividends, and other earned investment income; commissions and fees; net gains from the sale of the real investment property; gross sales (not net gains or losses) of real property; gross sales (not net gains or losses) of real property developed or built for resale; and gross rents of real property that are owned and leased to others.

### Other Services

**Firms operating on a commission basis (travel agencies, advertising agencies, etc.) - include** commissions and fees, not gross billings or sales.

**Tax exempt firms and organizations - include** dues and assessments from members and affiliates; net receipts from fund-raising activities; income from interest, dividends, gross rents, royalties, licensing fees, and other investment income; and gross contributions, gifts, and grants.

**All other firms - exclude** rents and receipts from departments or concessions that are operated by others in locations covered by this report; non-operating income such as commissions from vending machine operations; and income from interest, dividends, and the rental of real estate.

## QUESTION 9a - Type of Operation

To properly classify this firm's principal type of operation, use the following definitions in completing **9a**.

### Merchant Wholesaler

Firms that primarily buy and sell on their own account (take title to goods).

Examples include:

- Cash-and-carry wholesalers
- Exporters or importers
- Farm product assemblers
- Industrial distributors
- Petroleum bulk plants and terminals not operated by petroleum refining companies
- Retailer cooperative warehouses
- Terminal and country grain elevators
- Voluntary group wholesalers
- Wholesaler cooperative associations
- Wholesaler merchants or jobbers

### Manufacturers' Sales Branch or Sales Office

Firms that primarily sell goods manufactured, refined or mined in the United States by this firm, this firm's parent company, or subsidiaries.

A manufacturers' sales branch normally carries stock or merchandise for delivery to customers while a sales office does not.

Note: A branch store that sells to household consumers and individual users is classified in retail trade. If this applies, indicate this in **11**.

### Merchandise Agent or Broker

Firms that primarily sell or buy goods for others (do not take title to goods).

Examples include:

- Auction companies
- Commission merchants
- Import or export agents
- Manufacturers' agents
- Merchandise brokers
- Purchasing agents
- Selling agents

**NOTICE** — We estimate that it will take an average of 13 minutes to complete this form. This includes time to read instructions, assemble and review information, and record answers on the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Paperwork Project 0607-0189, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0189" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of the questionnaire.