



# 2002 ECONOMIC CENSUS

## BOOKS, PERIODICALS, FLOWERS, AND FLORISTS' SUPPLIES

OMB No. 0607-0880: Approval Expires 06/30/2004

**DUE DATE**  
**FEBRUARY 12, 2003**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

WH-42231

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** our Web site at [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**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 ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	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 MONTHS IN OPERATION**

Number of months in operation during 2002 (If none, mark "X" and go to 29.) . . . . . 0002

Mark "X" if None		2002	
		Number of months	

**2 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes      0022  No - Enter current EIN (9 digits) → 0025  -

**3 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		
0036 City, town, village, etc.	0037 State	0038 ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/>

**B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

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

**C. Type of municipality where this establishment is physically located**

0046  City, village, or borough      0047  Town or township      0048  Other or do not know



42231019

**HOW TO REPORT DOLLAR FIGURES**

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

Mark "X" if None

If a figure is **\$1,025,628.79**:

**Report** →

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

**Report** →

2002			
\$ Bil.	Mil.	Thou.	Dol.
	1	0 2 6	

**4 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

2002			
\$ Bil.	Mil.	Thou.	Dol.

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

1121  Yes - Go to line C

1122  No - Go to line E

**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

2002			
\$ Bil.	Mil.	Thou.	Dol.

**E.** Is this the only establishment of this firm?

0907  Yes - Go to **5**

0908  No - Go to line F

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

Mark "X" if None

2002	
Percent	%

**G.** Value of domestic transfers to other establishments within your company (Exclude from line A.) . . . . . 0905

Mark "X" if None

2002			
\$ Bil.	Mil.	Thou.	Dol.

**5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

**A.** Did this establishment have any e-commerce sales and/or operating receipts in 2002? (E-commerce sales and operating receipts are sales of goods and services where an order is placed by the buyer, or price and terms of sale are negotiated, over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online. Please see the information sheet(s) for further clarification.)

0181  Yes - Go to line B

0182  No - Go to **6**

**B.** E-commerce sales and/or operating receipts of this establishment (Include e-commerce sales and/or operating receipts in **4**, line A. Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.) . . . . . 0185

Mark "X" if None

2002			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**C.** Did this establishment have any EDI sales and/or operating receipts during 2002?

0191  Yes - Go to line D

0192  No - Go to **6**

**D.** Were this establishment's EDI sales and/or operating receipts included with e-commerce sales and operating receipts on line B?

0196  Yes

0197  No



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

**6** 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 in the mailing address or corrected in **2**.

**Exclude:**

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

**A.** Number of employees for pay period including March 12 . . . . . 0320

Mark "X" if None	2002		
	Number		

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

**1.** Annual payroll . . . . . 0300

**2.** First quarter payroll (January-March, 2002) . . . . . 0310

Mark "X" if None	2002		
	\$ Mil.	Thou.	Dol.

**7** LEASED EMPLOYMENT AND PAYROLL

**A.** Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- 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.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241  Yes - Go to line B

0242  No - Go to **10**

**B.** Number of leased employees for pay period including March 12 . . . . . 0370

Mark "X" if None	2002		
	Number		

**C.** Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

**1.** Annual payroll for leased employees . . . . . 0350

**2.** First quarter payroll for leased employees (January-March, 2002) . . . . . 0360

Mark "X" if None	2002		
	\$ Mil.	Thou.	Dol.

**8 - 9** Not Applicable.



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**10** INVENTORIES

(Report inventories using generally accepted accounting practices.)

**A.** Did this establishment have inventories at the end of 2001 or 2002?

0486  Yes - Go to line B

0487  No - Go to **15**

**B.** Were inventories of this establishment subject to the Last-in, First-out (LIFO) method of valuation?

0481  Yes - Use the sum of LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2.

0482  No - Complete only lines C and D1.

**C. Total inventories**

(Report the total value of merchandise inventories the establishment owned). . . . . 0460

**D.** Of the value on line C report:

1. Amount not subject to LIFO costing . . . . . 0464

2. Amount subject to LIFO costing (gross). . . . . 0465

**E.** Of the value on line D2 report:

1. Amount of LIFO reserve . . . . . 0466

2. Amount of LIFO value (net) . . . . . 0467

Mark "X" if None	End of 2002			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Mark "X" if None	End of 2001			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Note - The sum of lines D1 and D2 should equal line C. The sum of lines E1 and E2 should equal line D2.

**11** INVENTORY VALUATION

Methods of valuation for inventories not subject to LIFO costing at the end of 2002

(Using the inventory value reported in **10**, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

**A.** First-in, First-out (FIFO). . . . . 0491

**B.** Average cost . . . . . 0492

**C.** Standard cost . . . . . 0493

**D.** Other methods - Specify ↴

0895  0494

**E. TOTAL** (Sum of lines A through D should equal the value reported in **10**, line D1 for end of 2002.) . . . . . 0490

Mark "X" if None	End of 2002			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

**12-14** Not Applicable.

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

**15** SELECTED EXPENSES

Mark "X" if None

2002			
\$ Bil.	Mil.	Thou.	Dol.

**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

**16-17** Not Applicable.

**18** **A.** KIND OF BUSINESS

Principal kind of business in 2002  
(Mark "X" only ONE box.)

0700 422 920 00 11  Books, periodicals, newspapers, and other printed materials

422 930 00 19  Flowers, nursery stock, and florists' supplies

771 000 00 14  Other kind of business - Specify ↴

0701



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**18 B. TYPE OF OPERATION**

Principal type of operation in 2002  
(Mark "X" only ONE box.)

**Merchant wholesaler, buying and selling on own account**

- 0600 12  Importer
- 13  Exporter
- 19  Farm product assembler
- 11  Merchant wholesale distributor or jobber
- 14  Own-brand importer and marketer
- 20  **Manufacturers' sales branch or office**

**Agent, broker, or commission merchant**

- 41  Auction company
- 42  Broker, representing buyers and sellers
- 43  Commission merchant
- 44  Import agent
- 45  Export agent
- 46  Manufacturers' 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

**19 CLASS OF CUSTOMER**

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2002?

- 0251  Yes
- 0252  No

**B.** Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2002?

- 0256  Yes
- 0257  No

**C.** Did this establishment require proof of business or professional license from new customers in 2002?

- 0276  Yes
- 0277  No

CONTINUE WITH 19 ON PAGE 7



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

19 CLASS OF CUSTOMER - Continued

D. Estimate the percentage of this establishment's total sales (reported in 4, line A) by class of customer. (Circle all that apply and then report percentages for the items circled.)

1.	Household consumers and individual users . . . . .	0261		%
2.	Export sales . . . . .	0262		%
3.	Retailers for resale . . . . .	0263		%
4.	Wholesale establishments 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 - <i>Specify</i> ↴			
	0874 _____	0272		%
13.	TOTAL . . . . .		1 0 0	%

2002	
Whole percent of sales and receipts	
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
1 0 0	%

20 METHOD OF SELLING

Principal method of selling in 2002 (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 \_\_\_\_\_

21 Not Applicable.

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<b>HOW TO REPORT PERCENTS</b>		2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
If figure is <b>38.76%</b> of total sales:		<b>Report whole percents</b>			3 9	

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE  
 (Report sales by commodity group, either as a dollar figure or as a whole percent of total sales reported in 4, 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 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Books, periodicals, newspapers, and other printed materials						
<b>a.</b> Books	16101					
<b>b.</b> Periodicals, newspapers, and other printed materials	16102					
<b>c. Sum lines 1a and 1b</b>	16100					
<b>2.</b> Flowers and florists' supplies	16110					
<b>3.</b> Toys and hobby goods and supplies	12800					
<b>4.</b> Prerecorded compact discs (CDs), audio tapes, and phonograph records	13130					
<b>5.</b> Prerecorded video tapes, and digital video discs (DVDs)	13140					
<b>6.</b> Office paper, office supplies, greeting cards, and labels	13300					
<b>7.</b> Art goods, including novelties and souvenirs	16120					
<b>8.</b> Household china, glassware, crockery, and plastic housewares, excluding paper dishes, cups, napkins, and plastic utensils	10500					
<b>9.</b> Paper and plastic dishes and cups, paper napkins, and plastic utensils	13400					
<b>10.</b> Hardware	11700					
<b>11.</b> Farm supplies	15800					
<b>12.</b> Miscellaneous commodities - Specify ↴						
<b>a.</b>	19811					
<b>b.</b>	19812					
<b>c.</b>	19813					
<b>13.</b> Service receipts and labor charges, including installed parts	19700					
<b>14.</b> Rental and operating lease receipts	19940					
<b>15. TOTAL</b> (Should equal 4, line A if reporting in dollars.)	19990					1 0 0

**23** Not Applicable.



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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 2002?

0981  Yes - Go to line B

0982  No - Go to **26**

2002			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**B.** Receipts of this establishment from customers for shipping and handling of merchandise . . . . . 0985

**C.** Are receipts for shipping and handling included in sales and receipts (reported in **4**, line A)?

0988  Yes

0989  No

**25** Not Applicable.

**26** SPECIAL INQUIRIES

**A. EMPLOYMENT BY PRIMARY FUNCTION**

(List the number of employees reported in **6**, line A and **7**, line B 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** . . . . . 1138

Census use	Number of IRS 941 employees reported in <b>6</b> , line A by primary function	Census use	Number of leased employees reported in <b>7</b> , line B by primary function
1131		1141	
1132		1142	
1133		1143	
1135		1145	
1136		1146	
1134		1144	
1137		1147	
1138		1148	

(Total should equal **6**, line A)

(Total should equal **7**, line B)

**B. PERCENT OF DROP SHIPPED SALES**

Percentage of sales (reported in **4**, line A) that were drop shipped and did not enter this establishment . . . . . 1111

2002	
Whole percent of sales and receipts	
	%



42231092

**27** Not Applicable.

**28** ESTABLISHMENT ACTIVITIES

**A.** Indicate activities that were performed by this establishment or were performed for this establishment by another company during 2002.  
(Mark "X" ALL that apply.)

**1. Product Development**

- a.** Product design/engineering . . . . . 0921
- b.** Materials fabrication/processing/assembly/blending . . . . . 0922

**2. Order Fulfillment**

- a.** Bundling or kitting (combining multiple items into a prepackaged product) . . . . . 0923
- b.** Pick and pack (taking goods from inventory and packaging them to fill orders) . . . . . 0924
- c.** Warehousing . . . . . 0925
- d.** Breaking bulk (reducing large shipments into smaller portions for customers) . . . . . 0926
- e.** Local delivery (within a city, town, or other local area, including adjoining towns and suburban areas) . . . . . 0927
- f.** Long distance delivery (beyond local areas and commercial zones) . . . . . 0928
- g.** Less than truckload . . . . . 0929

**3. Other Services**

- a.** Customs brokerage (providing the services of a licensed customs broker). . . . . 0930
- b.** Logistics consulting (providing advice and expertise) . . . . . 0931
- c.** Processing of returned merchandise . . . . . 0932

This activity was performed by this establishment	This activity was performed for this establishment by another company	This activity was not provided by this establishment
0921 <input type="checkbox"/>	0941 <input type="checkbox"/>	0961 <input type="checkbox"/>
0922 <input type="checkbox"/>	0942 <input type="checkbox"/>	0962 <input type="checkbox"/>
0923 <input type="checkbox"/>	0943 <input type="checkbox"/>	0963 <input type="checkbox"/>
0924 <input type="checkbox"/>	0944 <input type="checkbox"/>	0964 <input type="checkbox"/>
0925 <input type="checkbox"/>	0945 <input type="checkbox"/>	0965 <input type="checkbox"/>
0926 <input type="checkbox"/>	0946 <input type="checkbox"/>	0966 <input type="checkbox"/>
0927 <input type="checkbox"/>	0947 <input type="checkbox"/>	0967 <input type="checkbox"/>
0928 <input type="checkbox"/>	0948 <input type="checkbox"/>	0968 <input type="checkbox"/>
0929 <input type="checkbox"/>	0949 <input type="checkbox"/>	0969 <input type="checkbox"/>
0930 <input type="checkbox"/>	0950 <input type="checkbox"/>	0970 <input type="checkbox"/>
0931 <input type="checkbox"/>	0951 <input type="checkbox"/>	0971 <input type="checkbox"/>
0932 <input type="checkbox"/>	0952 <input type="checkbox"/>	0972 <input type="checkbox"/>

**B.** During 2002 did this establishment:

- 1.** Manage inventory owned by this establishment AND held at this location? . . . 0936  Yes 0937  No
- 2.** Manage inventory owned by this establishment BUT held at a customer's location? . . . . . 0956  Yes 0957  No
- 3.** Manage inventory owned by another company BUT held at this location? . . . . 0976  Yes 0977  No
- 4.** Manage inventory owned by another company AND held somewhere other than at this location? . . . . . 0994  Yes 0995  No



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

**29 OPERATIONAL STATUS**

Activity that best describes this establishment's status at the end of 2002  
(Mark "X" only ONE box.)

0011 <input type="checkbox"/> In operation	0014 <input type="checkbox"/> Ceased operation - Give date at right →	0018	Month	Day	Year
0013 <input type="checkbox"/> Temporarily or seasonally inactive	0015 <input type="checkbox"/> Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴				

0060 Name of new owner or operator	0061 Employer Identification Number	
	Enter EIN of new owner (9 digits) →	-
0062 Mailing address (number and street, P.O. Box, etc.)		
0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

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?

0078 <input type="checkbox"/> Yes	0079 <input type="checkbox"/> No - Enter time period covered →	FROM	Month	Year	TO	Month	Year
		0070			0071		

0072 Name of person to contact regarding this report	0073 Title

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074		-		0075		-

0076 Internet e-mail address	Date completed	Month	Day	Year
	0069			

**Thank you for completing your 2002 Economic Census form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

42231118