

## **Attachment C**

### **2012 Economic Census**

#### **Retail Trade and Accommodation and Food Services Sectors**

##### **Standard Forms**

- C-1. Prototype Standard Form**
- C-2. Variable Content for Item 19—Kind of Business**
- C-3. Variable Content for Item 22—Detail of Sales, Shipments, Receipts, or Revenue**
- C-4. Variable Content for Item 26—Special Inquiries**
- C-5. Content for Item 27—Leased Departments**
- C-6. Ownership or Control Fliers**

**2012 Economic Census  
Retail Trade and Accommodation and Food Services Sectors**

**Standard Forms**

For 2012, we will use 33 standard report forms. All standard report forms will contain inquiries similar to those illustrated on the prototype form in Attachment C-1, except where noted. The report forms have the following general inquiries:

1. Employer Identification Number
2. Physical Location
3. Operational Status
4. Months in Operation
5. Sales, Shipments, Receipts, or Revenue
6. Not applicable
7. Employment and Payroll
- 8.-18. Not applicable
19. Kind of Business (varies by form; see Attachment C-2)
20. Class of Customer (variation below for Accommodation and Food Services forms)

CLASS OF CUSTOMER	
Estimate the percentage of this establishment's total sales (reported in 5) by class of customer.	
	2012 Whole percent of sales and receipts
1. Household consumers and individuals.....	XXX %
2. Businesses (billed to expense accounts).....	XXX %
3. Governmental bodies (Federal, state, and local).....	XXX%
4. <b>TOTAL</b> .....	100 %

21. Method of Selling (not applicable for Accommodation and Food Services forms)
22. Detail of Sales, Shipments, Receipts, or Revenue (varies by form; see Attachment C-3)
23. Not applicable
24. Shipping and Handling (not applicable for forms RT-44701, RT-45402, and Accommodation and Food Services forms)
25. Not applicable
26. Special Inquiries (varies by form; see Attachment C-4)

27. Leased Departments (appears on forms RT-45201 and RT-45202; see Attachment C-5)
28. Not applicable
29. Not applicable
30. Certification

**Attachment C-1**  
**2012 Economic Census**  
**Retail Trade and Accommodation and Food Services Sectors**  
**Prototype Standard Form**



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

# 2012 ECONOMIC CENSUS

## Automobile Dealers

FORM  
**RT-44101** (DRAFT)

OMB No. : Approval Expires

**DUE DATE**  
**FEBRUARY 12, 2013**

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

**RT-44101**

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

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

**Visit [www.census.gov/econhelp](http://www.census.gov/econhelp)**

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 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.

PROTOTYPE

4/18/2011

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

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 in 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

**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

44101012

**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

0015  Sold or leased to another operator - Give date at right →

Month	Day	Year

  
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

0060 Name of new owner or operator	0061 EIN (9 digits)

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code

0016  Other - Specify → 0815

**4 MONTHS IN OPERATION**

Mark "X" if None 2012  
Number

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

**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				
Mark "X" if None	\$ Bil.	Mil.	Thou.	Dol.
		2	036	
EXAMPLE				

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

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

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

**6 Not Applicable.**

**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 in the mailing address or corrected in 1.
- Exclude:**
- Temporary staffing obtained from a staffing service.
  - Contractors, subcontractors, or independent contractors.
  - Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
  - Purchased or managed services, such as janitorial, guard, or landscape services.
  - Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

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

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

2012				
Mark "X" if None	\$ Bil.	Mil.	Thou.	Dol.
1. Annual payroll . . . . . 0300	<input type="checkbox"/>			
2. First quarter payroll (January-March, 2012) . . . . . 0310	<input type="checkbox"/>			

44101020



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

**8-18** Not Applicable.

**19** 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 441 110 00 1  Motor vehicle sales, new
  - 441 120 00 2  Motor vehicle sales, used only
  - 423 110 50 3  Heavy duty truck dealer, new and used
  - 441 320 00 5  Tire dealer, new
  - 441 310 40 3  Auto parts/supply store
  - 441 310 50 1  Used automobile parts dealer
  - 423 930 11 2  Automotive scrap dealer
  - 447 190 10 1  Gasoline station
  - 441 229 00 5  Snowmobile dealer
  - 441 221 00 4  Motorcycle dealer
  - 441 210 00 7  Recreational vehicle (RV) and RV parts dealer, including travel trailers, 5th wheels, camping trailers, motor homes, truck campers, van campers, etc.
  - 441 229 00 2  Utility trailer dealer, including horse/livestock trailers
  - 441 222 00 1  Boat/marine dealer
  - 441 221 00 5  All-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
  - 811 121 10 1  Paint or body repair shop
  - 532 111 00 2  Passenger car rental
  - 532 112 00 2  Passenger car leasing
  - 777 440 00 1  Automotive repair, specialized - *Specify* ↴
- 0701
- 811 111 00 4  Automotive repair, general
  - 772 000 00 1  Other kind of business - *Specify* ↴
- 0701

**20** CLASS OF CUSTOMER

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0251  Yes

0252  No

CONTINUE WITH **20** ON PAGE 4

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

**21** METHOD OF SELLING

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

- 0751  Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754  Mail order
- 0755  Home shopping via television
- 0756  Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757  Vending machines
- 0758  Other - Specify ↴

0759

**HOW TO REPORT PERCENTS**



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

**Report whole percents**

2012				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

**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). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721					0722
<b>1.</b> Cars, trucks, motorcycles, and other powered transportation vehicles, including all outright sales plus the fair sales value of all motor vehicles marketed under leases negotiated in 2012, transportation and dealer preparation charges, and dealer installed options (Deduct discounts granted to the purchaser as an increase in trade-in allowance over fair market value and manufacturers' rebates and incentives. Report receipts from the rental of automobiles or trucks on line 10a, labor charges on line 10, and the value of service contracts on line 10b.)							
<b>a.</b> New passenger cars -- retail . . . . .	20701						
<b>b.</b> New passenger cars -- leased . . . . .	20715						
<b>c.</b> New passenger cars -- fleet . . . . .	20702						
<b>d.</b> New vans and trucks -- retail, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks . . . . .	20703						
<b>e.</b> New vans and trucks -- leased, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks . . . . .	20716						
<b>f.</b> New vans and trucks -- fleet, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks . . . . .	20704						

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CONTINUE WITH **22** ON PAGE 6

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Cars, trucks, motorcycles, and other powered transportation vehicles, including all outright sales plus the fair sales value of all motor vehicles marketed under leases negotiated in 2012, transportation and dealer preparation charges, and dealer installed options - Continued						
<b>g.</b> Used passenger cars -- retail, including sales of passenger cars previously rented or leased	20705					
<b>h.</b> Used passenger cars -- wholesale (for resale), including sales of passenger cars previously rented or leased	20706					
<b>i.</b> Used vans, minivans, trucks, and buses -- retail, including sales of vans, minivans, and light passenger trucks previously rented or leased	20707					
<b>j.</b> Used vans, minivans, trucks, and buses -- wholesale, including sales of vans, minivans, and light passenger trucks previously rented or leased	20708					
<b>k.</b> New and used medium- and heavy-duty trucks and buses	20717					
<b>l.</b> Motorcycles, motor scooters, motor bikes, including parts and accessories ( <i>Report parts, paint, and materials installed in repair on line 10.</i> )	20709					
<b>m.</b> All other powered transportation vehicles	20711					
<b>n. Sum lines 1a through 1m</b>	20700					
<b>2.</b> Automotive tires, tubes, batteries, audio equipment, components, parts and accessories ( <i>Report parts, paint, and materials installed in repair on line 10.</i> )						
<b>a.</b> Automotive tires and tubes	20741					
<b>b.</b> Automotive batteries	20749					
<b>c.</b> Automotive parts, new and rebuilt, including wheels	20755					
<b>d.</b> Automotive parts, used, including wheels	20753					
<b>e.</b> Automotive audio equipment, components, parts, and accessories, including radios, stereos, compact disc players, mp3 players (audio only), and other sound reinforcement and recording equipment	20754					
<b>f.</b> Automotive accessories, including safety and comfort related items ( <i>Report infant and booster car seats on line 2h.</i> )	20756					
<b>g.</b> Automotive supplies, including appearance and maintenance chemicals, automotive paint, antifreeze, functional fluids, etc. ( <i>Report lubricants on line 4.</i> )	20757					
<b>h.</b> Infant and booster car seats	20758					
<b>i. Sum lines 2a through 2h</b>	20740					
<b>3.</b> Automotive fuels	20720					
<b>4.</b> Automotive lubricants, including oil, greases, etc.	20730					

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

44101061



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

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722	
<b>5.</b> Boats and other sport vehicles, including personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories <i>(Report motorcycles on line 11.)</i>						
<b>a.</b> New boats, canoes, kayaks, motors, parts and accessories . . . . .	20591					
<b>b.</b> Used boats, canoes, kayaks, motors, parts and accessories . . . . .	20592					
<b>c.</b> All-terrain vehicles (ATVs) and personal watercraft . . . . .	20593					
<b>d.</b> All other sport vehicles, including snowmobiles, golf cars, go-carts, parts and accessories . . . . .	20599					
<b>e. Sum lines 5a through 5d</b> . . . . .	20590					
<b>6.</b> Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, parts and accessories <i>(Report motorcycles on line 11.)</i>						
<b>a.</b> New recreational vehicles, parts and accessories, including motor homes, truck campers (for mounting on pick-up trucks), and camping and travel trailers . . . . .	20588					
<b>b.</b> Used recreational vehicles, parts and accessories . . . . .	20589					
<b>c. Sum lines 6a and 6b</b> . . . . .	20580					
<b>7.</b> Sporting goods and recreational equipment . . . . .	20530					
<b>8.</b> Utility trailers, including horse/livestock trailers . . . . .	20864					
<b>9.</b> All other merchandise <i>(Report receipts for services on line 10. Report receipts from the rental of automobiles or trucks on line 10a, and the fair sales value of leased motor vehicles on line 1.) Specify principal lines and estimated sales below</i> . . . . .	29810					
<b>a.</b> _____	29811					
<b>b.</b> _____	29812					
<b>c.</b> _____	29813					
<b>10.</b> All nonmerchandise receipts, including rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES <i>(Report receipts from the rental of automobiles or trucks on line 10a, and the fair sales value of leased motor vehicles on line 1.)</i>						
<b>a.</b> Rental of automobiles or trucks . . . . .	29919					
<b>b.</b> Value of service contracts . . . . .	29943					
<b>c.</b> Labor charges to customers for work performed by this establishment . . . . .	29916					
<b>d.</b> Labor charges to insurance companies for work performed by this establishment . . . . .	29931					

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

44101079



**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>10.</b> All nonmerchandise receipts, including rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES - Continued						
<b>e.</b> Labor charges for warranty and extended contract work by this establishment . . . . .	29947					
<b>f.</b> Labor charges for internal and sublet repair . . . . .	29966					
<b>g.</b> Parts, paint, and materials installed in repair and charged directly to customers . . . . .	29949					
<b>h.</b> Parts, paint, and materials installed in repair and charged to insurance companies . . . . .	29958					
<b>i.</b> Parts, paint, and materials installed in repair and covered by warranty or extended service contract . . . . .	29971					
<b>j.</b> Parts, paint, and materials sold internally and installed in repair . . .	29973					
<b>k.</b> Commissions received for the sale of credit life insurance and the arrangement of financing . . . . .	29944					
<b>l.</b> All other nonmerchandise receipts . . . . .	29974					
<b>m. Sum lines 10a through 10l</b> . . . . .	29900					
<b>11. TOTAL</b> (Should equal <b>5</b> if reporting in dollars.) . . . . .	29990					1 0 0

**23** Not Applicable.

**24** SHIPPING AND HANDLING

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

0981  Yes - Go to line B

0982  No - Go to **26**

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

2012			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**C.** Are receipts for shipping and handling included in sales and receipts (reported in **5**)?

0988  Yes

0989  No

**25** Not Applicable.

44101087



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

**26** SPECIAL INQUIRIES

**A. SOLD OR LEASED VEHICLES**

**1. Leased motor vehicles**

- a. Fair sales value of leased motor vehicles for this establishment  
*(Include the fair sales value of leases marketed in 2012, regardless of whether this establishment held them.)* . . . . . 2160
- b. Motor vehicle lease payments received by this establishment . . . . . 2161

Mark "X" if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

**2. Number of units sold or leased by this establishment for each of the following types of vehicles:**

- a. New passenger cars sold . . . . . 2162
- b. Used passenger cars sold . . . . . 2163
- c. New passenger cars leased . . . . . 2164
- d. New vans and trucks sold . . . . . 2165
- e. Used vans and trucks sold . . . . . 2166
- f. New vans and trucks leased . . . . . 2167
- g. Used passenger cars, vans, and trucks leased . . . . . 2168
- h. **TOTAL** *(Sum lines 2a through 2g)* . . . . . 2169

2012			
Number			

**B. FRANCHISE**

**1. Was this establishment operating under a trademark(s) authorized by a franchisor in 2012?**  
*(Mark "X" only ONE box.)*

- 0237  Yes - franchisee-owned establishment
- 0238  Yes - franchisor-owned establishment
- 0239  No

**2. If yes, provide the trademark(s) below.** ↴

0236

**27-29** Not Applicable.

44101095



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

Number

Extension

Fax

Area code

Number

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.**

44101103

