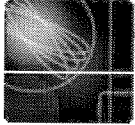



Attachment G

2012 Economic Census

Retail Trade and Accommodation and Food Services Sectors

**Consultations with Federal Agencies, Trade Groups, Corporations, and
Consulting Firms:
Selected Correspondence**



Re: Fw: 2010 12 23 BEA Comments to the Cross-Trade Inquiries 
John W Nogle II to: Dennis Shoemaker
Cc: Fay Dorsett

01/07/2011 02:44 PM

Dennis,

Per BEA's request, we will revise the Class of Customer inquiry for sector 72 forms to include the following categories:

1. Household consumers and individuals
2. Businesses (billed to expense accounts)
3. Governmental bodies (Federal, state, and local)

Thanks,

John

Dennis Shoemaker

Hi, I got the BEA comments on the Census Res...

01/04/2011 08:17:36 AM

From: Dennis Shoemaker/EPCD/HQ/BOC
To: Arminta N Quash/MCD/HQ/BOC@BOC, Barbara L Wongus/MCD/HQ/BOC@BOC, Elisabeth A Busse/EPCD/HQ/BOC@BOC, Godfried de Goey/SSSD/HQ/BOC@BOC, Heidi Butler/MCD/HQ/BOC@BOC, James Hinckley/MCD/HQ/BOC@BOC, Jeremy R Stash/SSSD/HQ/BOC@BOC, John W Nogle II/SSSD/HQ/BOC@BOC, Joyce Kiessling/SSSD/HQ/BOC@BOC, Justin R Pierce/CES/HQ/BOC@BOC, Kathryn Dimeglio/CSD/HQ/BOC@BOC, Kenneth Pick/ADEP/HQ/BOC@BOC, La Toya Thomas/GOVS/HQ/BOC@BOC, Leah Meyer/SSSD/HQ/BOC@BOC, Lillyana J Najafzadeh/CSD/HQ/BOC@BOC, Lucia S Foster/CES/HQ/BOC@BOC, Peter Gibson/ADEP/HQ/BOC@BOC, Raphael S Corrado/MCD/HQ/BOC@BOC, Robert Nusz/SSSD/HQ/BOC@BOC, Rochelle T Brown/EPCD/HQ/BOC@BOC, Scott P Handmaker/SSSD/HQ/BOC@BOC, Shawn D Klimek/CES/HQ/BOC@BOC, Susan Gaye Baker/SSSD/HQ/BOC@BOC, Wendy Stralow-Owens/EPCD/HQ/BOC@BOC
Date: 01/04/2011 08:17 AM
Subject: Fw: 2010 12 23 BEA Comments to the Cross-Trade Inquiries

Hi,

I got the BEA comments on the Census Response on the Cross-Trade Inquiries. Please take a look and let me know if you have any problems with them.

Thanks,
DShoe
3-6219
8K118E

----- Forwarded by Dennis Shoemaker/EPCD/HQ/BOC on 01/04/2011 08:15 AM -----

From: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
To: <dennis.shoemaker@census.gov>
Cc: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Date: 12/23/2010 09:21 AM
Subject: 2010 12 23 BEA Comments to the Cross-Trade Inquiries

Hi Dennis,

I'm sending you our comments on the Cross-Trades. Our comments are inside the

document.

Thanks,

Ruth

From: dennis.shoemaker@census.gov [mailto:dennis.shoemaker@census.gov]
Sent: Thursday, November 18, 2010 2:37 PM
To: Bramblett, Ruth
Subject: Cross-Trade Inquiries

Hi Ruth,

I have attached the Census response to the BEA Comments on the Cross-Trade Inquiries.

Please let me know if you have any questions or would like to discuss further.

Thanks,
DShoe
3-6219

8K118E [attachment "2010 12 23 BEA Cross Trade Comments.doc" deleted by John W
Nogle II/SSSD/HQ/BOC]

2012 Economic Census
BEA Comments on Cross Trade Inquiries

December 23, 2010

Item 16: Selected Expenses

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

The following questions were raised by Jennifer Ribarsky, who is one of the three BEA members, on the group for Factoryless Goods Producers (FGP):

Could it be premature to comment on the manufacturing expense questions since the subcommittee on how to classify FGP's or outsourcing is still determining how these units will be implemented?

Specifically, how will the manufacturing (MC-32000 & the longer form) be worded for "Cost of work done for you by others on your materials?"

It's possible that BEA would want to expand on this question. How does Census plan to include such additional questions on outsourcing such as, "was the cost of the contract work done overseas?"

While the group hasn't come to a final decision, Jennifer realizes the additional questions for classification purposes may be in a Special Inquiry. However, BEA needs data so that the program areas can properly allocate what establishments are contract manufacturers, traditional manufacturers, and FGPs. BEA also needs to know whether the cost of the contract work is domestic versus foreign.

In essence, BEA needs to know the following:

1. How much service (contract manufacturing) is provided to others?
2. How much is spent on outsourcing and, if possible, a breakout of contract expenses by type of expense?
3. How much is outsourced abroad versus domestically?

Note: Item 16 for the Island Areas were commented on separately through CSD. Please see the comments that BEA sent previously.

Census Response – 8/10/10

The contents of the Factoryless Goods Producer (FGP) questions is still under discussion but the expectation is that these questions will be dealt with as an independent Special Inquiry item included in Item 26. We have discussed the possibility of expanding the collection of detail on contract manufacturing as part of the Product and Expense as part of the Product and Selected Expenses inquiries. There are concerns that requesting additional detail for the Selected Expenses to cover domestic versus foreign contract manufacturing expenses will result in disclosure. As such, Census does not intend to change the Item 16 wording or its current content on the MC-32000 (Short Form), MC-31000 (Long Form), or the MA-

10000 (ASM Form). In order to assess the impact of outsourcing activity, additional special inquiries will be developed with input from the interagency implementation group. For Products, the NAPCS are subject to certain restrictions on the designation of additional Products which have been interpreted to preclude the collection of detail that separates domestic and foreign receipts for contract manufacturing services.

1. If a reasonable set of miscellaneous receipts / contract work lines could be developed, they could be added to Item 22 on the appropriate forms.
2. "Outsourcing referring to the use of an MSP domestically and / or foreign? The breakout of contract expenses by type of expense is collected in Item 16C as other operating expenses. Additional discussion is needed to better understand the impact of this request.
3. If a reasonable inquiry could be developed, Census would consider adding a special inquiry to uncover the detail that BEA needs on foreign outsourcing.

BEA Comments 12/23/10:

BEA has no additional comments.

Item 20: Class of Customer

BEA Comments 08/10/2010:

Version: All Forms, except Version 39 noted below.

BEA concurs with Census.

Version 39 Forms: All Accommodation and Food Service (AF-72XXX except 72290)

Industry requests business and government be broken out separately, so there are three categories:

- households,
- business (non-government), and
- government.

This will enable the Industry Accounts to accurately measure what is consumed as intermediate inputs to production (business), and by government (government consumption), and households (personal consumption expenditures).

General Comment from the National Accounts (Personal Consumption Branch) with concurrence with the Industry Accounts:

For the Cross Trade Inquiries, it would be very useful to have Item 20 Class of Customer categories more consistent across trades.

Personal Consumption is particularly interested in two classes: (1) household consumers and individuals, and (2) not-for-profit organizations (including religious organizations).

The first one "household consumers and individuals" can be used across trades to replace class titles such as "individuals", "individual users and household consumers", "household consumers and individual users" which are used in different forms for different sectors.

Household consumers and individuals can be used for sectors 56, 51, 54, 81, all accommodations and food services forms, and all retail trade forms.

Note: Item 20 for the Island Areas were commented on separately through CSD. Please see the comments that BEA sent previously.

Census Response – 8/10/10

The Census reviewed the various the class of customer inquiries and finds no objection to using the suggested wording (*Household consumers and individuals*) for all forms. We have also discussed your request for change to Variation 39 of the Class of Customer inquiry for the Accommodation and Food Service forms. We are concerned that changes to the inquiry would adversely affect the response and processing for these forms. If a reasonable inquiry could be developed, Census would consider adding an additional inquiry to uncover the detail that BEA needs to separate business and government consumption. Could BEA provide suggested wording for such an inquiry so we could discuss this further?

BEA Comments 12/23/10:

The Industry Directorate would like a three way split for class of customer. If it can be done here or somewhere else on the form to obtain this information, BEA is in support. If not here, then perhaps in a Special Inquiry. Where would Census suggest this be collected?

Item 21: Method of Selling

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 21: Management Support

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 24: Shipping and Handling

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 25: Exported Services

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 27: Housing Starts

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 27: Leased Departments

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 28: Locations of Operation

BEA Comments 08/10/2010:

Version: All Forms.

BEA concurs with Census.

Item 29: Other Establishment Activities

BEA Note: Item 29 listed above actually should be Item 26.

BEA Comments 08/10/2010:

Version: All Forms, except Version 1 noted below.

BEA concurs with Census, however, see Version 1 below.

Version 1: Forms All Manufacturing Long forms (MC-31XXX)

The Industry Accounts request Census use question #2 from form MC-33404 for all manufacturing long forms. This will enable BEA to better identify "fables operations." See below.

2 All Manufacturing Short forms (MC32-XXXX)

#L OTHER ESTABLISHMENT ACTIVITIES

1. Did this establishment manufacture the products that it sold, produced, or shipped?

0312 Yes (Including establishments that are primarily manufacturers, contractors, and jobbers)

0313 No (Including establishments that are primarily wholesalers, retailers, importers, and distributors)

2. Which of the following best describes this establishment's primary activity? (Mark "X" only ONE box.)

0322 Providing contract manufacturing services for others

0323 Manufacturing (or having manufactured for you, i.e. jobbers) textiles, textile products, or apparel from materials this establishment owns

0324 Reselling manufactured goods (including wholesalers, retailers, and importers)

0325 Other (including distribution centers) - Specify 7

0326

3. Did this establishment outsource manufacturing services to other companies or other establishments of your company to process materials or components that this establishment owns or controls?

0430 Yes, primarily with establishments WITHIN the 50 States and the District of Columbia

0431 Yes, primarily with establishments OUTSIDE of the 50 States and the District of Columbia

0432 No

2 MC-33404

#L OTHER ESTABLISHMENT ACTIVITIES

1. Did this establishment design, engineer, or formulate the manufactured products that it sold, produced, or shipped?

0318 Yes

0319 No

2. Which of the following best describes this establishment's primary activity? (Mark "X" only ONE box.)

0322 Providing contract manufacturing services for others (including assembly, prototype development, and jobbing)

0323 Transforming raw materials or components into new products that this establishment owns or controls (including assembly, prototype development, and jobbing)

0324 Reselling goods manufactured by others

0325 Other (including fabless operations, research and development, packaging, testing, and ownership of intellectual property) - Specify 7

0326

3. Did this establishment purchase contract manufacturing services from other companies or other establishments of your company to process materials or components that this establishment owns or controls?

0430 Yes, primarily with establishments WITHIN the 50 States and the District of Columbia

0431 Yes, primarily with establishments OUTSIDE of the 50 States and the District of Columbia

0432 No

The wording in question #2 - "Fabless operations" is only appropriate on the semiconductor form (MC33404) since it is a trade term that is understood by respondents in the industry. It would not be appropriate to use this inquiry on all long forms. However, a new inquiry (5 questions referenced above) would be substituted for the current one and will be added to manufacturing forms across all industries (ASM & Long forms).

BEA Comments 12/23/10:

BEA has no additional comments.

2012 Special Inquiries for Sector 44-45 – Retail Trade forms

01/24/2011 BEA Comments:

BEA concurs with Census on all special inquires for sectors 44-45.

LEASED VEHICLES – RT-44101

SOLD OR LEASED VEHICLES

1. Leased motor vehicles

	Mark "X" if None	2012			
		\$ Bil.	Mil.	Thou.	Dol.
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	<input type="checkbox"/>				
b. Motor vehicle lease payments received by this establishment 2161	<input type="checkbox"/>				

2.

		2012 Number
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		

FRANCHISE (1) - All RT- forms except RT-44701, RT-45401, and RT-45402

FRANCHISE

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

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

FRANCHISE (2) - RT-44701, RT-45402

FRANCHISE

Was this establishment operating under a trademark or brand name authorized by a franchisor in 2012?
 (Mark "X" only ONE box.)

0237 Yes - franchisee owned establishment

0238 Yes - franchisor owned establishment

0239 No

BOAT FACILITIES – RT-44102

BOAT FACILITIES

Boat dealers only

Number of pleasure boat docking or storage spaces, including wet slips, moorings, in/out racks, and other land storage spaces, that this establishment had as of December 31, 2012

	2012
Mark "X" if None	Number as of December 31
<input type="checkbox"/>	

REPAIR – RT-44103, 44701

REPAIR

1. Did this establishment perform automotive repair work in 2012?

2171 Yes

2172 No

2. Number of mechanics (full- and part-time) working in this establishment during the pay period including March 12, 2012

	2012
Mark "X" if None	Number for the pay period including March 12
<input type="checkbox"/>	

3. Number of automotive service bays at this establishment as of December 31, 2012

	2012
Mark "X" if None	Number as of December 31
<input type="checkbox"/>	

RETREADING TIRES – RT-44103

RETREADING TIRES

Was 50 percent or more of this establishment's sales and receipts (reported in 1) derived from RETREADING tires at THIS establishment?

2191 Yes

2192 No

USED MERCHANDISE (1) – RT-44201, RT-44202, RT-44301, RT-44803, RT-45103, RT-45104, RT-45304,
RT-45307, RT-45360

USED MERCHANDISE

Did the sale of used or secondhand merchandise, including antiques and collectibles, account for more than 75 percent of the total sales and receipts reported in 2101?

2101 Yes

2102 No

USED MERCHANDISE (2) – RT-44801, RT-45101

USED MERCHANDISE

Did the sale of used or secondhand merchandise account for more than 75 percent of the total sales and receipts reported in 2101?

2101 Yes

2102 No

ITEMS GROWN – RT-44402, RT-45301

ITEMS GROWN

Percentage of sales and receipts (reported in 2101) that was derived from items grown by this establishment

2125

Mark "X"
if None

2012
Whole percent of sales and receipts
%

EXCISE TAX (1) – RT-44501, RT-45306, RT-45402

EXCISE TAX

1. Estimated amount of excise taxes on items such as gasoline, liquor, and tobacco sold by this establishment 2150

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

2. Are excise taxes included in sales and receipts (reported in 2)?

2156 Yes

2157 No

EXCISE TAX (3) – RT-44701

EXCISE TAX

1. Estimated amount of excise taxes on items such as gasoline, liquor, and tobacco sold by this establishment 2150

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

2. Are excise taxes included in sales and receipts (reported in 2)?

2156 Yes

2157 No

FLOOR SPACE – RT-44501, RT-45201, RT-45202

FLOOR SPACE

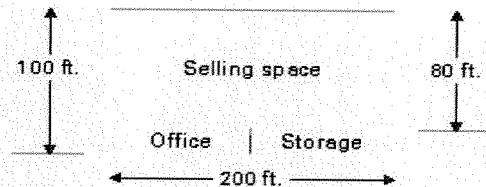
Include:

- 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

2012
Square feet as of December 31

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

--

PHARMACY – RT-44601

PHARMACY

			2012
			Number
1.	Total number of prescriptions filled in this establishment <i>(Include new and refilled prescriptions.)</i>	2380	<input type="checkbox"/>
2.	Number of prescriptions reported in line 1 that were refills only	2381	<input type="checkbox"/>
			2012
			Number for the pay period including March 12
3.	Number of pharmacists (full- and part-time) working in this establishment during the pay period including March 12, 2012 <i>(Include working proprietors, partners, or family members who were registered pharmacists. For pharmacists working at more than one location, report at the one location where they spent most of their working time.)</i>	2382	<input type="checkbox"/>

EYE CARE – RT-44601

EYE CARE

			2012
			Whole percent of sales and receipts
Percentage of this establishment's total sales and receipts (reported in 6) derived from:			
1.	Fees for eye examinations ON THE PREMISES plus receipts from providing ophthalmic devices prescribed as a result of these examinations	2390	<input type="checkbox"/>
2.	Sales of ophthalmic devices prescribed as a result of eye examinations MADE BY OTHERS	2391	<input type="checkbox"/>
			%
			%

FUEL – RT-44701

FUEL

		2012	
		Number	
1. Number of gallons of gasoline sold	2210	<input type="checkbox"/>	
2. Number of gallons of other automotive fuels, including diesel, sold	2215	<input type="checkbox"/>	

FUEL PUMPS – RT-44701, RT-45402

FUEL PUMPS

Did this establishment have public-access fuel pumps in 2012?

1217 Yes

1218 No

INTERCOMPANY TRANSFERS (1) – RT-44701

INTERCOMPANY TRANSFERS

1. Did any of the sales reported in **1** include the value of transfers to other company-owned gasoline stations, fuel oil dealers, and liquefied petroleum (LP) gas dealers?

1211 Yes

1212 No - Go to line F

2. Value of transfers to other company-owned gasoline stations, fuel oil dealers, and liquefied petroleum (LP) gas dealers 1213

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

INTERCOMPANY TRANSFERS (2) – RT-45402

INTERCOMPANY TRANSFERS

1. Did any of the sales reported in **1** include the value of transfers to other company-owned gasoline stations, fuel oil dealers, and liquefied petroleum (LP) gas dealers?

1211 Yes

1212 No - Go to line D

2. Value of transfers to other company-owned gasoline stations, fuel oil dealers, and liquefied petroleum (LP) gas dealers 1213

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

BULK PETROLEUM – RT-44701, RT-45402

BULK PETROLEUM

Did this establishment have bulk petroleum storage capacity of more than 30,000 gallons in 2012?

1221 Yes

1222 No

MADE-TO-ORDER – RT-44801

MADE-TO-ORDER

Were more than half of this establishment's sales and receipts (reported in 6) derived from sales of garments MADE TO CUSTOMER'S ORDER?

2221 Yes

2222 No

CONCESSION (2) – RT-44802

CONCESSION

Did this establishment conduct business as a department or concession in an establishment operated by another firm in 2012?

2241 Yes

2242 No

CENTRALIZED CHECKOUT – RT-45201, RT-45202

CENTRALIZED CHECKOUT

Did this establishment have a CENTRALIZED check-out area with MULTIPLE cash registers in 2012?

2131 Yes

2132 No

VENDING MACHINE – RT-45401

VENDING MACHINE

		2012
	Mark "X" if None	Whole percent of sales and receipts
1. Percentage of this establishment's sales and receipts (reported in 1) derived from merchandise vending machines SERVICED BY THIS ESTABLISHMENT	<input type="checkbox"/>	%
	2370	
		2012
		Whole percent of sales and receipts
2. Percentage of total sales and receipts (reported in 1) derived from the sale of the following items through merchandise vending machines		
a. Tobacco	2371	%
b. Meals and snacks	2372	%
c. Beverages (soft drinks, milk, coffee, tea, etc.)	2373	%
d. Other merchandise (nonedible)	2374	%
e. TOTAL (Sum of lines 2a through 2d should equal percentage reported on line 1)	2375	%

2012 Special Inquiries for Sector 72 – Accommodation and Food Services forms

01/28/2011 BEA Comments:

BEA concurs with Census on all special inquiries for sector 72.

ROOMS – AF-72101, AF-72102

ROOMS

(The number of guestrooms, units, or quarters consists of the number that can be rented as single units. Suites of rooms that cannot be subdivided should be counted as a single unit.)

		2012
		Number as of December 31
Number of rooms, units, or quarters, by type		
1.	Primarily rented as residential quarters or units (occupied as one's primary residence)	2401
2.	Primarily rented as transient guestrooms or units	2402
3. TOTAL	<i>(Sum lines 1 and 2)</i>	2400

FOOD SERVICE – AF-72201

FOOD SERVICE

1. Type of food service

(Mark "X" only ONE box that represents the primary type of service from which this establishment derived the largest share of its sales (reported in 2) in 2012.)

- 2251 Table, booth, and/or counter seats with waiter or waitress service
- 2252 Order and pay at counter with SEPARATE inside seating provided
- 2253 Take out/drive through
- 2254 Delivery
- 2255 Cafeteria line with SEPARATE inside seating provided
- 2256 Other - Specify 7

0320 _____

2. Estimated average price per meal, excluding tax and tip

(Mark "X" only ONE box.)

- 2261 Under \$2.00
- 2262 \$2.00 - \$4.99
- 2263 \$5.00 - \$6.99
- 2264 \$7.00 - \$9.99
- 2265 \$10.00 - \$14.99
- 2266 \$15.00 - \$19.99
- 2267 \$20.00 - \$29.99
- 2268 \$30.00 or more

Mark "X"
if None

2012
Number as of December 31

3. Number of seats in this establishment as of December 31, including bar and patio seats

2270

4. Did a waiter or waitress take most orders while the patron was seated?

- 2281 Yes
- 2282 No

5. Principal menu type

(Mark "X" only ONE box which best describes the principal menu type (specialty) of this establishment.)

- 2301 Italian (If primarily pizza, mark "X" only 'Pizza'.)
- 2302 Mexican
- 2303 Chinese
- 2304 Other ethnic specialty
- 2305 Seafood
- 2306 Steak
- 2307 Pizza
- 2308 Chicken
- 2309 Hamburger
- 2310 Sandwich/sub shop
- 2311 Other food specialty (barbeque, vegetarian, ice cream/yogurt shop, etc.)
- 2312 American (none of the above food types should account for more than 50 percent of the menu)

6. Percentage of this establishment's food and beverage sales by day-part
(Report in whole percents; estimates are acceptable.)

- a. 6:00 a.m. - 11:00 a.m. 2320
- b. 11:00 a.m. - 5:00 p.m. 2321
- c. 5:00 p.m. - 11:00 p.m. 2322
- d. 11:00 p.m. - 6:00 a.m. 2323
- e. TOTAL

2012	
Percent	
	%
	%
	%
	%
1 0 0	%

FRANCHISE – AF-72101, AF-72102, AF-72201, AF-72202

FRANCHISE

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

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



To:
Cc:
Bcc:
Subject: Fw: BEA Comments to NAPCS Group 11

----- Forwarded by Fay Dorsett/SSSD/HQ/BOC on 01/05/2011 10:57 AM -----

From: Justin T Keller/SSSD/HQ/BOC
To: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Cc: Wanda K Dougherty/SSSD/HQ/BOC@BOC, Fay Dorsett/SSSD/HQ/BOC@BOC, John W Nogle II/SSSD/HQ/BOC@BOC, Jonathan L Schuyler/SSSD/HQ/BOC@BOC
Date: 10/07/2010 07:55 AM
Subject: Re: BEA Comments to NAPCS Group 11

"Bramblett, Ruth"

Hi Justin,

10/06/2010 07:54:29 AM

From: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
To: <justin.t.keller@census.gov>
Cc: <wanda.k.dougherty@census.gov>, "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Date: 10/06/2010 07:54 AM
Subject: BEA Comments to NAPCS Group 11

Hi Justin,

Find attached the comments that BEA has for NAPCS Group 11. If there are any questions, please let me know.

Thanks,

Ruth

Ruth Bramblett
Source Data Coordinator
Phone: 202-606-9653
Fax: 202-606-5366

1441 L Street NW
Washington, DC 20230
Bureau of Economic Analysis
Office of the Chief Statistician

**NAPCS Group 11
2012 Economic Census**

**Forms AF-72101, AF-72102, AF-72201, AF-72202, RT-44501,
RT-44601, RT-45302, RT-45305, RT-45360**

October 6, 2010

AF-72101: Traveler Accommodations

10/06/2010 BEA Comments:

Product line 20590: BEA would like clarification for this line.

Does this product line refer to revenue from the rental, leasing, or sale of motorized sports vehicles? If Census anticipates that all three of these forms of activity occur in this industry, then the Industry Economic Accounts (IEA) requests this be broken out into three detail product lines, one for "rental," one for "leasing" and one for "for sale" revenue. (Rental and leasing could be combined into one product line.)

This is an important distinction as IEA uses different price indexes for rental than for sale revenue in the Travel and Tourism Satellite Accounts and the GDP by industry accounts.

These items are also important to the National Income and Wealth Division (NIWD) since they plan to use the IEA's Travel and Tourism Satellite Accounts to decompose personal consumption expenditures (PCE) travel imports and travel exports, by product (i.e., by type of goods and services).

10/07/10 Census Response:

In response to the BEA's request to clarify the intent of 20590 on form AF-72101, we will add a line instruction for 20590 to say 'Report receipts from rental services on line 29635.' This modification also applies to form AF-72102. We do not anticipate that accommodation establishments will have any vehicle leasing activity, but since we include this product line on forms for industries where there will be potential leasing activity, we will make appropriate revisions to other forms.

AF-72102: RV Parks and Recreational Camps

10/06/2010 BEA Comments:

BEA concurs with Census.

AF-72201: Food Services and Drinking Places

10/06/2010 BEA Comments:

BEA concurs with Census.

AF-72202: Special Food Services

10/06/2010 BEA Comments:
BEA concurs with Census.

RT-44501: Food and Beverage Stores

10/06/2010 BEA Comments:
BEA concurs with Census.

RT-44601: Health, Optical Goods, and Personal Care Stores

10/06/2010 BEA Comments:
BEA concurs with Census.

RT-45302: Pet and Pet Supplies Stores

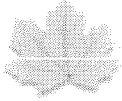
10/06/2010 BEA Comments:
BEA concurs with Census.

RT-45305: Manufactured (Mobile) Home Retailers

10/06/2010 BEA Comments:
BEA concurs with Census.

RT-45360: Office Supply, Stationery, and Gift Stores

10/06/2010 BEA Comments:
BEA concurs with Census.



To:
Cc:
Bcc:
Subject: Fw: BEA Comments to NAPCS Group 13 -- Retail and Wholesale

----- Forwarded by Fay Dorsett/SSSD/HQ/BOC on 01/05/2011 10:47 AM -----

From: Justin T Keller/SSSD/HQ/BOC
To: Fay Dorsett/SSSD/HQ/BOC@BOC, John W Nogle II/SSSD/HQ/BOC@BOC, Jonathan L Schuyler/SSSD/HQ/BOC@BOC
Cc: Wanda K Dougherty/SSSD/HQ/BOC@BOC
Date: 10/27/2010 09:39 AM
Subject: Fw: BEA Comments to NAPCS Group 13 -- Retail and Wholesale

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 10/27/2010 09:32 AM -----

From: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
To: <justin.t.keller@census.gov>
Cc: <wanda.k.dougherty@census.gov>, "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Date: 10/27/2010 06:14 AM
Subject: BEA Comments to NAPCS Group 13 -- Retail and Wholesale

Hi Justin,

I've attached BEA's comments to NAPCS Group 13.

Thanks,

Ruth

Ruth Bramblett
Source Data Coordinator
Phone: 202-606-9653
Fax: 202-606-5366

1441 L Street NW
Washington, DC 20230
Bureau of Economic Analysis
Office of the Chief Statistician



Group 13 Item 22 Services R&W BEA Comments 2010 10 27.doc



Retail Group 13 Product Lines Review_for BEA and BLS comments.xlsx



Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx

**NAPCS Group 13
2012 Economic Census**

**Forms RT-44101, RT-44102, RT-44103, RT-44701,
RT-45101, RT-45306, RT-45402**

October 27, 2010

RT-44101: Automobile Dealers

10/27/2010 BEA Comments:

The Industry Directorate requests that the description for product line 20758 read "Infant and toddler car seats and boosters" rather than just "Infant car seats."

RT-44102: Recreational Vehicle, Boat, and Other Motor Vehicle Dealers

10/27/2010 BEA Comments:

BEA concurs with Census.

RT-44103: Automotive Parts, Accessories, and Tire Stores

10/27/2010 BEA Comments:

The Industry Directorate requests that the description for product line 20758 read "Infant and toddler car seats and boosters" rather than just "Infant car seats."

RT-44701: Gasoline Stations

10/27/2010 BEA Comments:

The Industry Directorate requests that the description for product line 20758 read "Infant and toddler car seats and boosters" rather than just "Infant car seats."

RT-45101: Sporting Goods Stores

10/27/2010 IEA Comments:

BEA concurs with Census.

RT-45306: Tobacco Stores

10/27/2010 BEA Comments:
BEA concurs with Census.

RT-45402: Fuel Dealers

10/27/2010 BEA Comments:
BEA concurs with Census.



Fw: BEA Comments to NAPCS Group 15

Justin T Keller to: Fay Dorsett, John W Nogle II, Jonathan L Schuyler

11/30/2010 01:25 PM

Cc: Wanda K Dougherty

Per the following email and attachment, BEA has no comments on group 15. As this was the case with BLS, we now consider Group 15 closed.

Justin

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 11/30/2010 01:23 PM -----

From: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
To: <justin.t.keller@census.gov>
Cc: <wanda.k.dougherty@census.gov>, "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Date: 11/30/2010 01:23 PM
Subject: BEA Comments to NAPCS Group 15

Hi Justin,

BEA has reviewed NAPCS Group 15 and does not have any comments. BEA concurs with Census. I have attached a document that states this.

Thanks,

Ruth

Ruth Bramblett
Source Data Coordinator
Phone: 202-606-9653
Fax: 202-606-5366

1441 L Street NW
Washington, DC 20230
Bureau of Economic Analysis
Office of the Chief Statistician



Group 15 Item 22 Services R&W BEA Comments 2010 11 30 .doc Retail Group 15 Lines Review for BEA and BLS comments.xlsx



Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx

**NAPCS Group 15
2012 Economic Census**

**Forms RT-44801, RT-44802, RT-44803,
RT-45201, RT-45202**

November 30, 2010

RT-44801: Clothing and Clothing Accessories Stores

11/30/2010 BEA Comments:
BEA concurs with Census.

RT-44802: Shoe Stores

11/30/2010 BEA Comments:
BEA concurs with Census.

RT-44803: Jewelry Stores

11/30/2010 BEA Comments:
BEA concurs with Census.

RT-45201: Department, Variety, and Other General Merchandise Stores

11/30/2010 BEA Comments:
BEA concurs with Census.

RT-45202: Warehouse Clubs and Supercenters

11/30/2010 BEA Comments:
BEA concurs with Census.



To: Fay Dorsett/SSSD/HQ/BOC@BOC, John W Nogle II/SSSD/HQ/BOC@BOC, Jonathan L Schuyler/SSSD/HQ/BOC@BOC
Cc: Wanda K Dougherty/SSSD/HQ/BOC@BOC
Bcc:
Subject: Fw: 2012 Economic Census NAPCS Product review: Group 17
From: Justin T Keller/SSSD/HQ/BOC - Wednesday 01/05/2011 09:02 AM

Below please find BEA's response to Group 17.

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 01/05/2011 09:01 AM -----

From: "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
To: <justin.t.keller@census.gov>
Cc: <wanda.k.dougherty@census.gov>, "Bramblett, Ruth" <Ruth.Bramblett@bea.gov>
Date: 01/05/2011 08:25 AM
Subject: 2012 Economic Census NAPCS Product review: Group 17

Hi Justin,

I'm attaching BEA's comments for Group 17. You will find that BEA concurs for this group.

Thanks,

Ruth

-----Original Message-----

From: justin.t.keller@census.gov [mailto:justin.t.keller@census.gov]
Sent: Thursday, December 16, 2010 9:59 AM
To: Streitwieser, Mary; russo.vincent@bls.gov; Bramblett, Ruth
Cc: fay.dorsett@census.gov; jack.b.moody@census.gov;
john.w.nogle.ii@census.gov; jonathan.l.schuyler@census.gov;
wanda.k.dougherty@census.gov
Subject: Fw: 2012 Economic Census NAPCS Product review: Group 17

Good Morning,

Attached please find the file for Group 17, containing the proposed product lines for each form.

(See attached file: Retail Group 17 Lines Review for BEA and BLS comments.xlsx)

As was the case previously, I am attaching an updated file that contains the 2012 code, description (the actual wording may be modified prior to forms design), and forms that contain the product line. This document remains a working draft as we are still working with Mexico and Canada on finalizing the NAPCS products for retail.

(See attached file: NAPCS impact.xlsx)

If you have any questions please let me know. Per the review schedule, comments are due back to us on January 4, 2011.

Best,

Justin Keller
Economic Classifications Development Branch
U.S. Census Bureau
(301) 763-6569



Retail Group 17 Lines Review for BEA and BLS comments.xlsx NAPCS impact.xlsx



Group 17 Item 22 Services R&W BEA Comments 2011 01 05.doc

**NAPCS Group 17
2012 Economic Census**

**Forms RT-44201, RT-44202, RT-44301, RT-44401,
RT-44402, RT-45102, RT-45103, RT-45104,
RT-45301, RT-45304, RT-45307, RT-45401**

January 5, 2011

RT-44201: Furniture Stores

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-44202: Home Furnishings Stores

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-44301: Electronics and Appliance Stores

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-44401: Building Material and Supplies Dealers

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-44402: Lawn and Garden Equipment and Supplies Dealers

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-45102: Hobby, Toy, and Sewing Stores

01/05/2011 BEA Comments:
BEA concurs with Census.

RT-45103: Musical Instrument Stores

****NOTE:** Form title change due to NAICS revision; may collapse coverage into RT-45102.

01/05/2011 BEA Comments:

BEA concurs with Census.

RT-45104: Book Stores and Newsstands**01/05/2011 BEA Comments:**

BEA concurs with Census.

RT-45301: Florists**01/05/2011 BEA Comments:**

BEA concurs with Census.

RT-45304: Antique and Used Merchandise Stores**01/05/2011 BEA Comments:**

BEA concurs with Census.

RT-45307: Art Dealers and Miscellaneous Store Retailers**01/05/2011 BEA Comments:**

BEA concurs with Census.

RT-45401: Electronic Shopping, Vending Operators, and Direct Selling**01/05/2011 BEA Comments:**

BEA concurs with Census.



Fw: Census' comments back on 2012 Economic Census NAPCS Product review: Group 11

Justin T Keller to: russo.vincent

10/07/2010 07:46 AM

Cc: Fay Dorsett, Jonathan L Schuyler, John W Nogle II, Wanda K Dougherty

Good Morning Vincent,

Below please find our Retail Census area's response to BLS' comments on group 11.

Thanks,

Justin Keller
Economic Classifications Development Branch
U.S. Census Bureau
(301) 763-6569

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 10/07/2010 07:43 AM -----

From: John W Nogle II/SSSD/HQ/BOC
To: Justin T Keller/SSSD/HQ/BOC@BOC
Cc: Fay Dorsett/SSSD/HQ/BOC@BOC, Jonathan L Schuyler/SSSD/HQ/BOC@BOC, Wanda K Dougherty/SSSD/HQ/BOC@BOC
Date: 10/07/2010 07:40 AM
Subject: Re: Fw: BLS's comments on 2012 Economic Census NAPCS Product review: Group 11

Justin,

In response to the BLS request to clarify the intent of 20090, we will add a line instruction for 20090 to say, 'Report short-term accommodation on line 20070.'

Thanks,

John

Justin T Keller

Below please find BLS's comments on Group 11...

10/04/2010 01:57:20 PM

From: Justin T Keller/SSSD/HQ/BOC
To: Fay Dorsett/SSSD/HQ/BOC@BOC, John W Nogle II/SSSD/HQ/BOC@BOC, Jonathan L Schuyler/SSSD/HQ/BOC@BOC
Cc: Wanda K Dougherty/SSSD/HQ/BOC@BOC
Date: 10/04/2010 01:57 PM
Subject: Fw: BLS's comments on 2012 Economic Census NAPCS Product review: Group 11

Below please find BLS's comments on Group 11. I case I forgot to forward you the information, we expect BEA's comments on Wednesday.

Justin

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 10/04/2010 01:55 PM -----

From: "Russo, Vincent - BLS" <Russo.Vincent@bls.gov>
To: <justin.t.keller@census.gov>, <wanda.k.dougherty@census.gov>
Date: 10/04/2010 12:08 PM
Subject: FW: 2012 Economic Census NAPCS Product review: Group 11

See comment below on Group 11. Nice seeing you both last week.

-----Original Message-----

From: Murphy, Bonnie - BLS
Sent: Monday, October 04, 2010 11:27 AM
To: Russo, Vincent - BLS
Cc: Murphy, Bonnie - BLS; Baer, Andrew - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 11

Vincent,
Only one comment from Andrew (see below) on Group 11.
Bonnie

-----Original Message-----

From: Baer, Andrew - BLS
Sent: Thursday, September 23, 2010 10:59 AM
To: Murphy, Bonnie - BLS
Subject: RE: 2012 Economic Census NAPCS Product review: Group 11

On AF-72101 and AF-72102, it is not clear to me what the meaning of 2012 line code 20090 "Residential room or unit accommodation" is, and how it is distinct from 2012 line code 20070 "Room or unit accommodation for travelers and others". I did not see a NAPCS product definition for line code 20090. If this line is meant to refer to leasing of residential space as distinct from short-term accommodation, it may be best to re-title it to make it more distinct from 20070.

-----Original Message-----

From: Russo, Vincent - BLS
Sent: Monday, September 20, 2010 10:32 AM
To: Murphy, Bonnie - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 11

Comments by October 1.

-----Original Message-----

From: justin.t.keller@census.gov [mailto:justin.t.keller@census.gov]
Sent: Friday, September 17, 2010 2:17 PM
To: Friedman, David - BLS; mary.streitwieser@bea.gov; Russo, Vincent - BLS; ruth.bramblett@bea.gov
Cc: wanda.k.dougherty@census.gov; fay.dorsett@census.gov; john.w.nogle.ii@census.gov; jonathan.l.schuyler@census.gov; jack.b.moody@census.gov
Subject: 2012 Economic Census NAPCS Product review: Group 11

Good Afternoon,

Attached please find the files for Group 11, containing the proposed product lines for each form:

(See attached file: Group 11_w_census_comments.xlsx)

Product Lists for all (AF) forms are available on the NAPCS website, specifically under 721 and 722, here:

<http://www.census.gov/eos/www/napcs/napcstable.html>

I am also attaching a separate document that contains the 2012 code, description (the actual wording may be modified prior to forms design), and forms that will contain the product line. This document is a working draft and because we are still working with Mexico and Canada on finalizing the NAPCS products for retail, there may be additional revisions to this master list as we move forward. We will send updates with each round of forms, as appropriate.

(See attached file: Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx)

If you have any questions please let me know. Per the review schedule, comments are due back to us on October 1, 2010.

Have a great weekend!

Best,

Justin Keller
Economic Classifications Development Branch U.S. Census Bureau
(301) 763-6569



Fw: 2012 Economic Census NAPCS Product review: Group 13

Justin T Keller to: Fay Dorsett, John W Nogle II, Jonathan L Schuyler

10/27/2010 09:25 AM

BLS' (no) comments on Group 13 below.

Justin

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 10/27/2010 09:24 AM -----

From: "Russo, Vincent - BLS" <Russo.Vincent@bls.gov>
To: <justin.t.keller@census.gov>, <wanda.k.dougherty@census.gov>
Date: 10/27/2010 09:24 AM
Subject: FW: 2012 Economic Census NAPCS Product review: Group 13

Nothing from us on Group 13.

-----Original Message-----

From: Murphy, Bonnie - BLS
Sent: Tuesday, October 26, 2010 4:24 PM
To: Russo, Vincent - BLS
Cc: Murphy, Bonnie - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 13

Vincent,
We have no comments on Group 13.
Bonnie

-----Original Message-----

From: justin.t.keller@census.gov [mailto:justin.t.keller@census.gov]
Sent: Wednesday, October 13, 2010 1:45 PM
To: mary.streitwieser@bea.gov; Russo, Vincent - BLS; ruth.bramblett@bea.gov
Cc: fay.dorsett@census.gov; jack.b.moody@census.gov;
john.w.nogle.ii@census.gov; jonathan.l.schuyler@census.gov;
wanda.k.dougherty@census.gov
Subject: Re: 2012 Economic Census NAPCS Product review: Group 13

Good Afternoon,

Attached please find the file for Group 13, containing the proposed product lines for each form:

(See attached file: Retail Group 13 Product Lines Review_for BEA and BLS comments.xlsx)

I am also attaching the same document as with the last retail grouping that contains the 2012 code, description (the actual wording may be modified prior to forms design), and forms that will contain the product line. This document is a working draft and because we are still working with Mexico and Canada on finalizing the NAPCS products for retail, there may be additional revisions to this master list as we move forward.

(See attached file: Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx)

If you have any questions please let me know. Per the review schedule,

comments are due back to us on October 29, 2010.

Best,

Justin Keller
Economic Classifications Development Branch U.S. Census Bureau
(301) 763-6569



Fw: 2012 Economic Census NAPCS Product review: Group 15

Justin T Keller to: Fay Dorsett, John W Nogle II, Jonathan L Schuyler

11/23/2010 09:12 AM

Cc: Wanda K Dougherty

History: This message has been forwarded.

BLS has no comments on Group 15.

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 11/23/2010 09:11 AM -----

From: "Russo, Vincent - BLS" <Russo.Vincent@bls.gov>
To: <wanda.k.dougherty@census.gov>, <justin.t.keller@census.gov>
Date: 11/23/2010 09:02 AM
Subject: FW: 2012 Economic Census NAPCS Product review: Group 15

Nothing from us on this one. If I don't see you later today on my field trip to Census, have a great Thanksgiving.

-----Original Message-----

From: Murphy, Bonnie - BLS
Sent: Tuesday, November 23, 2010 8:51 AM
To: Russo, Vincent - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 15

Vincent,
We do not have any comments on this group.
Bonnie

-----Original Message-----

From: Conforti, Michael - BLS
Sent: Tuesday, November 23, 2010 8:36 AM
To: Murphy, Bonnie - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 15

No comments.

Mike

-----Original Message-----

From: Russo, Vincent - BLS
Sent: Monday, November 15, 2010 11:40 AM
To: Murphy, Bonnie - BLS; Conforti, Michael - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 15

Retail. Comments due December 3rd.

-----Original Message-----

From: justin.t.keller@census.gov [mailto:justin.t.keller@census.gov]
Sent: Monday, November 15, 2010 8:46 AM
To: mary.streitwieser@bea.gov; Russo, Vincent - BLS; ruth.bramblett@bea.gov
Cc: fay.dorsett@census.gov; jack.b.moody@census.gov;
john.w.nogle.ii@census.gov; jonathan.l.schuyler@census.gov;
wanda.k.dougherty@census.gov
Subject: Fw: 2012 Economic Census NAPCS Product review: Group 15

Good Morning,

Attached please find the file for Group 15, containing the proposed product lines for each form:

(See attached file: Retail Group 15 Lines Review for BEA and BLS comments.xlsx)

I am also attaching the same document as with the preceding retail groupings that contain the 2012 code, description (the actual wording may be modified prior to forms design), and forms that will contain the product line. This document is a working draft and because we are still working with Mexico and Canada on finalizing the NAPCS products for retail, there may be additional revisions to this master list as we move forward.

(See attached file: Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx)

If you have any questions please let me know. Per the review schedule, comments are due back to us on December 3, 2010.

Best,

Justin Keller
Economic Classifications Development Branch U.S. Census Bureau
(301) 763-6569



Retail Group 15 Lines Review for BEA and BLS comments.xlsx



Retail US_2012 Numeric Lines Index_draft for BEA and BLS_9-16-2010.xlsx



Fw: 2012 Economic Census NAPCS Product review: Group 17

Justin T Keller to: Fay Dorsett, John W Nogle II, Jonathan L Schuyler

01/03/2011 11:53 AM

Cc: Wanda K Dougherty

Per the email below, BLS has no comments on Group 17.

Justin

----- Forwarded by Justin T Keller/SSSD/HQ/BOC on 01/03/2011 11:51 AM -----

From: "Russo, Vincent - BLS" <Russo.Vincent@bls.gov>
To: <justin.t.keller@census.gov>, <wanda.k.dougherty@census.gov>
Date: 01/03/2011 10:42 AM
Subject: FW: 2012 Economic Census NAPCS Product review: Group 17

No comments from us on Group 17. Happy New Year!

-----Original Message-----

From: Murphy, Bonnie - BLS
Sent: Monday, January 03, 2011 10:07 AM
To: Russo, Vincent - BLS
Cc: Conforti, Michael - BLS; Murphy, Bonnie - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 17

Vincent,
We have no comments on this group.
Bonnie

-----Original Message-----

From: Conforti, Michael - BLS
Sent: Monday, January 03, 2011 9:51 AM
To: Murphy, Bonnie - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 17

No comments.

-----Original Message-----

From: Russo, Vincent - BLS
Sent: Thursday, December 16, 2010 12:54 PM
To: Murphy, Bonnie - BLS
Cc: Conforti, Michael - BLS
Subject: FW: 2012 Economic Census NAPCS Product review: Group 17

Retail. Wasn't sure if Bonnie left for the day so I am copying Mike too.
Not much time to review given anticipated leave schedules. Jan 4th.

-----Original Message-----

From: justin.t.keller@census.gov [mailto:justin.t.keller@census.gov]
Sent: Thursday, December 16, 2010 9:59 AM
To: mary.streitwieser@bea.gov; Russo, Vincent - BLS; ruth.bramblett@bea.gov
Cc: fay.dorsett@census.gov; jack.b.moody@census.gov;
john.w.nogle.ii@census.gov; jonathan.l.schuyler@census.gov;
wanda.k.dougherty@census.gov
Subject: Fw: 2012 Economic Census NAPCS Product review: Group 17

Good Morning,

Attached please find the file for Group 17, containing the proposed product lines for each form.

(See attached file: Retail Group 17 Lines Review for BEA and BLS comments.xlsx)

As was the case previously, I am attaching an updated file that contains the 2012 code, description (the actual wording may be modified prior to forms design), and forms that contain the product line. This document remains a working draft as we are still working with Mexico and Canada on finalizing the NAPCS products for retail.

(See attached file: NAPCS impact.xlsx)

If you have any questions please let me know. Per the review schedule, comments are due back to us on January 4, 2011.

Best,

Justin Keller
Economic Classifications Development Branch U.S. Census Bureau
(301) 763-6569



Retail Group 17 Lines Review for BEA and BLS comments.xlsx NAPCS impact.xlsx

Phil Ingrassia

Vice President for Communications



National RV Dealers Association
Powered by Dealers

3930 University Drive

Fairfax, Virginia 22030-2515

pingrassia@rvda.org

(703) 591-7130 ext. 110

Fax (703) 359-0152

February 2, 2010

To: Fay Dorsett, Chief, Retail Census Branch

From: Phil Ingrassia, VP for Communications, RVDA

Thank you for providing the opportunity to comment on the upcoming Economic Census Form for Recreational Vehicle, Boat, and Other Motor Vehicle Dealers.

RVDA uses the Economic Census data to update members and the RV industry on the economic impact of RV dealers across the country. It is a valuable resource for the national RV dealers association and state RV associations.

Specific Comments to Improve the Survey:

Page 5 -- Question 3 Recreational vehicles parts, etc.

We appreciate the breakout here, but it not possible to determine the total number of Recreational Vehicle Dealers who sell NEW recreational vehicles. As the current form recognizes, Recreational Vehicles are a family of vehicles that include trailers and motor homes.

Right now the Census asks about new camping trailers (3a), new travel trailers (3b), new truck campers (3c), and new motorhomes (3d). These are useful classifications, but subsets of the total number of dealers who sell NEW recreational vehicles.

RV dealers sell a combination of all the products above, so it is not possible to determine the total number of new recreational vehicle dealers, which would be highly useful for RV dealers, manufacturers, suppliers, government officials, and consumers to know.

An overall question on New Recreational Vehicles would be extremely valuable to the RV industry. This is RVDA's top priority to improve the next Economic Census survey. Like the question on used RVs (3e), the total value of new RVs sold is also very "top of mind" information that dealers can easily provide.

Page 5 -- Question 3D New Motorhomes

The question on new motor homes is useful. In recent years, the motorhome market has split between motor homes on gasoline and diesel fuel chassis. Splitting the question (gas and diesel motor homes) would provide additional data on the motor home market, and preserve the total economic impact of motor home retailing.

Again, thank you for the opportunity to comment on the Economic Census survey form. Please contact me directly at (703) 591-7130 (x 110) or pingrassia@rvda.org if you have questions.



TEL 301.654.6664
FAX 301.654.3299
WEB www.aftermarket.org
E-MAIL aaia@aftermarket.org

DRIVING THE AFTERMARKET INDUSTRY

March 31, 2010

United States Department of Commerce
Economics and Statistics Administration
U. S. Census Bureau
Washington DC 20233-0001

Attn.: M. Yvonne Wade
Chief, Wholesale Census Branch
U. S. Census Bureau

Dear Ms. Wade,

Thank you for the opportunity to provide feedback on the 2007 Economic Census form. For purposes of background, let me explain that the Automotive Aftermarket Industry Association (AAIA) is located in Bethesda Maryland. If you are interested in learning more about AAIA, we invite you to visit our website at www.aftermarket.org.

I work in the area of Market Research as the Director of that function. One item of particular interest to us is the number of gasoline stations doing repair work. Having looked at the census form for the first time, I can see that the source of our problem in using the U. S. Census data appears to be in the questions found on page 3 of the Economic Census form RT-44103.

Under the question "Kind of Business," there are two questions about Gasoline Stations where respondents are asked to answer the one that best describes their business. These are:

- Gasoline station
- Gasoline station with convenience store

Since our industry needs to know the number of repair outlets in the U.S., we find that we cannot use the data reported for these two categories because neither actually tells us how many gasoline stations are engaged in repair work (with service bays). So if you could add this additional question to the form, it would help us considerably:

- Gasoline stations with service bays

Other than the above, the census seems to be satisfying our current statistical needs and we therefore have not other issues regarding the form at this time.

If you have any questions about my comments, please feel free to contact me.

Best regards,



Ron Rossi
Director, Market Research
Automotive Aftermarket Industry Association
7101 Wisconsin Avenue, Suite 1300
Bethesda, MD 20814
Phone: (301) 654-6664 EXT 1038
Direct Line: (240) 333-1038
Fax: (301) 654-3299
Email: ron.rossi@aftermarket.org

April 8, 2010

Ms. Fay Dorsett
Chief, Retail Census Branch
US Census Bureau
Washington, DC 21277-6081

Dear Ms. Dorset,

Thank you for the opportunity to preview Form RT-44103 designed for members of our association. I would like to just make two brief observations.

On Page 3, Question 19 asks about the "ONE" category that describes the principal kind of business. We have found that a large percentage of our members typically sell an even mix of the two categories - 441 320 00 6 and 423 130 00 3. This has been a problem for our own organization as we categorize membership. My concern is that the data will not be an accurate reflection of the industry. I'm not sure if a third category that would be a percentage-based mix, e.g. "if your product mix contains over 30% of both please mark this box", would actually achieve your desired data capture but it should illustrate my point.

I understand from the third paragraph in your letter of introduction that OMB, in partnership, is developing NAPCS. I hope that the workgroup has separated out "used tire" from "retreaded" as the technology has become so sophisticated for retreaded tires that they now command 50% of the commercial market. Consequently, the questions linking the two products are outdated.

Please feel free to have your staff contact me with any questions or concerns.

Sincerely,



Paul Fiore
Director of Government and Business Relations



Maryland office:

1532 Pointer Ridge Place 800.876.8372
Suite G 301.430.7280
Bowie, Maryland 301.430.7283 f
20716-1883

May 6, 2010

Dear Ms. Dorsett,

I am sorry for the delayed response to your request for input. Overall, I think the forms are reasonably straight forward in their request and the information sheet is both comprehensive and instructional. The NARDA organization does not conduct business with retailers in category RT-45360 – Office Supply, etc.

On form RT-44301, I suggest that the following be added to item 19 – Kind of business:

- Appliance Store selling bedding
- Appliance Store selling bedding and furniture
- Appliance and Electronics Store selling bedding and furniture
- Appliance and Electronics Store selling bedding
- Appliance Store selling furniture

In item 22 – Detail of sales, there most likely will be new categories of products introduced, especially in electronics, before the 2012 census. The process of combining television and computers (Internet TV) has commenced and will likely be an important stand alone category. The CEA (Consumer Electronics Association) is the best resource for the most current information in this category. Also, I don't think I saw the DVR (Digital Video Recorder) mentioned which now is primarily supplied by cable providers, but may be more of a retail item in the future. GPS devices and mobile phones should also be considered.

I hope this helps in your 2012 census program.

Regards,

Otto Papasadero
Executive Director, NARDA



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

April 15, 2010

Mary Frye
President
Home Furnishings International Association
PO Box 420807
Dallas, TX 75342

Dear Ms. Frye:

On January 28, 2010, we sent you copies of 2007 Economic Census report forms and their accompanying instruction sheets. To aid us in our planning for the 2012 Economic Census, we requested your comments on the content of the forms.

We have not received any comments from your organization. We would appreciate your response as soon as possible. Please send comments using the postage-paid envelope provided. If you have already mailed your comments, please disregard this letter.

If you or your representative wish to discuss the 2012 census plans, please call me on (301) 763-2687 or contact me via email at RCB@census.gov. I will be happy to discuss any matter of interest to you.

Sincerely,

Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau

Enclosures

We have no suggestions.

*Thanks for the follow up
and opportunity to comment.*



P.O. Box 12225
Arlington, VA 22219-9913 USA
Phone: (703) 522-0086 * Fax: (703) 525-6243
Email: johnson@hpba.org
Web Site: www.hpba.org

Don C. Johnson
HPBA Statistical Program

April 20, 2010

Ms. Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau
Washington, DC 20277-6081

Dear Ms. Dorsett,

Thank you for the opportunity to comment on the 2012 Economic Census covering the Retail Trade Sector.

We have reviewed the material you sent, and feel that the retailers in our industry will understand the terms and definitions used in the census documents. We also believe that the instructions provided are relatively clear and helpful. We do not have any suggestions at this time to improve the report form or instructions.

Thank you.

Sincerely,

Don C. Johnson
Hearth, Patio & Barbecue Association
Director of Market Research
1901 North Moore Street, Suite 600
Arlington, VA 22209



Consumer Electronics Association

1919 South Eads Street
Arlington, VA
22202 USA
866-858-3555 toll free
703-907-7600 main
703-907-7601 fax
www.CE.org

March 18, 2010

Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau
Washington, DC 20233-0001

Dear Ms. Dorsett,

Thank you for allowing the Consumer Electronics Association (CEA) the opportunity to provide input the 2012 Economic Census survey questionnaire for the Retail Trade Sector. We have thoroughly reviewed the questionnaire and our suggested changes are noted on the enclosed document.

Please do not hesitate to contact me should you have any questions or would like additional clarification regarding our suggestions. We are very happy to help in any way we can.

Best regards,

A handwritten signature in black ink that reads "Deb Kassoff".

Deb Kassoff
Sr. Manager, Member Programs
CEA

Enclosures

2010 Economic Census – Retail Trade Sector Survey Questionnaire

Page 1 - No suggestions

Page 2

Question #2 - Remove the dollar column in questions 4 and 5, especially since it's "blued-out"

Page 3

Change "stereo/electronic equipment store" to "Audio" or "Audio/video electronics equipment store"

Add:

- redbox kiosk sales
- custom installation of audio/video and other installed technologies (like "geek squad")
- electronics accessory store
- health, fitness and personal lifestyle electronics store
- security electronics store
- specialty gaming store
- infotainment/edutainment toys electronics store

Page 4 - No suggestions

Page 5 - No suggestions

Page 6

Replace references to "stereo" with "audio electronic components" in part 1 and "audio receiver" in 1a Add to 1a "...and other home theater, sound reinforcement and recording equipment."

To cover "custom install" there needs to be a category for "Home Control Systems"

For consistency with Q19 (on survey pages 3-4) "Mobile Electronics" product category break-outs should be added

Page 7

Where would Apple Touch with Video and mobile TVs fit in?

Page 8 – No suggestions

Page 9 – No suggestions

Page 10 – No suggestions



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

January 28, 2010

Bill Lee
Managing Director
North American Retail Hardware Association
6325 Digital Way, Suite 300
Indianapolis, IN 46278

Dear Mr. Lee:

The U.S. Census Bureau is now planning for the 2012 Economic Census covering the Retail Trade sector. We are consulting with organizations such as yours to give appropriate recognition to you and your members' data needs and reporting problems in the census.

Enclosed you will find a copy of the 2007 Economic Census report form and instructions for the industry you represent. This is a sample questionnaire for review only. PLEASE DO NOT COMPLETE. The 2012 report form and instructions are expected to be similar. To aid us in our planning, we are interested in your response to the following questions:

- Do the report form and instructions use terms and definitions that are standard for the industry you represent?
- Are there problems that make certain questions difficult for your members to complete?
- Are instructions clear and helpful?
- Do you have suggestions for improving the report form and instructions?

Please note that the Economic Classification Policy Committee of the Office of Management and Budget is working in partnership with the statistical agencies of Canada and Mexico to develop the North American Product Classification System (NAPCS). Products for the Retail Trade sector identified in this effort will replace the existing detail of sales, shipments, receipts, or revenue categories in question 22.

Please refer to http://www.census.gov/econ/census07/www/uses_of_the_data/ to see how Census data may benefit your organization's goals and objectives. You may access industry data from the 2007 Economic Census by going to our homepage, www.census.gov and selecting American Fact Finder; from the left hand menu select Data Sets, Economic Census; scroll down to select 44: Retail Trade. Reports from the 2007 Economic Census will continue to be released on a flow basis through 2011.

I look forward to receiving your comments and suggestions. The content of the 2012 Economic Census forms and instructions will be determined during the next few months and I would appreciate your comments by March 31, 2010. Please send comments using the postage-paid

Fay,
Several people in our organization have reviewed and it looks fine.

Don't hesitate to call if you have questions.

B. Lee
NRHA

44-101

February 2, 2010

Kari Cripe
Retail Census Branch
Service Sector Statistics Division
U.S. Census Bureau
Washington, DC 20277-6081

Dear Kari:

I received your mailing yesterday regarding suggested changes to the 2012 Economic Census.

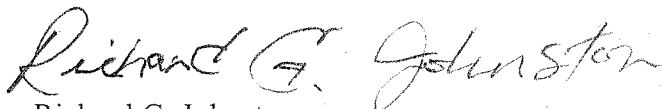
The Home Improvement Research Institute (HIRI) is an 80-member dues paying research organization serving the home improvement industry. 75% of our members are manufacturers who make products sold into this industry and non-manufacturers represent the remaining 25%. Major retail members include Home Depot, Lowe's and Sears. We also have 3 buying co-ops who belong – Ace Hardware, Do it Best Corp. and True Value Hardware.

Things we'd like to see changed in the 2012 Economic Census are:

1. to have vacuum cleaners and sewing machines removed from item 9 for major household appliances
2. for 4a for tools and equipment we'd like to see separate breakouts for (a) hand tools and (b) for powered tools (whether they be electric powered or battery operated).

Please call me if you have any questions about these items..

Respectfully,



Richard G. Johnston
Home Improvement Research Institute
Tampa, FL
813-627-6770

Feedback on Economic Census - Retail Trade sector

Link, Michael W

to:

rcb

06/01/2010 11:31 AM

Show Details

Ms. Dorsett,

My apologies for the extended time it has taken for you to receive a response to your query from Nielsen. The spent some time in routing before coming to me. We reviewed the copies of the 2007 Economic Census forms you sent and none of these apply to our particular business. Nielsen is involved with data acquisition and reporting and as such would not fit within the 5 retail trade surveys that were sent. We did, however, also evaluate these surveys from the standpoint of endusers of these data. Our commercial data reporting often uses Census-based information as benchmarks for our own data collection efforts and adjustments to these data. Because we typically follow the lead of the Census in this area, our definitions on the major areas are in line with yours. They would only be out of line if Census were to make substantial changes to the definitions you use (we would then realign our systems to these new definitions).

Hope this brief feedback is useful in your continued planning. Please let me know if you have any additional questions.

Michael

Michael W. Link, Ph.D.

VP Research Methods-COE/

Chief Methodologist

The Nielsen Company

Michael.Link@Nielsen.com

2012 Economic Census - Retail Trade sector

Marilyn Rogish

to:

RCB@census.gov

03/29/2010 08:27 AM

Show Details

Good morning Fay,

I was asked to looking over the Food and Beverage Stores & Warehouse Clubs and Supercenters census forms. The terms and definitions used in the forms are standard to these industries. The instructions are clear.

I look forward to the release of the 2012 results when they are compiled. We use these reports when compiling our own statistics.

Marilyn

Marilyn J. Rogish

Senior Information Research Specialist

Produce Marketing Association

1500 Casho Mill Road; P.O. Box 6036

Newark, DE 19714-6036

Telephone: +1 (302) 738-7100, ext. 3026

Facsimile: +1 (302) 731-2409

mrogish@pma.com

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American Pharmacists Association[®]

Improving medication use. Advancing patient care.

APhA

March 1, 2010

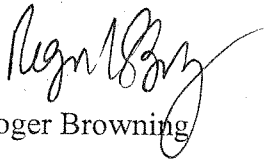
Fay Dorsett
Chief, Retail Census Branch
United States Department of Commerce
Economics and Statistics Administration
U. S. Census Bureau
Washington, DC 20233-0001

RE: 2012 Economic Census - Retail Trade Sector

Dear Ms. Dorsett:

We have reviewed your sample census form from 2007 and find no exceptions to the terms and definitions that you used on the forms. Please note that our association is primarily a membership organization and does not regularly work with or have purview over the financial statements and reports of our members. However, we feel that your instructions are clear and our members in the pharmacy areas would have no difficulties completing these forms.

Very Truly Yours,


Roger Browning

March 31, 2010

Fay Dorsett
Chief, Retail Census Branch
US Census Bureau
4700 Silver Hill Road
Washington, DC 20233-0001

Dear Fay Dorsett,

Thank you for providing the National Community Pharmacists Association (NCPA) with a copy of the 2007 Economic Census report, and the opportunity to submit comments regarding how the survey can be modified to become more user friendly for independent community pharmacy owners. NCPA represents America's community pharmacists, including the owners of more than 22,700 independent community pharmacies, pharmacy franchises, and chains. Together these pharmacies represent an \$88 billion health-care marketplace, employ over 65,000 pharmacists, and dispense over 40% of all retail prescriptions. NCPA's comments, concerns, and suggestions regarding the Retail Census survey are provided below in bullet point form:

- Page two of the survey states that the reporting unit is per "establishment." Many pharmacists own multiple pharmacies, and may have difficulty producing one survey per each of the establishments that they own. For multiple pharmacy owners these pharmacists should be provided with the opportunity to submit aggregate data for all of their pharmacies under common ownership.
- On page four of the survey pharmacy owners are asked to choose one form of identification for their principal kind of business. The first two options are "Drug Store" and "Pharmacy." Due to the common usage of these terms and their interchangeability, many pharmacists will be confused by the availability of both options. It would be valuable for the Census to provide a short description of the technical details regarding how drug stores and pharmacies are classified, and their key differences under the North American Industry Classification System in order to help these small business owners correctly list their principal type of business.
- On page six the respondent is asked to report their sales by category. Although the number of categories is very exhaustive, many pharmacies provide services that are not listed. This includes but is not limited too; providing immunizations to patients, performing medication therapy management services, compounding prescription drugs, servicing long term care facilities, and selling durable medical equipment. These categories should be included.

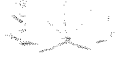
- On page ten pharmacies are asked to respond to the number of prescriptions filled. Most (but not all) prescriptions are filled to last the patient thirty days. Many mail order pharmacies and some chains and independents are provided with the opportunity to fill 90 day prescriptions. These pharmacies typically report one 90 day fill as three regular prescriptions to account for this difference in quantity. The Census should clarify how 90 day fills should be reported.

Addressing these concerns will allow for an easier to complete survey for pharmacy owners, and could potentially help the 2012 Census collect more detailed data that would be of value for pharmacists and pharmacy stakeholders.

Sincerely,



Devin A. Stone
Healthcare Economist
National Community Pharmacists Association
100 Daingerfield Road,
Alexandria VA, 22314



Fw: Attention: Fay Dorsett
Fay Dorsett to: Barbara T Parlett, Kari L Cripe

04/29/2010 09:48 AM

----- Forwarded by Fay Dorsett/SSSD/HQ/BOC on 04/29/2010 09:48 AM -----

From: Susan R Knight/SSSD/HQ/BOC
To: Fay Dorsett/SSSD/HQ/BOC@BOC
Date: 04/29/2010 09:45 AM
Subject: Fw: Attention: Fay Dorsett

Susan Knight
Secretary, Retail Census Branch
U.S. Census Bureau
8K061Q
phone-301-763-0151
fax-301-763-6877

----- Forwarded by Susan R Knight/SSSD/HQ/BOC on 04/29/2010 09:44 AM -----



Penni Jones
<pjones@icmad.org>

To RCB@Census.gov

04/27/2010 04:03 PM

cc

Please respond to
pjones@icmad.org

Subject Attention: Fay Dorsett

Dear Ms. Dorset:

I got your second notice and must tell you there is no accommodation for an association to fill out this form. That category needs to be added as does manufacturer and also distributor for our members Under maybe the general heading Cosmetics. And that's about all I can tell you at the moment.

In our extremely busy small office, I don't have time for an extensive evaluation and would appreciate not being sent the form again.

Thank you.

Penni Jones, ICMAD Executive Director
[attachment "pjones.vcf" deleted by Fay Dorsett/SSSD/HQ/BOC]



*National Association of
Optometrists and Opticians*

Professionalism Consumerism Education • • • • •

April 23, 2010

Fay Dorsett
Chief, Retail Census Bureau
U.S. Census Bureau
United States Department of Commerce
Economics and Statistics Administration
Washington, D.C. 20233-0001

Dear Fay:

The sample questionnaire, in my opinion, appears to be reasonably self-explanatory.

I would note question 26 (B) under "Eye Care" could be somewhat confusing to potential respondents. It is common practice in those State markets where the Optometric Practice Act or Bpard regulations **prohibit** the employment of a licensed practitioner to lease a portion of the space **on the premises** within the retail establishment to a Doctor of Optometry. Accordingly, the lessor optical establishment would **not** have knowledge of the amount of fees generated by the lessee Doctor of Optometry who is conducting their independent optometric practice.

If you have any questions, please let me know.

Sincerely,

Franklin D. Rozak
Secretary-Treasurer

.....
Reply to

P.O. Box 459, Marblehead, Ohio 43440
Phone: 419-798-2031
Fax: 419-798-8548
E-mail: fdrozak@cros.net



U.S. Census Bureau

To Whom It May Concern:

Please find the following comments regarding the 2007 Economic Census report:

- Do the report and instructions use terms and definitions that are standard for the industry you represent?
 - Yes, the questions on the 2007 Census form use terms and definitions that are standard and recognizable for our industry.
- Are there problems that make certain questions difficult for your members to complete?
 - No, there are no problems with the 2007 form that made it difficult to complete.
- Are instructions clear and helpful?
 - Yes
- We have no additional suggestions for the 2012 Census form or changes that we feel need to be made to improve upon the previous form.

Thank you,

A handwritten signature in black ink, appearing to read 'James R. Devine', with a checkmark above the end of the signature.

James R. Devine

President

Chain Drug Marketing Association

Chain Drug Marketing Association

43157 W. Nine Mile Rd. p: (248) 449-9300
P.O. Box 995 f: (248) 449-9396
Novi, MI 48376 chaindrug.com

TO: FAY DORSETT:

We did review the form
and felt it was still relevant.

1901 N. Fort Myer Drive
Suite 4200
Arlington, VA 22209-1604
703-351-8000
703-351-9160 Fax

No suggested changes.

Thy



April 19, 2010

Ms Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau
Washington, DC 20233-0001

Dear Ms. Dorsett,

We received your follow-up letter of April 15th concerning the Economic Census report forms. You sent us forms for shoe stores, sporting goods stores, electronic shopping, vending operators, and direct selling, clothing and clothing accessories stores, and apparel and footwear.

We are a trade association offering educational and technological information to our members, and principally representing apparel and footwear wholesalers in Washington D.C. Although we represent apparel and footwear wholesalers we do not sell any products. All of our members sell wholesale and some of our members sell both retail and wholesale but we do not maintain any sales information on our members.

We would be happy to complete a form for Trade Associations if you would forward one to us at the appropriate time. Please feel free to contact me at 703-797-9043 direct, or at rreinecke@apparelfootwear.org.

Yours truly,

Ralph Reinecke
Chief Financial Officer

MEMORANDUM

March 1, 2010

TO: U. S. Census Bureau, Retail Census Branch

FROM: Thomas B. Doyle
Vice President of Information & Research
National Sporting Goods Association

TBD

SUBJECT: 2012 Economic Census

Comments:

Sporting Goods Stores

19 KIND OF BUSINESS

Change "Ski shop" to "Ski and/or snowboard shop". Snowboards are identified primarily with the wintersports market. Many ski shops operate separate snowboard shops as part of their business.

Change "Tackle shop" to "Fishing tackle shop."

I would prefer to see the listing for "Surfing, skateboarding and snowboarding shop" dropped in favor of a new listing to be described next. If not, use "Surfing and/or skateboarding shop", presuming you make the change above.

Add "Backpacking/camping/outfitter shop." This type of store is probably the single largest group of specialty sports shops in the USA. According to NSGA data, it is the fifth largest equipment category and at least five times larger than the surf/skateboard category. The use of slashes would be more appropriate to this category than would "and/or."

The category "Other specialty sporting goods store" is problematical for me because of the descriptor with it -- "specializing..." Although I may have some hand in suggesting it, I now believe it is confusing. If I see the words "hunting/fishing," I may not check "gun shop" or tackle shop."

It also seems that this category yields little useful information. I would prefer a category that would provide information that could be analyzed for the subsequent Census. This would be the type of specialty retailer that does not fall into the categories listed. For this check box I would use "Other specialty sports shop" with the word "*Specify*" and the arrow as in the final listing "Other kind of business" with the appropriate white box below.

After "General (full-line) sporting goods store," I would recommend adding "Team dealer (school/institutional sales)". This is a clearly recognized category of trade. It is far larger than several of the categories currently listed (i.e. scuba, surf/skateboard, pool/billiards and tackle). It also would make a meaningful relation to question 22.1.a.

#22 DETAIL OF SALES

1. Sporting Goods

For "1.i", change to "Camping, backpacking and outdoors equipment and supplies." I think this a better descriptor of the information sought.

Delete 1j "Trophies and plaques". This category has practically vanished from sporting goods and specialty sports channels of distribution.

I would also delete 1p "In-line roller skates and accessories." The pairage sold have declined 50% from 2002 to 2008, with retail sales of \$150 million – too small to track, in my opinion.

To replace the two, I would add "Hockey equipment" and "Archery equipment". Both categories represent large and stable markets and would reduce the "All other..(line q.) category. If one only, I suggest "Hockey equipment".

2. Footwear

I would recommend the following split. 2a. Remove "outdoor hiking/sports boots" and add a new line "Men's outdoor hiking/sports boots". The same for women's. For children, simply omit " and outdoor hiking/sports boots." This type of footwear is certainly not marketed to children. I am not certain it is even produced for them.

Providing information on this market (the so-called "brown shoe" market) would be extremely valuable to our industry segment.

3. Clothing

A more meaningful split (for both men's and women's) for our industry segment might be:

- Athletic apparel

- General sportswear (including....

- Rugged outerwear (including ski)

General

Internet sales have become so important in the sporting goods industry (about 8% of all equipment sales) that it would be desirable to capture what % of a retailer's sales is via Internet. In Q21, one can identify one's business as a "pure play" Internet seller, but I don't see any capture of Internet sales by a brick-and-mortar retailer.

Finally, a minor (editorial) point. In 22.3.b., the word "including" is misspelled.

A/tbd



45102

February 25, 2010

Fay Dorsett
Chief, Retail Census Branch
US Census Bureau

Dear Ms. Dorsett:

Thank you for the opportunity to preview the 2007 Economic Census draft copy for the retail trade sector. The American Specialty Toy Retailing Association (ASTRA) is comprised primarily of small independent retail store owners, many have little time or resources for unnecessary paperwork.

I am happy to report a committee of the association reviewed the document and found it simple enough for most retailers to complete. Most on the committee felt it was not burdensome because the information required is readily available.

Thank you again for offering us the opportunity to preview the form.

Good luck in your efforts.

Sincerely,

Kathleen McHugh, CAE
President

Patty Parrish
Executive Director



45102

The National NeedleArts Association
1100-H Brandywine Blvd
Zanesville OH 43701-7303
Ph 740.455.6773 or 800.889.8662 x 3114
Fax 740.452.2552 • www.TNNA.org

The National NeedleArts Association

1100-H Brandywine Blvd – Zanesville OH USA 43701-7303

pparrish@offinger.com

Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau
Washington DC 20277-6081

Dear Ms. Dorsett,

I am responding on behalf of The National NeedleArts Association regarding input for the 2012 Economic Census. We appreciate the opportunity to share our requests and what would be very helpful to our industry.

The National NeedleArts Association is a non-profit trade association formed in 1974 that serves the needlearts industry. Our Web site is www.tnna.org. Where we differ from most general sewing, embroidery and needlework businesses is that the majority of our members are involved in the hand needlearts. These are knitting, crochet, needlepoint, cross-stitch and hand embroidery. We have experienced positive growth in the last decade or two but it is very hard to get solid data for the hand needlearts as we are now part of either 2007 census/question 19 (kind of business #451 130 00 2, #451 130 00 4, or #451 130 00 5). These number categories are not clear if they are related to the hand needlearts or not (ie: machine embroidery such as lettering on hats, shirts and etc.) We don't share trade shows or sell to common customers. This then skews the information for our use. We receive many requests from current industry members and also those wanting to start a new business as they have needs for industry size information for loans and other business plan needs. If this was broken out it would be very helpful. Our industry has shown a positive move in benefits to health and some learning issues with children. We want to continue with this direction and this information is invaluable.

We would suggest the following additions/changes to the form.

Question 19 – kind of business – under 451 130 add Hand needlework including knitting, crochet, needlepoint and counted thread/cross-stitch stores

Question 22 – Section 2 – changed to read - Hand needlework supplies including yarns, threads, canvases, tools, patterns and embellishments. Then the current d would become e (the sum)

With these changes it would give a whole dollar picture of the Hand Needlearts Industry without the inclusion of machine needlearts and be very helpful to the growth and health of our industry.

Again thank you for the opportunity for input.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Patty Parrish'.

Patty Parrish

Executive Director

The National NeedleArts Association, Inc.



16530 Ventura Boulevard
Suite 400
Encino, California 91436-4551
Voice 818.385.1500
Fax 818.385.0567
www.entmerch.org

Carrie Dieterich
Vice President, Marketing & Industry Relations

March 26, 2010

U.S. Census Bureau
Retail Census Branch
Washington DC 20277

Re: 2012 Economic Census – Retail Sector

To Whom It May Concern:

We have reviewed the 2007 Economic Census Forms RT-45103 and RT-45102.

In response to your questions:

- Do the report forms and instructions use terms and definitions that are standard for the industries you represent?
 - **Comment:** The references to “video tape” in the RT-45103 form may be obsolete by 2012. You may reference “DVD and Blu-ray Disc” instead.
- Are there problems that make certain questions difficult for your members to complete?
 - **Comment:** There are some retail chains that have nearly equal inventories of music, DVDs and video game product. (Hastings, Trans World, etc.). You may want to add a category in question 19 in RT-45103 that allows for these combo stores.
- Are instructions clear and helpful?
 - **Comment:** Yes
- Do you have suggestions for improving the report forms and instructions?
 - **Comment:** Consider adding question 22:2:c from Form RT-45103 into RT-45102 - perhaps between 22:13 and 22:14. DVD products are significant for large toy retailers.

I hope these comments are helpful.

Sincerely,



Recorded 5/8/10; NM
UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

March 11, 2010

Joyce Perhac
Executive Director
Sewing and Craft Alliance
P.O. Box 369
Monroeville, PA 15146

Dear Ms. Perhac:

The U.S. Census Bureau is now planning for the 2012 Economic Census covering the Wholesale Trade sector. We are consulting with organizations such as yours to give appropriate recognition to you and your members' data needs and reporting problems in the census.

Enclosed you will find a copy of the 2007 Economic Census report form and instructions for the industry you represent. This is a sample questionnaire for review only. PLEASE DO NOT COMPLETE. The 2012 report form and instructions are expected to be similar. To aid us in our planning, we are interested in your response to the following questions:

- Do the report form and instructions use terms and definitions that are standard for the industry you represent?
- Are there problems that make certain questions difficult for your members to complete?
- Are instructions clear and helpful?
- Do you have suggestions for improving the report form and instructions?

Please refer to http://www.census.gov/econ/census07/www/uses_of_the_data/ to see how Census data may benefit your organization's goals and objectives. You may access industry data from the 2007 Economic Census by going to our homepage, www.census.gov and selecting American Fact Finder; from the left hand menu select Data Sets, Economic Census; scroll down to select 42: Wholesale Trade. Reports from the 2007 Economic Census will continue to be released on a flow basis through 2011.

I look forward to receiving your comments and suggestions. The content of the 2012 Economic Census forms and instructions will be determined during the next few months and I would appreciate your comments by April 16th, 2010. Please send comments using the postage-paid envelope provided. If you or your representative wish to discuss the 2012 Economic Census plans, please call me at (301) 763-2725 or contact me via email at WCB@census.gov. I will be happy to discuss any matter of interest to you and your members.

Sincerely,

M. Yvonne Wade

M. Yvonne Wade
Chief, Wholesale Census Branch
U.S. Census Bureau

Enclosures

No changes or corrections!
J. Perhac



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

Handwritten notes:
Au looks fine
[Signature]

January 28, 2010

Douglas L. Poindexter, CAE
President
World Pet Association
135 W. Lemon Ave.
Monrovia, CA 91016

Dear Mr. Poindexter, CAE:

The U.S. Census Bureau is now planning for the 2012 Economic Census covering the Retail Trade sector. We are consulting with organizations such as yours to give appropriate recognition to you and your members' data needs and reporting problems in the census.

Enclosed you will find a copy of the 2007 Economic Census report form and instructions for the industry you represent. This is a sample questionnaire for review only. PLEASE DO NOT COMPLETE. The 2012 report form and instructions are expected to be similar. To aid us in our planning, we are interested in your response to the following questions:

- Do the report form and instructions use terms and definitions that are standard for the industry you represent?
- Are there problems that make certain questions difficult for your members to complete?
- Are instructions clear and helpful?
- Do you have suggestions for improving the report form and instructions?

Please note that the Economic Classification Policy Committee of the Office of Management and Budget is working in partnership with the statistical agencies of Canada and Mexico to develop the North American Product Classification System (NAPCS). Products for the Retail Trade sector identified in this effort will replace the existing detail of sales, shipments, receipts, or revenue categories in question 22.

Please refer to http://www.census.gov/econ/census07/www/uses_of_the_data/ to see how Census data may benefit your organization's goals and objectives. You may access industry data from the 2007 Economic Census by going to our homepage, www.census.gov and selecting American Fact Finder; from the left hand menu select Data Sets, Economic Census; scroll down to select 44: Retail Trade. Reports from the 2007 Economic Census will continue to be released on a flow basis through 2011.

I look forward to receiving your comments and suggestions. The content of the 2012 Economic Census forms and instructions will be determined during the next few months and I would appreciate your comments by March 31, 2010. Please send comments using the postage-paid

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Helping You Make Informed Decisions • 1902-2002

www.census.gov

Census Feedback
Ira Silvergleit
to:
rcb
04/21/2010 04:29 PM
Show Details

Dear Ms. Dorsette,

Thanks for the opportunity to comment on the 2012 Economic Census. I think the questions work well for our industry, recognizing that some florist shops include garden centers.

Also, we have quite a few 'order gatherers' in the industry. These, as you probably know, are businesses that take orders for flowers over the internet or by phone and forward those orders to retail florists to fulfill.

I see in your letter that the product categories will be changed. Since the Product Line reports from the 2007 Census are not yet available, I can't really comment on how well the existing categories worked.

Are there other sections in the Census that will capture flower and plant sales at supermarkets, mass merchandisers, warehouse clubs, wire services (like FTD and Teleflora) etc?

It would be helpful if #44422 Garden Centers didn't include Farm Supply Stores. But that's a different issue.

Regards,
Ira Silvergleit

Ira Silvergleit, Director
Research & Information
Society of American Florists
703 836 8700 x 228



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

April 15, 2010

Adele R. Meyer
Executive Director
National Association of Resale & Thrift Shops
PO Box 80707
St. Clair Shores, MI 48080-5707

Dear Ms. Meyer:

On January 28, 2010, we sent you a copy of a 2007 Economic Census report form and accompanying instruction sheet. To aid us in our planning for the 2012 Economic Census, we requested your comments on the content of the form.

We have not received any comments from your organization. We would appreciate your response as soon as possible. Please send comments using the postage-paid envelope provided. If you have already mailed your comments, please disregard this letter.

If you or your representative wish to discuss the 2012 census plans, please call me on (301) 763-2687 or contact me via email at RCB@census.gov. I will be happy to discuss any matter of interest to you.

Sincerely,

Fay Dorsett
Chief, Retail Census Branch
U.S. Census Bureau

Enclosures

*Comments on
attached page*

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

8-18 Not Applicable.

KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007?
(Mark "X" only ONE box.)

- 0700 453 310 10 3 Antique store, including rare books and manuscripts
- 453 310 20 6 Thrift store
- 453 310 20 8 Consignment shop
- 453 310 20 B Resale shop or store
- 453 310 20 3 Book store, used
- 453 310 20 4 Used furniture store
- 453 310 20 7 Jewelry store, secondhand
- 453 310 20 5 Flea market
- 453 920 00 5 Art auction house
- 453 998 30 E Auction house, except art
- 561 990 90 4 Auctioneer - independent, providing calling services on a contract basis
- 454 112 00 1 Electronic auction
- 522 298 10 1 Pawn shop
- 453 310 20 9 Other secondhand merchandise store
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 442 299 00 1 Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 453 920 00 1 Art dealer/gallery
- 453 998 10 2 Collectors' items and supplies store, including philatelist, numismatist, etc.
- 441 310 50 1 Used automobile parts dealer
- 772 000 00 1 Other kind of business - Specify

This should not be a separate category. Many states carry furniture & other merchandise such as apparel. I think only used book stores are not part of our industry.

Why is this needed. No matter what their category they would still be a resale category at a thrift store

0701

20 CLASS OF CUSTOMER

A. As a general business practice, did this establishment sell to household consumers and individual users in 2007?

- 0251 Yes
- 0252 No

CONTINUE WITH 20 ON PAGE 4

DSA Response to Census Form

Dean Heyl

to:

rcb@census.gov

05/13/2010 12:49 PM

Show Details

Kari,

Once again, I apologize for not responding to you sooner.

DSA has reviewed the form and found it to be very straightforward and should help the Census Bureau obtain the information it is seeking.

If I can be of any further assistance, please let me know.

Thank you.

Dean

Dean A. Heyl
Attorney and Director of Government Relations
Direct Selling Association
1667 K Street, NW
Suite 1100
Washington, DC 20006
(202) 416-6420

DSA 2012 Economic Census Responses
Dean Heyl
to:
kari.l.cripe@census.gov
08/23/2010 10:44 AM
Show Details

Kari,

We received the following comments regarding the 2012 Economic Census:

Response 1:

Question #19 We would need to answer "Other Merchandise". A category for "Housewares" or "Kitchenware" would be clearer.

Question #20D We would need to answer "Wholesale Establishments for resale". I realize that this questionnaire is for direct sellers but this category makes it sound very retail orientated. A better category may be "Distributors" or even better "Independent Distributors".

Response 2:

I looked this over briefly and it appears that much of the references are not appropriate for direct sellers.

Lots of references to employees (not independent contractors), and the direct selling section on page 4 is very limited. If you are selling prepaid legal or financial services... what would you check? Other merchandise?

If this was being filled out by our leaders in the field I think they would be completely confused!
Just my initial take on it...

Response 3:

Dean, the wording of question 20 is at times difficult for a direct selling business.

B – are our distributors considered "retailers/wholesalers for resale"?

C – I assume the answer is no.

D – depends upon answer to B.

The rest appears straightforward.

Even though I stressed the census was directed at direct selling companies, there seems to be some confusion on the target audience.

If there is any additional assistance I can provide, please let me know.

Thanks.

Dean

Dean A. Heyl
Attorney and Director of Government Relations
Direct Selling Association
1667 K Street, NW
Suite 1100
Washington, DC 20006
(202) 416-6420

Another Response to the 2012 Economic Census

Dean Heyl

to:

kari.l.cripe@census.gov

08/30/2010 11:39 AM

Show Details

History: This message has been replied to.

Kari,

Please find the following, thanks Dean.

I spoke with our finance department that has filled this form out in the past. They were pleased to see that cosmetics was added to the kind of business (#19). However, I wonder if they could do a better job by just getting rid of the question #19. Question # 21 has the point of sale determination as to where/how the transaction is handled with the end consumer. This matches the subcategories they have in #19. Also #22 does a much better job including all the different categories of products/services. If #19 is left in they should either match the top categories back to master grouping from #22 or they will need to add some other selections. Right now, I am not sure where they would put oxyfresh (oral care products), Tupperware (unless that is considered home furnishings), PrePaid legal or any of the professional service type direct sellers, Ignite (energy services), medical insurance, software training.

I would suggest further clarifying some of the wording on the questions.

#20 A." **primarily** sell to household consumer and individual **end** users in... (this would help address the reality that many distributors also consume the products/services that they get from a direct selling company)

Bsales to retailer/wholesalers/**distributors** for resale in... (better matches what direct selling companies think of their sales force)

#20 D – 3. Wholesale establishments/**distributors** for resale

The only other concern I have is the use of the phrase "electronic commerce" on #22. More and more direct sellers, retailers and manufacturers are relying on purchases taking place online with or without a distributor in the middle. The Census team needs to recognize and maybe consider how to handle/rephrase this for the future.



Bill McClellan
 Vice President of
 Government Affairs

Electronic Retailing Association
 Leaders in Direct-to-Consumer Commerce

+1.703.908.1032 bmcclellan@retailing.org

2000 North 14th Street
 Suite 300
 Arlington, VA 22201

www.retailing.org
 f. +1.703.841.8290
 t. +1.703.841.1751

7 ECONOMIC CENSUS
 Electronic Shopping, Vending Operators, and Direct Selling

OMB No. 0607-0927; Approval Expires 12/31/2008

*Comments
 on following
 Pages -*

**INFORMATION COPY
 DO NOT USE TO REPORT**

U.S. CENSUS BUREAU
 1201 East 10th Street
 Jeffersonville, IN 47134-0001

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

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.

(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.

<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 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 2007 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

45401015

19 KIND OF BUSINESS - Continued

DIRECT RESPONSE TELEVISION, VENDING, AND OTHER KINDS OF BUSINESS:

- 0700 454 113 30 1 Direct response television
- 454 210 00 1 Merchandise vending machine operator
- 454 210 00 5 Food and/or beverage vending machine operator
- 454 210 00 2 Cigarette vending machine operator
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 722 310 00 1 Contract feeding/food service contractor
- 722 211 00 1 Pizza place, including delivery only locations
- 541 860 00 3 Direct mail advertising service
- 484 220 40 3 Home delivery agent for newspapers, delivery service only, not reseller
- 561 422 00 3 Telemarketing service, including selling, taking orders, soliciting information, etc., on a contract basis
- 713 990 50 3 Coin-operated amusement device operator, except slot machines, including video/pinball games, juke boxes, etc.
- 777 454 01 1 Customer service center
- 777 454 01 2 Distribution warehouse
- 772 000 00 1 Other kind of business - Specify 7

2 other categories might be helpful here

① Home Shopping meaning HSN, QVC etc. very different than Direct Response TV

② Internet Retailing would be an equivalent to Telemarketing/Direct mail etc. Examples of the top 500 in this category can be found at internetretailer.co

0701

20 CLASS OF CUSTOMER

A. As a general business practice, did this establishment sell to household consumers and individual users in 2007?

0251 Yes

0252 No

B. Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2007?

0256 Yes

0257 No

C. Did this establishment require proof of business or professional license from new customers in 2007?

0276 Yes

0277 No

45401049

CONTINUE WITH 20 ON PAGE 5

CONTINUE ON PAGE 5

*****SPAM***** (4.52/4) NPGA Census Form Comments

Robert Elliott

B, kari.l.cripe
05/07/2010 01:54 PM
Cc:
"Mike Caldarera"
Show Details

History: This message has been forwarded.

Dear Ms. Cripe:

On behalf of the National Propane Gas Association I am responding to your letter dated April 15, 2010 requesting our comments on the content of the form. The following are our comments.

Question #19:

- The form asks the respondent to place an X beside the best description for the establishment's principal kind of business. Liquefied petroleum gas is broken out into two groups; one represents retail trade and the other represents wholesale trade. This is not clear to the reader. LPG dealers (454 312 00 1 / retail traders) often refer to gas storage in the context of a bulk plant. The other group description (424 710 20 2) really applies to wholesale retail and should be distinguished as such.

Question #22:

- 1.a. "LP gas, including bulk and bottled" is dated terminology. We suggest, "LP gas, including bulk tanks and cylinders."

Question #26:

- For 26.A.1, we suggest you add "LP gas" as propane dealers must pay an excise tax when they sell propane as a motor fuel.
- For 26.D, we request that a definition be provided for the term "petroleum" to clarify what is meant by this term. Is petroleum meant to include all fuels such as; heating oil, automotive gas, diesel, and propane?

Should you have any questions, please do not hesitate to call me.

Robert Elliott
Director, Regulatory Affairs

NATIONAL PROPANE GAS ASSOCIATION
1899 L Street, NW
Suite 350
Washington, DC 20036 USA
<http://www.npga.org>

202.355.1321 DIRECT
202.466.7200 TEL
202.466.7205 FAX
relliott@npga.org



72101

TO: Fay Dorsett, Chief, Retail Census Branch, US Census Bureau

FROM: Jay Karen, President & CEO, Professional Association of Innkeepers International

DATE: February 12, 2010

RE: 2012 Economic Census

Thank you for inviting my feedback on the 2012 form. Everything looks in order for our industry. My only suggestion might be to alter the formatting of the section where the user is to input dollars, rounding to the nearest thousands of dollars. I suggest you provide three spaces under the "Dol." section, for people to still enter whole dollar amounts. The layout is a bit confusing and not intuitive, because it appears there is space only for 2 digits under "Dol." even though it looks as though you don't want anyone to write anything in that blue box. When people fill out forms that require dollars and/or dollars and cents, they're used to seeing the smallest box for entering cents – like on a bank deposit slip. To avoid entry errors, I would simply enlarge the "Dol." box, make it white, and allow folks to enter in dollar amounts in those spaces – and just omit any cents. It would be more intuitive that way.

Good luck with the census!

May 12, 2010

MEMORANDUM FOR: The Record

FROM: Fay Dorsett, Barbara Parlett, Kari Cripe
Retail Census Branch

Subject: Meeting with the National Restaurant Association and Malcolm M. Knapp, Inc., 4/29/10

Attendees: Hudson Reihle (NRA), Malcolm Knapp (Malcolm M. Knapp, Inc.), Mark Wallace, Jack Moody, Fay Dorsett, Barbara Parlett, Kari Cripe

In response to the 2012 Economic Census Association Mailout, the National Restaurant Association and Malcolm Knapp requested a meeting with census analysts. The meeting was held at the Census Bureau on April 29, 2010, and the following topics were discussed:

2012 FORMS

Kind of business, Question 19 (AF-72202)

- Clarify that "Coffee service" means office coffee service.
- Include coffee shop as an example of a refreshment place.

Detail of sales, shipments, receipts, or revenue, Question 22 (AF-72202)

- All of the descriptions for catered events (21221, 21222, 21223, 21224) include the word "beverages". It should be clarified this includes non-alcoholic beverages. They should be instructed where to put the value for alcoholic beverages.
- Would like a rolled up total between catered food and food from restaurants for a total food value.
- Liked the inclusion of "take out" sales since it is an increasingly important aspect of the restaurant industry.

Special inquiries, Question 26

- Contract feeding (AF-72202): Nothing specifically for an individual office within the building.
- Contract feeding (AF-72202): Should include correctional facilities in the governmental organizations line since more are becoming privately run.
- Meal price (AF-72201): No one reported "Under \$2.00" in 2002, so suggested changing the first category to "Under \$5.00". Recommends changing "\$30.00 or more" to "\$30.00 - \$49.99" and "\$50.00 or more".

INDUSTRY INFORMATION

- More and more restaurants are entering the catering business and have party rooms. It is becoming an important revenue stream for them.

- Museum contract feeders are obtaining more of their revenue from catering events at the museum and less from day to day food sales.
- It is important to keep restaurants and catering separate since they have very different economic characteristics.
- It seems from reviewing our data that deli/sandwich counters are not being properly reported by grocery stores.
- They stated that it is difficult for them to reconcile their data with the annual and monthly data that is released. They are willing to have another meeting in the future to talk about how that data can be improved.
- They find it difficult to locate different information on our website. Mark Wallace informed them of recent changes to the website and suggested they try using it again.

TOPICS PRESENTED BY THE CENSUS BUREAU

- Provided a copy of ECPC recommendations to NAICS Subsector 722 and informed them there would be a Federal Register notice for comments soon. They did not have any issues with the changes since none of the detailed information is lost.
- Informed them that we had a number of respondents say they were unable to report a separate amount for beverages served. Mr. Knapp said he is able to obtain this information from companies for his surveys, so they should be able to provide it to us as well.
- Informed them that we also had a number of respondents report their food and beverage on lines 21101 and 21102 although they reported the rest of the form as limited service. They said the key was less to do with servers and more to do with paying. If the customer pays before eating it is defined as limited service regardless if someone brings the food to the table.
- We may need to reword the product line.

CC: Wallace
Moody
Retail Census Branch
Chron