

**Findings and Recommendations from Round 2 Cognitive  
Testing of the 2008 Annual Wholesale Trade Report for Agents,  
Brokers, and Electronic Markets**

**Forms SA-42(AGBR) and SA-42A(AGBR)**

**Final Draft, including Resolutions**

Prepared for:

John P. Miller (SSSD)  
Linda Olds (SSSD)  
Randy Moore (SSSD)  
Janet Tallos (SSSD)  
Patrick Galloway (SSSD)

Prepared by:

Grace O'Neill (ADEP)  
Miriam Gerver (ADEP)  
Rebecca L. Morrison (ADEP)

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## **Background**

The Annual Wholesale Trade Survey (AWTS) collects information about the volume of business conducted by wholesale firms, as well as the volume of sales done through e-commerce methods. Respondents have the option of completing the survey using paper or the Internet. This cognitive testing project focuses only on the paper questionnaires used for agents, brokers, and electronic markets (Forms SA-42A(AGBR) and SA-42(AGBR)).

## **Purpose**

This report documents issues that arose during the AWTS second round of cognitive testing. The testing focused on several topics which carried over from the first round of testing. First, there was concern that respondents were misinterpreting the phrase "gross selling value," as well as other terms on the questionnaire. Second, survey analysts were concerned about the placement and content of instructions. Finally, survey analysts noted problems with some of the data requested:

- Respondents reported lower revenues than operating expenses
- Respondents reported higher gross selling values of products sold via e-commerce, compared with the gross selling value of products sold regardless of method
- Respondents reported the gross selling value of products sold was equal to the total receipts/revenues for the company.

## **Methodology**

Rebecca Morrison, Grace O'Neill, and Miriam Gerver conducted the cognitive interviews. They are U.S. Census Bureau employees in the Establishment Survey Methods Staff (ESMS) and have backgrounds in the social sciences and survey methodology. ESMS specializes in methodologies that help researchers understand the interaction between the business survey respondent and the business survey questionnaire. These methodologies are rooted in the cognitive response process model.

The cognitive response process model involves four main steps: comprehension, retrieval, judgment, and communication<sup>1</sup>. Comprehension refers to the respondent's interpretation and understanding of the question's language, structure, and grammar. Retrieval refers to the respondent's recall of relevant information, either from records or from memory. Judgment refers to the respondent's evaluation of the completeness or relevance of the data obtained. The last step, communication, refers to the respondent's mapping and editing of their answer to the provided response options.

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<sup>1</sup> For more information on the cognitive response process, see Willimack, D. K, and Nichols, E. 2001, "Building an Alternative Response Process Model for Business Surveys," *Proceedings from the American Statistical Association*, Alexandria, Virginia.

The four-step cognitive response process model was originally developed for household surveys and several additional factors must be considered for business surveys. First, business survey respondents rely heavily on company records. Second, organizational knowledge tends to be distributed across several employees. Third, a survey questionnaire is usually competing with other organizational and personal priorities and the survey may not receive the respondent's entire attention. Finally, organizations regularly authorize only a few individuals to release data. If the respondent is not authorized to release the data, an additional step is added to the response process.

Cognitive interviews elicit information about the cognitive response process and provide researchers with a better understanding of how respondents complete surveys. While cognitive interviews can employ any number of methods, this research primarily utilized concurrent think-aloud interviews with follow-up probes. During the interviews, respondents were asked to verbalize their thoughts as they moved through the questionnaire while follow-up probes were used to obtain more information from the respondent. Another method used was respondent debriefing. This method was used if a respondent brought a completed copy of their most recent AWTS form to the meeting. In these interviews, respondents were asked to talk through how they completed the form and then probes were used to further understand that process. In both the cognitive interviews and the respondent debriefings, respondents were asked about their interpretation of question wording, their data sources, and their thoughts on the survey's format. For all interviews, a survey analyst from the AWTS staff was present.

Fifteen interviews were conducted from July 14-August 15, 2008 in Chicago, IL; New York, NY; San Francisco, CA. Companies were selected to provide a mix of business types, sizes, and product.

Our findings are qualitative and do not indicate any sort of expected respondent distribution. It is not suitable to make statistical inferences to a population based on these findings. Rather, our findings are illustrative of the respondent range and type.

This document is divided into several sections. First, the general findings and recommendation section includes findings that apply to all questionnaire items. Second, the specific findings and recommendation section includes findings that apply to specific questionnaire items. Finally, we have attached copies of each questionnaire tested in the New York and San Francisco area. The questionnaire tested in Chicago was virtually the same, but had a minor difference in the answer space for Question 3E (see finding #17).

## General Findings and Recommendations

#1: Generally, the questionnaires are performing well and the changes made as a result of Round 1 testing helped respondents correctly complete the form while reducing response burden. This includes both content and layout changes.

**Recommendation:** No recommendation needed.

#2: Most respondents reported that it would take them about 30 to 45 minutes to complete these AWTS questionnaires. Some respondents reported as little as 15 minutes while others reported as much several hours to complete the form.

**Recommendation:** No recommendation needed.

#3: Similar to Round 1, the person we interviewed was the appropriate person. Usually this was the person who had completed the form in the past and would continue to complete it in the future.

**Recommendation:** No recommendation needed.

#4: Similar to Round 1, when respondents were asked about their preferred method for nonresponse follow-up, they were evenly split between mail, telephone and e-mail. If the respondent preferred e-mail, the general consensus was that e-mail is only effective if the survey name is used in the body of the email.

**Recommendation:** Use e-mail for nonresponse follow-up only if AWTS can be referred to by name. Otherwise, use mail or telephone to contact nonrespondents.

#5: Some respondents had difficulty reading the form.

**Recommendation:** Where possible, increase the font size of the questions and instructions. One example is the text in the General Instructions box.

**Resolution:** The AWTS staff will evaluate the font size of the questions and instructions and increase the size where possible. Font sizes will be kept consistent (e.g., all questions will appear in the same font size, instructions will appear in the same font size) throughout the questionnaire.

## Specific Findings and Recommendations

### Front Page

#6: Manufacturer's representatives did not find the title or subtitle of the survey particular useful when determining whether or not this form applied to them.

**Recommendation:** In order to make the title less ambiguous for manufacturer's representatives, add the word "representatives" to the subtitle

**Resolution:** The recommendation was accepted, however, the modification will need to be evaluated for readability. This is because the size of the form banner cannot be increased and the additional wording

will reduce the font size. If it is decided to add “representatives” to the survey subtitle, it will also be added to the heading for Item 1.

#7: Most respondents noticed the box that outlined the three methods for reporting located below the address label.

**Recommendation:** No recommendation needed.

#8: Several people were unable to find their business type listed in Item 1. Some consider their companies to be “wholesalers” or “commercial distributors” and suggested adding these categories to their response options.

**Recommendation:** The AWTS staff should check these firms’ classification and decide if they are misclassified. Also consider adding more firm types to Item 1.

**Resolution:** The AWTS staff will check these firms’ classification and decide if they are misclassified. No text will be added to Item 1 at this time.

### Question 3

#9: Generally, this question is performing well, and is collecting the information requested. Respondents generally skipped the include, exclude, and deduct lists, read the question, and then read the lists only if they did not understand the question.

**Recommendation:** No recommendation needed.

#10: After Round 1, the total number of locations question was deleted from the form and a reference to the locations was added to the first bullet of Question 3. Overall, we found that respondents did not have a problem. However, most of the respondents in this round were single units.

**Recommendation:** The AWTS staff should be aware of this issue and pay special attention to multi-units during data collection, looking for problematic reporting that may be attributed to this problem.

#11: During Round 1, it was noted that consignment sales and businesses with unique or different billing practices might experience difficulty in answering this question because their records are not kept in the manner requested by the AWTS form. It was our hope that the changes made to this item would help alleviate some of this problem, however, that turned out not to be the case.

**Recommendation:** The AWTS staff should be aware of these cases and be prepared to provide them with additional help.

#12: While reviewing the exclude list, four respondents did not understand the phrase “receipts from customers for carrying or other credit charges” and guessed that this phrase referred to finance charges.

**Recommendation:** In order to clarify the ambiguity in the second bullet, change the bullet to include, or be replaced by, the phrase “finance charges.”

**Resolution:** Recommendation accepted. This change will also be carried over to the distributors and the MSBO forms.

### Question 3A

#13: While reading Question 3A, several respondents asked if we wanted gross or net numbers. For most, the difference between the two numbers is the inclusion or exclusion of customer returns.

**Recommendation:** In order to clarify the intent of Question 3A, add the phrase “gross” or “net” to Item 3 and its parts.

**Resolution:** The question is asking for net numbers, however, the team was hesitant about adding any additional text without testing it first, therefore the question will remain as tested. The AWTS staff recommended adding “Please call 1-800... with questions” or similar text to the bottom of pages 1-3, in order to encourage respondents to call the AWTS staff if they did not understand any questions.

### Question 3B

#14: During Round 1, some respondents were confused by the phrase “on your own accounts” in Question 3B. In round 2, we tested the phrase “your company took title to” and found that respondents were still confused about this item. Respondents suggested the phrases “ownership” or “possession” as appropriate modifications to this item.

**Recommendation:** Change the question to include the phrases “ownership” or “possession.”

**Resolution:** Recommendation accepted. Add the phrase “owned” and parentheses around “took title to” to the question so it reads: What were product sales and operating revenue on goods that your company owned (took title to) during 2007, if any?

### Question 3A, 3B, 3C

#15: Only one respondent commented that the order of Item 3A, 3B, and 3C were backwards. To him, it made more sense to collect a total followed by the detail.

**Recommendation:** Continue to collect Items 3A, 3B, and 3C in their current order.

**Resolution:** Recommendation accepted.

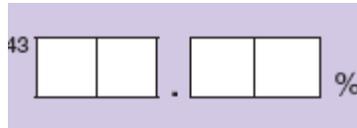
### Question 3D

#16: Overall, the changes made to Question 3D performed well in Round 2. Respondents read the definition and stated that it helped them understand gross selling value. Several respondents, however, still had problems reporting the requested numbers even if they understood the concepts. This was especially true if they used an outside CPA or the number is not normally tracked on their company books. Some respondents backed into this number based on their average commission rate and produced reasonable responses.

**Recommendation:** No recommendation needed.

### Question 3E

#17: Similar to Round 1, this question performed well, regardless of the calculation method used by the respondent. During the Chicago interviews the answer space was displayed using four boxes, a decimal point, and a percentage sign, as shown below:



Respondents were confused by the presentation of the answer space. Some respondents saw the decimal point and not the percentage sign, leading them to convert a percentage to a decimal figure, e.g. 7% becomes 0.07. After the Chicago trip it was decided to drop the tenths and hundredths boxes from the answer box and increase the font size of the percentage sign. This was then tested successfully during the New York and San Francisco trips.

**Recommendation:** No recommendation needed.

**Resolution:** Add a note below the formula that indicates that respondents should round their answer to the nearest whole percent. Also, in order to make Questions 3D and 3E consistent, remove the parentheses from around the formula and make both the formula and the note bulleted items under the question. The dot leader should extend from the whole percentage note to the answer box.

### Question 3F

#18: One respondent noted that providing calendar year figures took more preparation time, but was not overly difficult. He just wanted to know sooner that providing fiscal year figures was acceptable.

**Recommendation:** No recommendation needed.

### Question 4

#19: Despite revisions made based on Round 1, this question still remained problematic for several reasons:

- Respondents define e-commerce primarily as the Internet used for online sales or purchases. This leads respondents to read the header, skim the questions, report “No,” and move on. Often, it is only after the respondent is prompted to read the definition that they realize that they should have reported “yes.” One respondent utilized an EDI network, yet still said he would report “no” for this question.
- Respondents still do not know what an Electronic Data Interchange (EDI) network is. While the definition helped to clarify the term, the term itself still creates problems for some respondents.
- The definition of e-commerce has problems. Many respondents wondered what “negotiation” meant. Some respondents wondered if this meant any kind of electronic communication with a client (since all communication with a client is a negotiation towards a sale) or if this only meant negotiation over the final price or contract terms.

- In Question 4A, respondents also found the verb “to generate” too limiting. For example, some respondents interpreted this question as “using e-commerce to produce a sale” rather than using e-commerce to discuss or negotiate a sale.
- Once Question 4A has been answered, respondents have problems understanding the phrase “gross selling value” used in Question B. This is especially problematic for manufacturer’s representatives.
- Once all of these issues are resolved – the respondents understand the meaning of e-commerce and have answered Question A correctly – completing Question 4A, 4B, and 4C is difficult. The majority of respondents we interviewed do not track sale information by the mode in which the sale is made. As a result, most of the information reported by respondents in Question 4 is a rough estimate at best. Some respondents noted that, given the difficulties associated with retrieving and/or estimating data for Question 4, they would report “No” in Question A so they could skip straight to Question 5.

**Recommendation:** Overall, we are concerned with the quality of the data collected from this question and recommend deleting the question. During both rounds we saw issues of comprehension and retrieval, which may lead respondents to report incorrectly.

If it must be kept, then:

- In Question 4A, change the verb “to generate” to something else. We would like to discuss this further with the AWTS staff.
- Repeat the definitions for EDI and other online systems in Questions B and C, respectively.

**Resolution:** The e-commerce question series will be deleted. Even though the new version of Question 4 tested better than the original version significant concerns about data quality remain.

### Question 5

#20: This question generally performed well. Some respondents noted that they are primarily cash based so they do not have bad debt, however, if they had bad debt they could exclude it without much difficulty.

**Recommendation:** No recommendation needed.

### **Other Recommendations**

#21: There are several horizontal lines within the questionnaire that unnecessarily break the questionnaire into smaller chunks. There is an adequate amount of space separating the questions, which makes the lines redundant.

**Recommendation:** We recommend removing the following horizontal lines:

- Page 1: Between the General Instructions and Item 1
- Page 1: Between Items 1 and 2
- Page 3: Between Items 4 and 5
- Page 3: Between Items 5 and 6
- Page 4: Between the number and header for Item 7 and the field for “Name of person completing this report”

- Page 4: Below the field for the fax number

**Resolution:** Most of the lines that were recommended for deletion will be kept, since they are needed on the other AWTS forms. Two lines on page 4 will be deleted: 1) the line between the number and header for Item 7 and the field for “Name of person completing this report” and 2) the line below the field for fax number. Also, the thank you text will be moved towards the top of the page, so that it is closer to the contact information.

#22: Some of the dot leaders extend to the answer box, while some stop just short of the answer box.

**Recommendation:** Extend the dot leaders to the answer box and apply this consistently across the form.

**Resolution:** Recommendation accepted.

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



FORM  
**SA-42(AGBR)**  
(7-29-2008)

**DUE DATE** →

**2007 ANNUAL WHOLESALE TRADE REPORT  
AGENTS, BROKERS, AND ELECTRONIC MARKETS**

**Round 2 SA-42(AGBR) Questionnaire**

**Have questions?**

Call 1-800-327-4389 (option 3)  
Weekdays  
8:30 a.m. to 4:30 p.m. EST

**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 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.

*(Please correct any errors) in name, address, and ZIP Code!*

**Return via Internet:**

<http://www.census.gov/econhelp/awts>

Username:

Password:

**Return via Fax:**

1-800-447-4613

**Return via Mail:**

U.S. CENSUS BUREAU  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

**GENERAL INSTRUCTIONS**

- This report should cover ALL agent, broker, and electronic market locations in the United States reporting payroll **under the Employer Identification Number (EIN)** referenced in **1**.
- For establishments sold or acquired during 2007, report data only for the period the establishments were operated by your firm.
- Estimates are acceptable if book figures are not available.
- Report only for locations primarily engaged in the activities described in **1**.

**1 AGENTS, BROKERS, OR ELECTRONIC MARKETS**

This report applies to firms that primarily arrange for the sale or purchase of goods owned by others, generally on a fee or commission basis. Examples include:

- Auction companies
- Commission merchants
- Electronic markets (business to business)
- Import or export agents
- Manufacturers' agents
- Manufacturers' representatives
- Merchandise brokers
- Purchasing agents
- Selling agents

**2 FEDERAL EMPLOYER IDENTIFICATION NUMBER**

**Does your firm currently report payroll under this EIN?**

- 020 1  YES → Go to **3**  
2  NO → Continue with **2A**

**A. What is the current EIN for this firm?** .....

021 [ ] - [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Month Year

**B. When did you start reporting payroll under this EIN?** .....

022 [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

**CONTINUE ON NEXT PAGE** →

**3 DOLLAR VOLUME OF BUSINESS**

Total receipts and other operating revenue, should:

**INCLUDE**

- All revenue from locations identified in 1
- E-commerce receipts included in 4
- Receipts from freight, installations, rentals, maintenance, repairs, alterations, storage, and other such services
- Excise taxes (such as those on gasoline, liquor, and tobacco) that are levied on the manufacturer and included in the cost of products purchased by this firm

**EXCLUDE**

- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Receipts from customers for carrying or other credit charges
- Taxes (sales and other) collected directly from customers and paid directly to a Federal, State, or local tax agency
- Commissions or fees for goods that never enter the United States

**DEDUCT**

- Refunds and allowances for returned products
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance

		<b>2007</b>			
		\$ Bil.	Mil.	Thou.	Dol.
<b>A. What were the commissions and selling or listing fees that you earned during 2007?</b>	140				
		\$ Bil.	Mil.	Thou.	Dol.
<b>B. What were product sales and operating revenue on goods that your company took title to during 2007, if any?</b>	141				
		\$ Bil.	Mil.	Thou.	Dol.
<b>C. What were your TOTAL commissions, fees, sales, and operating revenue during 2007?</b> (3A + 3B - 3C)	100				
<b>D. What was the gross selling value for the goods you earned commissions or fees in item 3A?</b>					
<i>Gross selling value is the total value of the goods sold</i>					
<ul style="list-style-type: none"> <li>• Exclude commissions and fees reported in 3A</li> <li>• Include any e-commerce sales conducted for others</li> </ul>					
		\$ Bil.	Mil.	Thou.	Dol.
	142				
<b>E. What was the AVERAGE commission rate you earned?</b> (3A divided by 3D x 100)		143			
%					
<b>F. Were the figures reported above for the period that began on January 1, 2007?</b>					
106 <input type="checkbox"/> YES - Go to 1 <input type="checkbox"/> NO -> Please report your beginning and ending dates for 2007. . . .		{ Beginning date Ending date			
		Month	Day	Year	
	104				
		Month	Day	Year	
	105				

**4 E-COMMERCE**

E-commerce is the sale of goods and services where the buyer places an order, or the price and the terms of the sale are negotiated over an Electronic Data Interchange (EDI), the Internet, or any other online system. Payment may or may not be made online.

- EDI is the exchange of documents in standardized electronic form between organizations in an automated manner directly from a computer application in one organization to an application in another.
- Other online systems include the Internet, extranets, e-mail, and instant messaging.

**A. Did you use e-commerce (as defined above) to generate any sales?**

- 120 1  YES – Continue with **4B**  
 2  NO – Go to **5**

**B. What was the gross selling value of any EDI network sales during 2007?** .....

2007			
\$ Bil.	Mil.	Thou.	Dol.
115			

**C. What was the gross selling value of any Internet or other online systems sales during 2007?** . . .

\$ Bil.	Mil.	Thou.	Dol.
114			

**D. What was the TOTAL gross selling value of e-commerce sales during 2007?**

Gross selling value is the total value of the goods sold (**4B** + **4C** - **4D**). .....

\$ Bil.	Mil.	Thou.	Dol.
113			

**5 OPERATING EXPENSES**

**INCLUDE**

Expenses arising from the normal course of business, including payroll.

**EXCLUDE**

- Bad debt/customer-related loss
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Taxes (sales, excise, and other) collected directly from customers and paid directly to a local, State, or Federal tax agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

What were the total operating expenses ONLY for your agent, broker, and electronic market locations? .....

2007			
\$ Bil.	Mil.	Thou.	Dol.
500			

**6 Remarks – Please use this space to explain any significant year-to-year changes, to clarify your responses, etc.**

962

CENSUS USE

961

**7 CONTACT PERSON** - Certifies data are accurate and can assist with any questions950 Name of person completing this report - *Please print*

952 Title

954 Telephone

Area code	Number	Extension
-----------	--------	-----------

955 Fax

Area code	Number
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**THANK YOU**

**for completing your Annual Wholesale Trade Report**  
*We suggest you keep a copy for your records*

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0195, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0195" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 6-digit number appears in the top right corner of this form.

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



FORM  
**SA-42A(AGBR)**  
(7-20-2008)

**DUE  
DATE** ➔

**2007 ANNUAL WHOLESALE TRADE REPORT  
AGENTS, BROKERS, AND ELECTRONIC MARKETS**

**Round 2 SA-42A(AGBR) Questionnaire**

**Have questions?**

Call 1-800-327-4389 (option 3)  
Weekdays  
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**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 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.

*(Please correct any error(s) in name, address, and ZIP Code)*

**Return via Internet:**

<http://www.census.gov/econhelp/awts>

Username:

Password:

**Return via Fax:**

1-800-447-4613

**Return via Mail:**

U.S. CENSUS BUREAU  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

**GENERAL INSTRUCTIONS**

- This report should cover ALL agent, broker, and electronic market locations **operated by your company and its subsidiaries in the United States** (all 50 States and the District of Columbia), except for subsidiaries of operating units which have been requested to submit separate Annual Wholesale Trade reports to the U.S. Census Bureau.
- For establishments sold or acquired during 2007, report data only for the period the establishments were operated by your firm.
- Estimates are acceptable if book figures are not available.
- Report only for locations primarily engaged in the activities described in ❶.

**❶ AGENTS, BROKERS, OR ELECTRONIC MARKETS**

This report applies to firms that primarily arrange for the sale or purchase of goods owned by others, generally on a fee or commission basis. Examples include:

- Auction companies
- Commission merchants
- Electronic markets (business to business)
- Import or export agents
- Manufacturers' agents
- Manufacturers' representatives
- Merchandise brokers
- Purchasing agents
- Selling agents

**❷ OWNERSHIP OR CONTROL**

**Does another firm own more than 50 percent of the working stock or have the power to control the management and policies of this firm?**

- <sup>050</sup> 1  YES - **What are the name and address of the owning or controlling firm and its Employer Identification Number?**
- 2  NO - Go to ❸

Name and address of controlling firm

056  
EIN   -

**3 DOLLAR VOLUME OF BUSINESS**

Total receipts and other operating revenue, should:

**INCLUDE**

- All revenue from locations identified in 1
- E-commerce receipts included in 4
- Receipts from freight, installations, rentals, maintenance, repairs, alterations, storage, and other such services
- Excise taxes (such as those on gasoline, liquor, and tobacco) that are levied on the manufacturer and included in the cost of products purchased by this firm

**EXCLUDE**

- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Receipts from customers for carrying or other credit charges
- Taxes (sales and other) collected directly from customers and paid directly to a Federal, State, or local tax agency
- Commissions or fees for goods that never enter the United States

**DEDUCT**

- Refunds and allowances for returned products
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance

	2007				
	\$ Bil.	Mil.	Thou.	Dol.	
140	A. What were the commissions and selling or listing fees that you earned during 2007? .....				
	\$ Bil.	Mil.	Thou.	Dol.	
141	B. What were product sales and operating revenue on goods that your company took title to during 2007, if any? .....				
	\$ Bil.	Mil.	Thou.	Dol.	
100	C. What were your TOTAL commissions, fees, sales, and operating revenue during 2007? (3A + 3B - 3C) .....				
142	D. What was the gross selling value for the goods you earned commissions or fees in item 3A? <i>Gross selling value is the total value of the goods sold</i> • Exclude commissions and fees reported in 3A • Include any e-commerce sales conducted for others .....				
143	E. What was the AVERAGE commission rate you earned? (3A divided by 3D x 100) .....				%
104	F. Were the figures reported above for the period that began on January 1, 2007? 1 <input type="checkbox"/> YES - Go to 1 2 <input type="checkbox"/> NO -> Please report your beginning and ending dates for 2007. . . .				
	Month	Day	Year	Beginning date	
105	Ending date				
	Month	Day	Year		

**4 E-COMMERCE**

E-commerce is the sale of goods and services where the buyer places an order, or the price and the terms of the sale are negotiated over an Electronic Data Interchange (EDI), the Internet, or any other online system. Payment may or may not be made online.

- EDI is the exchange of documents in standardized electronic form between organizations in an automated manner directly from a computer application in one organization to an application in another.
- Other online systems include the Internet, extranets, e-mail, and instant messaging.

**A. Did you use e-commerce (as defined above) to generate any sales?**

- 120 1  YES – Continue with **4B**  
 2  NO – Go to **5**

**B. What was the gross selling value of any EDI network sales during 2007?** . . . . .

2007			
\$ Bil.	Mil.	Thou.	Dol.

**C. What was the gross selling value of any Internet or other online systems sales during 2007?** . . . . .

\$ Bil.	Mil.	Thou.	Dol.

**D. What was the TOTAL gross selling value of e-commerce sales during 2007?**

Gross selling value is the total value of the goods sold (**4B** + **4C** = **4D**). . . . .

\$ Bil.	Mil.	Thou.	Dol.

**5 OPERATING EXPENSES**

**INCLUDE**

Expenses arising from the normal course of business, including payroll.

**EXCLUDE**

- Bad debt/customer-related loss
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Taxes (sales, excise, and other) collected directly from customers and paid directly to a local, State, or Federal tax agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

**What were the total operating expenses ONLY for your agent, broker, and electronic market locations?** . . . . .

2007			
\$ Bil.	Mil.	Thou.	Dol.

**6 Remarks – Please use this space to explain any significant year-to-year changes, to clarify your responses, etc.**

962

**CENSUS USE**  
961

**7 CONTACT PERSON** – Certifies data are accurate and can assist with any questions

950 Name of person completing this report – *Please print*

952 Title

954 Telephone

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

955 Fax

Area code	Number
<input type="text"/>	<input type="text"/>

**THANK YOU**

**for completing your Annual Wholesale Trade Report**

*We suggest you keep a copy for your records*

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0195, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0195" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.