

FORM **SO-CLASS(00)**
(8-14-2007)

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

BUSINESS AND PROFESSIONAL CLASSIFICATION REPORT

Only persons sworn to uphold the confidentiality of U.S. Census Bureau information may see the questionnaires and may use them only for statistical purposes. Additionally, all reports are immune from legal process.

Census use only	001	NAICS CODE	002	TOC	003	ALPHA	004	XREF	005	BSN KB	STEPS

If you have any questions, call weekdays between 8:30 a.m. and 5 p.m., Eastern time on **1-800-253-1882**

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

INSTRUCTIONS - This report covers this firm's locations in the United States that report payroll under the Federal Employer Identification Number (EIN) printed above.

If this EIN has changed, complete this form for the locations that previously used it to report payroll. If all the locations have been closed or sold, base your answers on the last two months of operation. Use the space in **11** to explain these or any other special situations.

1 Which of the following best describes this firm's primary business?

See attached instruction sheet. Mark (X) one box only.

- Retail Trade
- Wholesale Trade
- Transportation and Warehousing Services
- Real Estate and Rental and Leasing Services
- Professional, Scientific, and Technical Services
- Arts, Entertainment, and Recreation Services
- Administrative and Support and Waste Management and Remediation Services
- Accommodation and Food Services
- Finance and Insurance Services
- Information and Data Processing Services
- Health Care and Social Assistance Services
- Other Services
- Manufacturing
- Other Area of Business (such as Agriculture, Fishing, Mining, Construction, Forestry, etc.) — Specify **Z**

2 What is this firm's type of business? Be specific.

For example:

Enter "fast food restaurant" rather than "restaurant."
Enter "custom computer programming" rather than "computer services."
For computer stores, specify one or more of the following: end use, for resale, custom assembly, used, value added reseller.

3 What are this firm's principal lines of merchandise sold, services provided, or products manufactured, and on average, what percent of total monthly sales/receipts are from each of these lines?

For example, restaurants that sell only food and alcoholic beverages should report in the following manner —

Food	69%										
Alcoholic beverages consumed on the premises	31%										

4 Does this firm have e-commerce sales or receipts?

E-commerce includes sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail, or other online system. Payment for these goods and services may or may not be made online.

1 Yes — On average, what percent of total monthly sales/receipts are e-commerce sales? **028** **029** %

2 No

5 What was this firm's total operating revenue for the months specified?

See additional instructions on attached instruction sheet.

006	007	008	009
Months	Dollars		%
	\$	\$	
		\$	

6 Is this firm owned or controlled by another company?

1 Yes — Enter the name, mailing address, and EIN of the owning or controlling company.

2 No

7 Does this firm own or control any other company that operates under a different EIN?

1 Yes — Enter the name, mailing address, and EIN of the owned or controlled company. Continue in **11** if more than one company.

2 No

012

EIN →

DATE # 9 11/1/07

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

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

Number 014

More than one location
What is the number of locations?

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

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

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

9 FOR WHOLESALE FIRMS ONLY

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

- Wholesaler Distributor (i.e., distributor, jobber, importer, exporter)
- Manufacturers' sales branch or sales office (selling goods manufactured, refined, or mined **in the United States** by this firm, this firm's parent company, or subsidiary)
- Manufacturers' agent, broker, or electronic market (buying and selling on a commission basis)

016	Dollars
\$	
017	Date of inventory
Month	Year

b. What were this firm's inventories at the end of the latest month printed in 9 or the latest period available? Specify date of inventory.

- Estimates are acceptable.
- Include goods owned regardless of where held.
- Exclude goods not for sale (such as fixtures, equipment, and supplies) and goods owned by others and held on consignment.

10 FOR BOTH WHOLESALE AND RETAIL FIRMS

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

- 019 Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 020 Warehouse or office (including telephone/fax/Internet orders or direct business-to-business selling by a sales representative)
- 021 Mail-order
- 022 E-commerce
- 023 Home shopping via television
- 024 Direct selling to the general public (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 025 Vending machines
- 042 Other — Specify **X**

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

1 Yes → On average, what percent of total monthly sales are to household consumers and individual users? 018 %

2 No %

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

026 1 Yes → On average, what percent of total monthly sales were for resale? 030 %

2 No

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

- 027 1 Yes
- 2 No

11 Are there any remarks that help clarify your responses?

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

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

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

INSTRUCTIONS FOR COMPLETING SELECTED ITEMS

QUESTION 1 – Primary Area of Business

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

Retail Trade

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

Examples include:

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

Wholesale Trade

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

Examples include:

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

Transportation and Warehousing Services

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

Examples include:

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

Real Estate and Rental and Leasing Services

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

Examples include:

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

Professional, Scientific, and Technical Services

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

Examples include:

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

Arts, Entertainment, and Recreation Services

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

Examples include:

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

Administrative and Support and Waste Management and Remediation Services

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

Examples include:

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

Accommodation and Food Services

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

Examples include:

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

Finance and Insurance Services

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

Examples include:

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

Information and Data Processing Services

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

Examples include:

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

QUESTION 1 – Primary Area of Business – Continued

Health Care and Social Assistance Services

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

Examples include:

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

Other Services

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

Examples include:

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

QUESTION 5 - Sales and Revenue

The definition of sales and revenue varies by industry. Supplement the instructions in **9** with those below, as applicable.

All Areas of Business

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

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

Retail Trade

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

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

Wholesale Trade

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

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

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

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

Accommodation and Food Services

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

Finance, Insurance, and Real Estate Firms

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

Other Services

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

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

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

QUESTION 9a - Type of Operation

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

Wholesale Distributor

Firms that primarily buy and sell products in the United States on their own account (take title to goods).

Examples include:

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

Manufacturers' Sales Branch or Sales Office

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

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

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

Manufacturers' Agent, Broker, or Electronic Market

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

Examples include:

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

NOTICE — We estimate that it will take an average of 13 minutes to complete this form. This includes time to read instructions, assemble and review information, and record answers on the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Paperwork Project 0607-0189, U.S. Census Bureau, 4600 Silver Hill Road, AMSD - 3K138, Washington, DC 202330. You may e-mail comments to Paperwork@cenus.gov; use "Paperwork Project 0607-0189" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of the questionnaire.