

# 2009 Annual Services Report Service Annual Survey

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



FORM

SA-5231T1

REPORT DUE

Any questions call **1-800-772-7851**  
M-F, 8:30 a.m. to 5:00 p.m. EST.  
or

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

Please correct any error in the name, address, or ZIP Code.

#### Internet Reporting

To complete this report online go to: [www.census.gov/econhelp/sas](http://www.census.gov/econhelp/sas)  
Click on "Census Taker" and use your username and password to login.

Username:

Password:

### YOUR RESPONSE IS REQUIRED BY LAW

Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

### YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, U.S. Code, requires that your response may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

### YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

# Annual Services Report


- This report should be completed and returned on or before the due date in the preaddressed envelope provided.
- If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to:

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

or call a Census Bureau Representative at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., Eastern Standard Time.

## 1 Report Coverage

Does the above coverage describe this firm's business activity?

- 0001  Yes – Go to **2**
- 0002  No – Specify the firm's business activity and complete the report where applicable beginning with **2**. 
- 0002

## 2 Report Periods

What periods of time will this data represent?

- Report data for the 2009 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006  2009 calendar year – Go to **3**

0006  Other than calendar year – Enter the periods this report will cover. . . . .  
(e.g., fiscal years, periods with less than a full calendar year).

2009		
Month	Day	Year
0007 From	<input type="text"/>	<input type="text"/>
0008 To	<input type="text"/>	<input type="text"/>

### 3 Operating Revenue

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

**Exclude:**

- Transfers made within the company.

		2009 Operating Revenue								
		Bil.	Mil.	Thou.	Dol.					
<p><b>1. Securities origination products</b> – These products assist the issuers of securities (businesses and governments) in creating their securities, and having them distributed to the investing public. The service may involve advising the issuer; purchasing the securities and selling them (underwriting); or acting as an agent in marketing the securities. . . . .</p>	2161	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>2. Brokering and dealing products – debt instruments</b> – Brokering and dealing in debt instruments (e.g., bills, bonds, notes, CDs, Guaranteed Investment Contracts (GICs), commercial paper, bankers acceptances, and all other debt instrument products). . . .</p>	2162	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>3. Brokering and dealing products – equities</b> – Brokering and dealing in equity securities (e.g., common stock, preferred stock, convertible bonds, warrants, industrial corporations, commercial corporations, non-financial services corporations, financial corporations, holding companies, American Depository Receipts, Estate Contribution Certificates, and all other equity products). . . . .</p>	2101	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>4. Brokering and dealing products – derivative contracts</b> – Brokering and dealing derivative contracts (e.g., forward, swap, option, credit derivative contracts, over-the-counter, on exchanges, or any other derivative contracts). . . . .</p>	2102	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>5. Brokering and dealing investment company securities</b> – Brokering and dealing investment company securities (e.g., mutual funds, closed-end funds, unit investment trusts). . . . .</p>	2163	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>6. Repurchase agreements – net gains (losses)</b> – The sale of a security to a counterparty for cash with an agreement to repurchase it at a fixed price on a specified future date. A reverse repurchase agreement is from the perspective of the counterparty to a repurchase agreement, i.e., the purchase of a security from a counterparty for cash with an agreement to sell it at a fixed price on a specified future date. . . . .</p>	2164	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>7. Trading debt instruments on own account – net gains (losses)</b> – Gains made from buying and selling debt securities, on own account. . . . .</p>	2165	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>8. Trading equities on own account – net gains (losses)</b> – Gains made from buying and selling equity securities, on own account. . . . .</p>	2166	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								
<p><b>9. Trading derivative contracts on own account – net gains (losses)</b> – Gains made from buying and selling derivative contracts, on own account. . . . .</p>	2103	<input type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>			\$				
\$										
		Mark "X" if None								

### 3 Operating Revenue – (Continued)

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

**Exclude:**

- Transfers made within this company.

### Financial Planning and Investment Management Products

#### 10. Financial planning and investment services for individuals, businesses and governments

##### a. Financial planning and investment management services for individuals –

Financial planning, advisory, and investment management services for private individuals. . . . . 2104

2009 Operating Revenue			
Bil.	Mil.	Thou.	Dol.
Mark "X" if None			
\$			

##### b. Financial planning and investment management services for businesses –

Providing financial planning, advisory, and investment management services for businesses. . . . . 2105

2009 Operating Revenue			
Bil.	Mil.	Thou.	Dol.
Mark "X" if None			
\$			

##### c. Financial planning and investment management services for governments –

Providing financial planning, advisory, and investment management services for governments. . . . . 2106

2009 Operating Revenue			
Bil.	Mil.	Thou.	Dol.
Mark "X" if None			
\$			

#### 11. All other operating revenue – Revenue not reported in lines 1–10. If this item is greater than 20% of the total operating revenue, specify the primary source of revenue here ↗

1560

1799 

\$			
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#### 12. TOTAL OPERATING REVENUE – Sum of lines 1–11. . . . . 1800

\$			
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### 4 Source of Brokering and Dealing Equity Revenue

Report the percent of revenue derived from fees and commissions, interest income from trading accounts (including margin interest), and net gains in trading accounts for brokering and dealing equity revenue reported in 3 line 3.

- Enter "0" where applicable.
- Estimates are acceptable.

#### Source of Brokering and Dealing Equity Revenue 2009

1. Fees and commissions . . . . .	2107	<input style="width: 60px; height: 20px;" type="text"/>	%
2. Interest income from trading accounts (including margin interest) . . . . .	2108	<input style="width: 60px; height: 20px;" type="text"/>	%
3. Net gains in trading accounts . . . . .	2109	<input style="width: 60px; height: 20px;" type="text"/>	%
	+		
		100%	

## 5 Operating Expenses

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

**Exclude:**

- Transfers made within the company
- Capitalized expenses
- Bad debt
- Impairment
- Income tax

### Personnel Costs

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1. <b>Gross annual payroll</b> – Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c). . . . .				
1821	\$			

Mark "X" if None

Mark "X" if None

Mark "X" if None

2. <b>Employer's cost for fringe benefits</b> – Employer's cost for legally required programs and programs not required by law. <b>Include</b> insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K and stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). <b>Exclude</b> employee contributions. . . . .				
1822	\$			

3. <b>Temporary staff and leased employee expense</b> – Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. <b>Include</b> all charges for payroll, benefits, and services. . . . .				
1823	\$			

### Expensed Materials, Parts and Supplies (not for resale)

4. <b>Expensed equipment</b> – Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs and monitors). Report packaged software in line 6. Report leased and rented equipment in line 8. . . . .				
1824	\$			

Mark "X" if None

Mark "X" if None

5. <b>Expensed purchases of other materials, parts, and supplies</b> – Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels. . . . .				
1825	\$			

### Expensed Purchased Services

6. <b>Expensed purchases of software</b> – Purchases of prepackaged, custom coded, or vendor customized software. <b>Include</b> software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations. . . . .				
1826	\$			

Mark "X" if None

Mark "X" if None

7. <b>Purchased electricity and fuels (except motor fuels)</b> – If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line 8. . . . .				
1827	\$			

Mark "X" if None

8. <b>Lease and rental payments</b> – For land, buildings, offices, structures, machinery, equipment, and other tangible items. <b>Include</b> lease and rental of transportation equipment without operators; and penalties incurred for broken leases. <b>Exclude</b> capital and financing lease agreements and licensing/leasing of software. . . . .				
1828	\$			

## 5 Operating Expenses – (Continued)

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

**Exclude:**

- Transfers made within the company
- Capitalized expenses
- Bad debt
- Impairment
- Income tax

### Expensed Purchased Services – (Continued)

9. **Purchased repair and maintenance** – Include expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line 14. . . . . 1829

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1829				

10. **Purchased advertising and promotional services** – Include marketing and public relations services. . . . . 1830

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1830				

### Other Operating Expenses

11. **Depreciation and amortization charges** – Include depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment. . . . . 1831

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1831				

12. **Governmental taxes and license fees** – Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes, and sales and excise taxes collected from customers. . . . . 1832

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1832				

13. **Operating interest expense** – Report non-operating interest expense in 6 line 1 below. . . . . 2110

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
2110				

14. **All other operating expenses** – All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. **Include** office postage and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. . . . . 1899

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1899				

15. **TOTAL OPERATING EXPENSES** – Sum of lines 1–14. . . . . 1900

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1900				

## 6 Non-operating Interest Expense

Report non-operating interest expense for all this firm's locations as defined in 1 for the following category.

- Enter "0" where applicable.
- Estimates are acceptable.

**Exclude:**

- Transfers made within the company
- Capitalized interest

1. **Non-operating interest expense** – Non-operating interest expenses incurred in the financing of operations and long lived assets used in continuing operations. . . . . 1857

2009 Non-operating Interest Expense				
	Bil.	Mil.	Thou.	Dol.
1857				

**7** Not Applicable

**8** E-Commerce Revenue

E-commerce includes sales, receipts, and contributions from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online.

Did the revenue reported in **3** include any e-commerce revenue?

**2009 E-Commerce Revenue**  
Bil. Mil. Thou. Dol.

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- 0011 1  Yes – What was this firm’s e-commerce revenue? .....2000 \$  
2  No – Go to **9**

**9** Export Revenue

An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions).

**Include:**

- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

**Exclude:**

- Services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in **3** include any revenue from exports?

**2009 Export Revenue**  
Bil. Mil. Thou. Dol.

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- 0009 1  Yes – What was this firm’s revenue from exports? .....2100 \$  
2  No – Go to **11**

**10** Not Applicable

