

# 2009 Annual Services Report Service Annual Survey

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



FORM

SA-51113

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)

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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		
0008		
To		

### 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.

#### Books

		2009 Operating Revenue								
		Bil.	Mil.	Thou.	Dol.					
1.	<b>Textbooks</b> – Books primarily used as educational material (e.g., workbooks, teachers' manuals, resource and interactive materials) for students and teachers in formal study programs: elementary, high school, and post secondary levels (e.g., trade schools, colleges, universities). <b>Include</b> reference books published specifically for the educational system. <b>Exclude</b> standardized tests; report in line 6. . . . .	6101	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
2.	<b>Children's books</b> – Books published for children and young adults (up to age 15) (e.g., picture books, children's reference books, educational books not intended for use in the classroom). <b>Exclude</b> coloring books and activity books; report in line 6. . . . .	6102	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
3.	<b>General reference books</b> – Books published primarily for general reference purposes for the public at large (e.g., dictionaries, encyclopedias, thesauruses, atlases). . . . .	6103	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
4.	<b>Professional, technical, and scholarly books</b> – Books containing research, advanced knowledge or information for the academic and research community; also includes books used by individuals in the practice of specific occupations or professions (e.g., lawyers, doctors, electricians, accountants, business or computer professionals). <b>Include</b> specialized reference books. . . . .	6104	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
5.	<b>Adult trade books</b> – Books published for the adult public at large (e.g., literary fiction, non-fiction, religious books, bibles and hymnals, poetry and drama, histories, biographies, cook books, travel guides). . . . .	6105	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
6.	<b>All other operating revenue</b> – Revenue not reported in lines 1–5. If this item is greater than 20% of the total operating revenue, specify the primary source of revenue here ↗	1560	<input type="checkbox"/>	Mark "X" if None \$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						
7.	<b>TOTAL OPERATING REVENUE</b> – Sum of lines 1–6. . . . .	1800	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; width: 100%; height: 20px; vertical-align: middle;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>						

### 4 Source of Revenue by Type of Media

Report the percent of revenue that each type of media generates for the book revenue reported in 3 lines 1–5.

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

		Source of Book Revenue			
		2009			
1.	<b>Print books</b> – Books published on paper. . . . .	6106	<table border="1" style="display: inline-table; width: 60px; height: 20px; vertical-align: middle;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">%</td> </tr> </table>		%
	%				
2.	<b>Online books</b> – Books published online. . . . .	6107	<table border="1" style="display: inline-table; width: 60px; height: 20px; vertical-align: middle;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">%</td> </tr> </table>		%
	%				
3.	<b>Other media books</b> – Books published on any physical medium other than paper or online (e.g., CD-ROM, audiocassette, DVD, microfilm, diskette). . . . .	6108	<table border="1" style="display: inline-table; width: 60px; height: 20px; vertical-align: middle;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">%</td> </tr> </table>		%
	%				
		+	<table border="1" style="display: inline-table; width: 60px; height: 20px; vertical-align: middle;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: right;">%</td> </tr> </table>		%
	%				
			<b>100%</b>		

## 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
- Interest
- Bad debt
- Impairment
- Income tax

### Personnel Costs

- 1. Gross annual payroll** – 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
- 2. Employer's cost for fringe benefits** – Employer's cost for legally required programs and programs not required by law. **Include** 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). **Exclude** employee contributions. . . . . 1822
- 3. Temporary staff and leased employee expense** – Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services. . . . . 1823

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1821				

1822				
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1823				
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### Expensed Materials, Parts and Supplies (not for resale)

- 4. Expensed equipment** – 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
- 5. Expensed purchases of other materials, parts, and supplies** – 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

1824				
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1825				
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### Expensed Purchased Services

- 6. Expensed purchases of software** – Purchases of prepackaged, custom coded, or vendor customized software. **Include** 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
- 7. Purchased electricity and fuels (except motor fuels)** – 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
- 8. Lease and rental payments** – For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software. . . . . 1828

1826				
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1827				
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1828				
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## 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
- Interest
- 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.
Mark "X" if None				
<input type="checkbox"/>	\$			

Mark "X" if None

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

<input type="checkbox"/>	\$			
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Mark "X" if None

**11. Purchased printing services** – Purchased or contracted printing services. . . . . 6003

<input type="checkbox"/>	\$			
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### Other Operating Expenses

**12. 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

Mark "X" if None				
<input type="checkbox"/>	\$			

Mark "X" if None

**13. 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

<input type="checkbox"/>	\$			
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**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

Mark "X" if None				
<input type="checkbox"/>	\$			

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

\$				
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## 6 Not Applicable

**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.

1  Yes – What was this firm’s e-commerce revenue? . . . . . 2000 \$ 

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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:**

- Revenue from the sale of personal, business, or mainframe computer software to clients and customers located outside the United States.
- 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.

1  Yes – What was this firm’s revenue from exports? . . . . . 2100 \$ 

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2  No – Go to **10**

**10** Inventories at End of Year

Report inventories at end of year at cost or market value using generally accepted accounting principles.

**2009 Inventories**

Mark "X" if None  
Bil. Mil. Thou. Dol.

1. **Finished goods.** . . . . . 1751  \$ 

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2. **Work-in-process.** . . . . . 1752  \$ 

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3. **Materials, supplies, fuel, etc.** . . . . . 1753  \$ 

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4. **TOTAL BOOK VALUE – Sum of lines 1–3.** . . . . . 1754 \$ 

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Of the total inventories reported in line 4, were any stored or in route OUTSIDE the 50 U.S. States and the District of Columbia?

Bil. Mil. Thou. Dol.

1  Yes – What was the total value of those inventories? (Do not report inventory held in Foreign Trade Zones or in bond warehouses in the U.S.) . . . 6042 \$ 

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2  No – Go to **11**

