

2009 Annual Services Report Service Annual Survey

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



FORM

SA-54181

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

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
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.
- Report commissions, fees, and other operating receipts, not gross billings or gross sales.

Exclude:

- Transfers made within the company.

		2009 Operating Revenue								
		Bil.	Mil.	Thou.	Dol.					
1. Integrated advertising services – Providing any combination of advertising services such as creative and productive services; and media planning, buying, and research, plus marketing services (including any combination of public relations, market research, and sales promotion).	3221	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
2. Advertising creative services (including graphic design services) – Creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor, designing the layout for a print ad or the filming sequence of a television commercial.	3222	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
3. Media buying – Buying space or time from the media on behalf of the advertisers or advertising agencies	3223	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
4. Full public relations services – Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Various sectors of the public include community groups, constituents, minority groups, employees, investors, etc.	3001	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
5. Sales promotion – Developing plans for specific promotional activities or campaigns that stimulate consumer purchasing and improve distribution efficiency for a specific product. Include providing support services for implementing the campaign, such as coordinating the logistical and personnel requirements.	3224	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
6. Direct marketing – Developing a strategy to send promotional messages directly to consumers, rather than via mass media	3225	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
7. Marketing research – Investigating all elements of the marketing mix, which includes product, place, price and promotion	3226	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
8. Other advertising services – Other services related to advertising, such as developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio or television.	3227	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
9. All other operating revenue – Revenue not reported in lines 1–8. Include sale or licensing of merchandise and rental or leasing of equipment. If this item is greater than 20% of total operating revenue, specify the primary source of the revenue here ↗	1560	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							
		<i>Mark "X" if None</i>								
10. TOTAL OPERATING REVENUE – Sum of lines 1–9.	1800	<input type="checkbox"/>	\$ <table border="1" style="display: inline-table; border-collapse: collapse; width: 100%; height: 20px;"><tr><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td><td style="width: 25%;"></td></tr></table>							

4 Not Applicable

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

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

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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

Mark "X" if None				
\$				

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)

		2009 Operating Expenses			
		Bil.	Mil.	Thou.	Dol.
<p>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 13.</p>	<p>1829 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p>10. Purchased advertising and promotional services – Include marketing and public relations services.</p>	<p>1830 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			

Other Operating Expenses

<p>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.</p>	<p>1831 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p>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.</p>	<p>1832 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p>13. 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.</p>	<p>1899 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p>14. TOTAL OPERATING EXPENSES – Sum of lines 1–13.</p>	<p>1900</p>	\$			

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.

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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

