

# 2009 Annual Services Report Service Annual Survey

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



FORM

SA-54185

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		
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.

#### Leased Display Advertising Media Space

1. **Large format** – Leasing display advertising media space on standardized large format advertising displays intended for viewing from extended distances. **Include** installation of the substrate in the advertising space, maintenance, and removal of the advertising substrate. Leasing agreement may include additional services such as storage, rotation, and may include temporary add-ons specific to the advertiser such as bulletins, 30-sheet posters, 8-sheet posters, wall murals, and billboards. . . . .

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
3241	<input type="checkbox"/> Mark "X" if None	\$			

2. **Transit** – Leasing display advertising media space affixed to vehicles, or positioned in the common areas of transit stations, terminals, and airports (e.g., bus stations, train stations, subway stations, exterior and interior bus panels, interior and exterior subway and rail advertising, airport advertising, truckside panels, taxi panels, etc.). **Include** installation, maintenance and removal of the advertising substrate. . . . .

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
3242	<input type="checkbox"/> Mark "X" if None	\$			

3. **Street furniture and other urban fixtures** – Leasing advertising space on advertising displays positioned at close proximity to pedestrians and shoppers for eye level viewing, or at curbside to influence vehicular traffic (e.g., shopping mall advertising, in-store advertising, convenience store advertising, urban panels, bus shelter panels, bus bench panels, newsstand/news rock panels, information kiosk panels, public telephone panels, pedestrian panels, 1-sheet posters, etc.). **Include** installation, maintenance and removal. . . . .

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
3243	<input type="checkbox"/> Mark "X" if None	\$			

4. **Other leased display advertising** – Leasing advertising media space on other outdoor media formats used to create customized solutions for advertisers (e.g., stadium/arena/speedway advertising, airborne/airship display, marine vessel display, any new nonstandardized media space, etc.). **Include** installation, maintenance, and removal. . . . .

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
3244	<input type="checkbox"/> Mark "X" if None	\$			

#### All Other Operating Services

5. **All other operating revenue** – Revenue not reported in 1–4. **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

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
1799	<input type="checkbox"/> Mark "X" if None	\$			

6. **TOTAL OPERATING REVENUE** – Sum of lines 1–5. . . . . 1800

		2009 Operating Revenue			
		Bil.	Mil.	Thou.	Dol.
1800		\$			

### 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.			
9.	<b>Purchased repair and maintenance</b> – 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. <b>Exclude</b> materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line 13. . . . .	1829	<input type="checkbox"/>	\$				
10.	<b>Purchased advertising and promotional services</b> – Include marketing and public relations services. . . . .	1830	<input type="checkbox"/>	\$				

### Other Operating Expenses

11.	<b>Depreciation and amortization charges</b> – 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). <b>Exclude</b> impairment. . . . .	1831	<input type="checkbox"/>	\$				
12.	<b>Governmental taxes and license fees</b> – Payments to government agencies for taxes and licenses. <b>Include</b> business and property taxes. <b>Exclude</b> income taxes, and sales and excise taxes collected from customers. . . . .	1832	<input type="checkbox"/>	\$				
13.	<b>All other operating expenses</b> – All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. <b>Include</b> office postage and package delivery. <b>Exclude</b> purchases of merchandise for resale and non-operating expenses. . . . .	1899	<input type="checkbox"/>	\$				
14.	<b>TOTAL OPERATING EXPENSES</b> – Sum of lines 1–13. . . . .	1900		\$				

## 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.

--	--	--	--

- 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.

--	--	--	--

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

**10** Not Applicable

# 11 Change in Structure

Did you have an Employer Identification Number (EIN) change in 2009?

0015  
 1  Yes – Enter the new EIN. . . . . EIN                     
 2  No – Continue


Was there a change in ownership or control?

0018  
 1  Yes – Provide the date of the change and the firm's information. . . . . Month Year  
 (for multiple mergers, provide each firm's information as an attachment to this report)  
 0016

2  No – Go to 12

0017  
 Name of company acquired or merged with  
 Street address  
 City, State, ZIP Code

0019  
 EIN

Specify the nature of this change here 

0035

# 12 Remarks – Please provide an explanation for any inconsistent or incomplete data that would aid in understanding this report. For any separate correspondence pertaining to this report, please include the identification number shown in the address label area at the top of the first page.

0027

# 13 Certification – This report is substantially accurate and has been prepared in accordance with the instructions.

0020 Name of person completing this report – Please print 0024 Title 0025 Date

0021 Address (Street address, City, State, ZIP Code)

0022 Telephone number 0023 Fax number 0026 E-mail address

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

Return Completed form to:  
 U.S. CENSUS BUREAU  
 1201 East 10th Street  
 Jeffersonville, IN 47132-0001

or fax to: 1-800-447-4613

Public reporting burden for this collection of information is estimated to average \_\_\_\_\_ per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. Please include form name and number in all correspondence. 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 this form.

To see aggregate industry results of previous Service Annual Surveys, go to the following website: [www.census.gov/services/index.html](http://www.census.gov/services/index.html)