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|---|--|-----|------------|-----|-----|-----|-------|-----|------|-----|--------|
| FORM <b>SO-CLASS(00)</b><br>(6-8-2010)_P4<br>U.S. DEPARTMENT OF COMMERCE<br>Economics and Statistics Administration<br>U.S. CENSUS BUREAU<br><br><b>DUE DATE</b> →<br><br><b>YOUR RESPONSE IS REQUIRED BY LAW.</b> Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return this report to the Census Bureau.<br><br>If you have any questions, call weekdays between 8:30 a.m. and 5 p.m., Eastern time on <b>1-800-253-1882</b> | <b>BUSINESS AND PROFESSIONAL CLASSIFICATION REPORT</b> |     |            |     |     |     |       |     |      |     |        |
|   | <b>Census use only</b>                                 | 001 | NAICS CODE | 002 | TOC | 003 | ALPHA | 004 | XREF | 005 | BSR KB |
|   |  |     |            |     |     |     |       |     |      |     |        |

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

**INTERNET REPORTING - You may complete this survey online at: [www.census.gov/econhelp/sqclass](http://www.census.gov/econhelp/sqclass)**

Username: \_\_\_\_\_ Password: \_\_\_\_\_ *Use your firm's unique username and original password.*



**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 **12** to explain these or any other special situations.

**1 Which of the following best describes this firm's primary business?**  
 See attached instruction sheet.

- |  |   |
|--|---|
| <input type="checkbox"/> Retail Trade  | <input type="checkbox"/> Administrative and Support and Waste Management and Remediation Services                                       |
| <input type="checkbox"/> Wholesale Distributor (i.e., distributor, jobber, importer, exporter)   | <input type="checkbox"/> Accommodation and Food Services  |
| <input type="checkbox"/> Manufacturers' sales branch or sales office (selling goods manufactured, refined, or mined <b>in the United States</b> by this firm, this firm's parent company, or subsidiary) | <input type="checkbox"/> Finance and Insurance Services   |
| <input type="checkbox"/> Agent, broker, or electronic market (buying and selling on a commission basis)  | <input type="checkbox"/> Information and Data Processing Services   |
| <input type="checkbox"/> Transportation and Warehousing Services   | <input type="checkbox"/> Health Care and Social Assistance Services   |
| <input type="checkbox"/> Real Estate and Rental and Leasing Services   | <input type="checkbox"/> Other Services   |
| <input type="checkbox"/> Professional, Scientific, and Technical Services  | <input type="checkbox"/> Manufacturing  |
| <input type="checkbox"/> Arts, Entertainment, and Recreation Services  | <input type="checkbox"/> Utilities  |
|  | <input type="checkbox"/> Other Area of Business (such as Agriculture, Fishing, Mining, Construction, Forestry, etc.) - <i>Specify</i> z |

\_\_\_\_\_

*Draft #8 6/8/2010*

**2 What is this firm's primary business activity?**

*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 revenues 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%

| Principal product and service lines |  | Percent of total revenues |  |  |
|-------------------------------------|--|---------------------------|--|--|
| 1                                   |  |                           |  |  |
| 2                                   |  |                           |  |  |
| 3                                   |  |                           |  |  |
| Total . . . . .                     |  | <b>100%</b>               |  |  |

**4 Does this firm have revenues from e-commerce?**

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.

028  Yes — *On average, what percent of total monthly revenues are e-commerce revenues?* 029  %

No

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

*See additional instructions on attached instruction sheet.*

- Estimates are acceptable.
- **Include** revenues from e-commerce.
- **Include** commissions, fees, and operating revenue.

| Month | Mil. | Thou. | Dol. |
|-------|------|-------|------|
| 006   |      |       |      |
| 008   |      |       |      |

**6 a. Is this establishment operated on a not-for-profit basis?**

- 031  Yes — Go to **6b**  
 No — Go to **7**

**b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under section 501 of the Internal Revenue Code?**

- 032  Yes  
 No

**INSTRUCTIONS** — If this firm operates as a **Wholesale Distributor or a Manufacturer's Sales Branch** - Go to **7**.  
If this firm operates in **Retail Trade** - Go to **3**.  
If this firm operates in **Other Areas of Business** - Go to **9**.

**7 What were this firm's inventories at the end of the latest month printed in 6 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.

|                   |       |       |      |
|-------------------|-------|-------|------|
| 016               | Mil.  | Thou. | Dol. |
|                   | \$    |       |      |
| Date of inventory |       |       |      |
| 017               | Month | Year  |      |
|                   |       |       |      |

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

- |  |   |
|--|---|
| 019 <input type="checkbox"/> Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter) | 023 <input type="checkbox"/> Home shopping via television   |
| 020 <input type="checkbox"/> Warehouse or office (including telephone/fax/Internet orders or direct business-to-business selling by a sales representative)            | 024 <input type="checkbox"/> 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) |
| 021 <input type="checkbox"/> Mail-order  | 025 <input type="checkbox"/> Vending machines   |
| 022 <input type="checkbox"/> E-commerce  | 042 <input type="checkbox"/> Other - Specify ↘  |

**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

**9 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

010

EIN →  -

**10 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. If more than one company and more space is required, continue in 12 or on another sheet of paper, using the same format as above.  
2  No

012

EIN →  -

**11 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 **12**
- No - Enter name, street address, city, state and ZIP code and then go to **12**

More than one location

→ **What is the number of locations?** ..... 014

**Provide the following information for each of these locations.** If more space is required, continue in **12** or on another sheet of paper, using the same format as below.

| Name and physical location<br>(Street address, city, state, and ZIP code) | Primary Business Activity<br>at this location |
|---|---|
|   |   |
|   |   |
|   |   |

**12 Are there any remarks that help clarify your responses?**

**13 Whom should we contact if we have questions regarding this report?**

|                            |           |        |           |
|----------------------------|-----------|--------|-----------|
| Name — <i>Please print</i> | Telephone |        |           |
|                            | Area code | Number | Extension |
| Title                      | FAX       |        |           |
|                            | Area code | Number | Extension |
| E-mail address             |           |        |           |

**PLEASE 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 Distributor

This category includes establishments that are primarily engaged in buying and selling products on their own account (take title to goods), generally without transformation, and rendering services incidental to the sale of merchandise. Wholesale distributors are organized to sell (a) goods for resale (i.e., goods sold to other wholesalers or retailers) and (b) capital or durable nonconsumer 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
- Wholesale merchants, jobbers, or distributors

#### Manufacturers' Sales Branch or Sales Office

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

A manufacturers' 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 ⑫.

#### Agent, Broker, or Electronic Market

This category includes establishments 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)

#### 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

## INSTRUCTIONS FOR COMPLETING SELECTED ITEMS – Continued

### 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

### 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

### Utilities

This category includes establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal.

Examples include:

- Electric power generation, transmission, and distribution
- Natural gas distribution
- Steam supply provision and/or distribution
- Sewer systems and sewer treatment facilities

### Other Services

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

Examples include:

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

## QUESTION 5 – Operating Revenue

The definition of operating revenue varies by industry. Supplement the instructions in 5 with those below, as applicable.

### All Areas of Business

**Include** cash and credit revenues

**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.

## INSTRUCTIONS FOR COMPLETING SELECTED ITEMS – Continued

### 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 Distributor

**Include** sales of products that are shipped on this firm's orders directly to customers.

**Include** sales of goods imported to the United States by your company.

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

**Include** receipts from freight, installations, rental, maintenance, repairs, alterations, storage, and other such services.

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

**Exclude** foreign sales of products that never enter the United States.

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

**Exclude** nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate).

**Exclude** commissions or fees for goods that never entered the United States.

**Exclude** finance charges.

### Agent, Broker, or Electronic Market

**Include** total commissions, fees, sales, and operating revenue.

**Include** receipts from freight, installations, rentals, maintenance, repairs, alterations, storage, and other such services.

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

**Exclude** nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate).

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

**Exclude** commissions or fees for goods that never entered the United States.

**Exclude** finance charges.

### Accommodation and Food Services

**Include** revenues from hotels and motels, guest rooms, unit rentals, camp tuition/fees, room and board, and management fees.

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

### Other Services

#### Instructions for Taxable Firms

**Include** amounts received for work subcontracted to others.

**Include** locations that were sold or acquired during the year only report for the periods that this firm operated the locations.

**Include** revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

**Exclude** rents from and revenue of separately operated departments, concessions, etc., which are leased to others.

**Exclude** commissions from vending machine operators.

#### Instructions for Tax-Exempt Firms

**Include** program service revenue for services provided in the applicable period, whether or not payment was received in the applicable period.

**Include** gross revenues of merchandise minus returns and allowances.

**Include** revenues from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.

**Include** gross contributions, gifts, and grants (whether or not restricted for use in operations).

**Include** commissions earned from the revenues of merchandise owned by others (including commissions from vending machine operators).

**Include** gross revenues from fundraising activities.

**Exclude** gross receipts of departments or concessions operated by other companies.

**Exclude** amounts transferred to operating funds from capital or reserve funds.

**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 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.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.