



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

FORM

PS-54122 (11-16-2011)

2012 ECONOMIC CENSUS

Other Professional, Scientific, and Technical Services

OMB No. 0607-0934: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

PS-54122

**INFORMATION COPY
DO NOT USE TO REPORT**

Report Online - It's fast and secure!
Go to: econhelp.census.gov

- **OR** -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - Go to **2** 0022 ☐ No - Enter current EIN (9 digits) → 0025

-

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. Box and rural route addresses are not physical locations.)

0031 ☐ Yes - Go to line B

0032 ☐ No - Enter →
physical
location

0035 Number and street

0036 City, town, village, etc.

0037 State

0038 ZIP Code

-

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

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2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right

0015 ☐ Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

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Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0016 ☐ Other - Specify

0815

4 MONTHS IN OPERATION

Mark "X" if None

2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

☐

HOW TO REPORT DOLLAR FIGURES



Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report

Mark "X" if None

☐

If a value is "0" (or less than \$500.00):

Report

☒

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

Operating receipts 0100

☐

6 Not Applicable.

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X"
if None

2012

Number

A. Number of employees for pay period including March 12, 2012 0000 ☐

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

8-18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012?

If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

Mark "X" only **ONE** box.

Professional, scientific, and technical services

- 0700
- 541 910 00 2 ☐ Market research services
- 541 910 00 4 ☐ Public opinion polling services
- 541 930 00 1 ☐ Translation and interpretation services
- 541 930 00 2 ☐ Sign language services
- 541 990 90 1 ☐ Consumer credit counseling services
- 541 990 90 3 ☐ Appraisal and valuation services, excluding real estate
- 541 990 90 6 ☐ Business broker
- 541 990 90 2 ☐ Arbitration and conciliation services
- 541 990 10 1 ☐ Meteorological consulting and weather forecasting services
- 541 990 90 4 ☐ Fire extinguisher services, including testing and recharging
- 541 990 90 5 ☐ Outplacement services
- 541 990 90 7 ☐ Electrical, pipe and gas line visual inspection services
- 541 990 90 8 ☐ Commodity inspection services

CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued**Professional, scientific, and technical services - Continued**

0700 777 541 11 1 ☐ Other professional, scientific, and technical services - *Describe* ↴

0701

777 541 11 2 ☐ Management, scientific, and technical consulting services - *Describe* ↴

0701

777 541 11 3 ☐ Computer systems design and related services - *Describe* ↴

0701

Other kind of business or activity

777 541 11 4 ☐ Wholesale auction company, selling goods for resale or durable non-consumer goods (e.g., used automobiles, livestock) on an auction basis - *Describe type of auction good* ↴

0701

773 000 00 2 ☐ Other kind of business or activity - *Describe type of business or activity* ↴

0701

20 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in 5) by class of customer.

1. Business firms and farms 3108

2. Not-for-profit organizations (Include religious organizations.) 3107

3. Federal government 3105

4. State and local governments 3106

5. Household consumers and individuals (Report receipts from individually owned businesses on line 1.) 3100

6. TOTAL

2012			
Whole percent of receipts			
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
1	0	0	%

21 SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2012?

0998 ☐ Yes

0999 ☐ No

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**HOW TO
REPORT
PERCENTS**

Percents should be **rounded** to **whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

\$ Bil.

Mil.

Thou.

Percent

39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in **5**). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1 - Report receipts from the provision of marketing research services to collect and analyze marketing data relating to the movement of products and services from sellers to buyers. These services include the entire research process and providing an analysis of the collected data to the customer.

Line 1f - Report receipts from research services to collect data on, measure, and analyze audience size and demographics in media markets, including television, radio, Internet, motion picture, and print media.

Line 6 - Report receipts from providing expert assessment of the value of goods, such as jewelry, antiques, and art. Exclude receipts from real estate appraisal services.

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

\$ Bil.

Mil.

Thou.

Percent

1. Marketing research services

a. Marketing research services, conducted by telephone . . . 37811

b. Marketing research services, conducted over the Internet . . 37812

c. Marketing research services, conducted by mail 37813

d. Marketing research services, conducted using focus groups 37814

e. Marketing research services, conducted using face-to-face methods, excluding focus groups 37815

f. Media audience research services 37816

g. Other marketing research services 37817

h. Add lines 1a through 1g 37810

2. Public opinion research/polling services 37820

3. Statistical sampling and survey design services 37830

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
4. Translation and interpretation services				
a. Translation services 37931				
b. Interpretation services 37932				
c. Add lines 4a and 4b 37930				
5. Weather forecasting services 37900				
6. Appraisal services, excluding real estate 37970				
7. Consumer credit counseling and credit repair services 36630				
8. Visual inspection of electric transmission lines, gas lines, or pipelines 36640				
9. Commodity inspection services 37980				
10. Business brokering services 36660				
11. Arbitration, mediation, and conciliation services 38000				
12. Patent brokering (marketing) services 38010				
13. Resale of merchandise - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39626				
14. All other operating receipts - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39789				
15. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

23 and **24** Not Applicable.

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

25 EXPORTED SERVICES

NOTE - An exported service is a product (e.g., service performed, license agreement) that is sold or transferred to, or 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 products provided to unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

A. Did the receipts or revenue (reported in 5) include any amounts for exported services?

0911 ☐ Yes - Go to line B

0912 ☐ No - Go to 26

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. Amount of receipts or revenue for exported services

26 SPECIAL INQUIRIES

FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?
(Mark "X" only ONE box.)

0237 ☐ Yes - franchisee-owned establishment

0238 ☐ Yes - franchisor-owned establishment

0239 ☐ No

2. If yes, provide the trademark(s) below. ↗

0235

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27-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

☐ Yes

☐ No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

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

Tele-
phone

Fax

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

E-mail address

Date
completed

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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