

## 2012 ECONOMIC CENSUS OF PUERTO RICO Retail Trade and Accommodation and Food Services Sectors

### INFORMATION SHEET

**Need help or have questions about filling out the form?**

Visit [econhelp.census.gov](http://econhelp.census.gov) or

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

Please reference your 11-digit Census File Number (CFN) printed on each form with all communications.

The Retail Trade and Accommodation and Food Services Sector of the 2012 Economic Census of Puerto Rico include establishments primarily engaged in the following:

- **Retail Trade** – Selling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.
- **Accommodation** – Providing lodging or short-term accommodations and complementary services.
- **Food Services** – Preparing meals, snacks, and beverages to customer order for immediate consumption, primarily on the premises.

If an establishment is **NOT** engaged in one of these kinds of businesses, **DESCRIBE** its business or activity in **ITEM 19 AND COMPLETE** the report form as accurately as possible.

#### DEFINITION OF ESTABLISHMENT

An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. This includes all locations of a company or organization, including administrative offices that were in operation at any time during 2012.

#### GENERAL INSTRUCTIONS

- Complete a separate report form for each establishment **owned or controlled** by your company or organization. If you did not receive a separate report form for each establishment, visit our web site at [econhelp.census.gov](http://econhelp.census.gov) or call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday, to request additional report forms.
- Each report form should cover calendar year 2012. If book figures are not available, **estimates are acceptable**. However, if the accounting fiscal year is different from the calendar year, fiscal year figures will be acceptable for all items except payroll (calendar year figures for payroll should be available from the Internal Revenue Service (IRS) Form 941-PR, Employer's

Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return). Indicate in item **30** the exact dates covered.

- If an establishment stopped operating before January 1, 2012, indicate action and date in item **3**, mark "X" the box to indicate "none" in item **4**, and continue to item **30**.
- If an establishment was closed, sold, or leased to another company or organization during 2012, complete the report form for the portion of 2012 that the establishment was operating as part of your company or organization.
- Dollar figures should be rounded to the nearest thousand as illustrated on the report form.
- If there are any questions or if any communication regarding this report form is necessary, reference the 11-digit Census File Number (CFN) shown in the mailing address.
- Please photocopy each completed report form for your records and return the original.
- Public reporting burden for this collection of information is estimated to average one hour 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 0607-0937, 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 0607-0937" as the subject.
- Response to this collection of information is required unless it does not display a valid approval number from the Office of Management (OMB). The OMB eight-digit number appears in the upper right corner of the report form.

## INSTRUCTIONS FOR SELECTED ITEMS

### 2. PHYSICAL LOCATION

Answer all sections (**A and B**) of item **2** even if the mailing address shown is correct.

### 3. OPERATIONAL STATUS

Mark "X" the **ONE** box that best describes the operational status of the establishment at the **end of 2012**.

- **In operation** – The establishment was open and actively conducting business on December 31, 2012.
- **Temporarily or seasonally inactive** – Although not conducting business at the end of 2012, the establishment will eventually reopen and conduct business under the same Employer Identification Number (EIN). Examples include businesses or establishments that close during the "off-season" or that temporarily close for remodeling. Complete all items on the form for the portion of 2012 during which the establishment was active.
- **Ceased operation** – The establishment has gone out of business or closed and does not plan to reopen. Provide the **month, day, and year** that the establishment ceased operation. Complete all items on the form for the portion of 2012 during which the establishment was in operation.
- **Sold or leased to another operator** – The establishment was sold or leased to another company or organization. Provide the **month, day, and year** that the change occurred and indicate the name, address, and EIN of the new owner or operator. Complete all items on the form for the portion of 2012 prior to the change in operator.
- **Other status** – The establishment's operational status at the end of 2012 is not accurately described above. Please specify a description of the establishment's operational status in the space provided.

### 5. SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

#### **Include:**

- Cash and credit sales of merchandise sold in 2012, whether or not payment was received in 2012.
- Receipts for delivery, installation, maintenance, repair, alteration, storage, and other services provided in 2012, whether or not payment was received in 2012.
- The establishment's share of sales and receipts from departments, concessions, and vending and amusement machines operated by other companies at this establishment.

- Receipts from the rental of vehicles, equipment, instruments, tools, and other merchandise.
- Motor vehicle transportation charges, dealer preparation charges, and dealer installed options.
- Fair sales value of motor vehicles marketed under leases negotiated in 2012, regardless of whether the establishment holds the lease.
- Sales of motor vehicles formerly used for rental or leasing.
- Total value of service contracts.
- Commissions received for the arrangement of financing and the sale of credit life insurance.
- Amounts received from customers for layaway purchases.
- Excise taxes (such as those on **gasoline, liquor, and tobacco**) paid by the manufacturer or wholesaler and included in the cost of goods purchased by the establishment.
- Fees for processing money orders and cashing checks.
- Shipping and handling receipts.

#### **Exclude:**

- Sales and other taxes collected directly from customers and paid directly to a commonwealth or federal tax agency.
- Gross sales and receipts of departments or concessions operated by other companies at this establishment.
- Receipts from carrying and other credit charges.
- Commissions or receipts from the sale of government lottery tickets.
- Non-operating income from sources such as investments, rental or sale of real estate, and interest.
- Automotive dealers only – Receipts from customers for tag and title fees, licenses, etc., forwarded to a commonwealth licensing agency.

#### **Deduct:**

- Refunds and allowances for returned merchandise.
- Automotive dealers only – Discounts granted to the purchaser as an increase in trade-in allowance over fair market value and manufacturer's rebates and incentives.

**Do no deduct** fair market value of trade-ins taken as partial payment.

## 6. E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

E-commerce transactions are transactions completed over an Internet, electronic mail, Extranet, Electronic Data Interchange (EDI) network, or other online system.

### **Include:**

- Sales generated from agreements negotiated online, between buyer and seller on price and term of a transfer of ownership of, or rights to use, goods or services.
- Online sales of goods or services, regardless of whether payment is made online.
- Commissions or fees from the use of online services (e.g., computerized reservation systems, financial transaction processing systems, etc.) where the order or contract was negotiated online.
- Commissions or fees from online trading of securities or other financial products (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-throughs on advertisements or referral fees) through the establishment's web site.
- Sales generated from telephone transactions using interactive voice response systems.
- Shipping and handling receipts for online orders.

### **Exclude:**

- Online payments from customers where the order or contract was **not** negotiated online.
- Commissions or fees from the use of online services (e.g., computerized reservation systems, financial transaction processing systems, etc.) where the order or contract was **not** negotiated online.
- Commissions or fees from the provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access, etc.) where the order or contract was **not** negotiated online.
- Sales from orders for goods or services placed over facsimile machines or switched telephone networks.

## 7. EMPLOYMENT AND PAYROLL

If employees worked at more than one location, report employment and payroll for employees at the **ONE** location where they spent most of their working time.

### **A. Number of paid employees**

Report number of paid employees for pay period including the March 12, 2012.

### **Include:**

- All full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in item **1**.
- Non-resident workers, whether or not FICA taxes were withheld.
- Salaried officers and executives of a corporation.
- Employees on paid sick leave, paid holidays, and paid vacation.

### **Exclude:**

- Temporary staffing obtained from a staffing service.
- Employees of departments or concessions operated by other companies at this establishment.
- Proprietors or partners of an unincorporated business.
- Unpaid family members.

### **B. Payroll before deductions**

#### **Include:**

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 2012, whether or not subject to income or FICA tax.
- Salaries of officers and executives of a corporation.
- Employee contributions to qualified pension plans.

#### **Exclude:**

- Payments to or withdrawals by proprietors or partners of an unincorporated business.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of departments or concessions operated by other companies at the establishment.

### **C. Employer's cost for benefits**

#### **Include:**

- Legally required employer's cost for benefits (employer payments for Social Security, Medicare, unemployment compensation, workmen's compensation, and local disability programs, if required). Also include any legally required employer's cost for benefits under non FICA regulations.
- Voluntarily provided benefits (payments for life insurance, medical insurance, pensions, welfare benefits, union-negotiated benefits, and other benefits).

## 9. INVENTORIES

### A. Inventories at the end of 2012 and/or 2011

If the establishment had inventories at the end of either 2012 or 2011, answer "Yes."

### B. Total inventories

Report the total value of merchandise inventories the establishment owned on December 31, 2012 and on December 31, 2011. Exclude the value of inventories held at the establishment but owned by others.

Report inventories using current cost, if using Last In - First Out (LIFO) method of valuation will need to adjust to obtain First In - First Out (FIFO) or current cost method of valuation.

## 13. CAPITAL EXPENDITURES AND DEPRECIATION CHARGES

### A. Capital expenditures

Report expenditures made during 2012 to purchase buildings or structures, including improvements and repairs, and machinery and equipment that are chargeable to the fixed assets accounts and for which depreciation accounts are maintained. Also include the cost of buildings or structures and machinery and equipment acquired as the lessee under capital lease agreements entered into during 2012.

### B. Depreciation charges

Report depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm under leaseholds, tangible assets obtained, as the lessee, through capital lease agreements in 2012.

## 16. SELECTED EXPENSES

Costs refer to the amount actually paid or payable after discounts, including freight and other direct charges incurred in acquiring the item or service.

### A. Communication services

Report cost of communication services, including telephone, cellular phones, Internet, fax, and the cost for the contracts.

### B. Computer services

Report the cost of all computer services. Include data processing and computer software.

### C. Office supplies

Report the cost of office supplies.

### D. Maintenance and repair of machinery and equipment

Report total amount paid for the maintenance and repair of the machinery and/or equipment during 2012.

### E. Maintenance and repair of buildings, structures, offices and their integral parts

Report total amount paid for the maintenance and repair of buildings, structures, offices, and their integral parts. Include the cost of purchased services from other companies that are paid directly by this establishment for janitorial, refuse removal, and other services.

### F. Merchandise bought for resale

Report the cost of all merchandise bought and resold in the same condition as when purchased.

### G. All other operating expenses

Include all the other operating expenses incurred by the establishment, such as payroll, benefits, utilities, depreciation. Do not include capital expenditures, interest, and/or bad debt.

### H. Interest paid

Include all the interest that was paid in 2012.

## 19. PRINCIPAL KIND OF BUSINESS

Choose the **PRINCIPAL** kind of business that best describes the establishment in 2012. If none of the provided selections seem appropriate, mark "X" the box next to "Other kind of business," at the end of item **19** and provide a specific description of the primary business activity.

## 20. CLASS OF CUSTOMER

### D. Percent of sales and receipts generated from exports

Estimate the percentage of sales and receipts generated from exports, **NOT THE PERCENTAGE OF TRANSACTIONS.**

Include exports from Puerto Rico to foreign countries, the United States, and U.S. territories.

### E. Percent of total sales by class of customer

Estimate the percentage of this establishment's total sales by class of customer, excluding the percentage reported in line **D**. Total in line **8** should be 100%.

**E1. Household consumers**

Include sales to individuals or employees buying for personal consumption.

**E2. Retailers**

Include sales to all types of retailers (that is, retail chain organizations independent stores, or department stores) that normally buy for resale to household consumers.

**E3. Wholesalers**

In addition to sales to merchant wholesalers, include sales that were made through agents, brokers, and commission merchants.

**E4. Manufacturing and mining industrial users for use as input goods in production**

Include sales to manufacturers located in Puerto Rico.

**E5. Restaurants, hotels, food services, and contract feeding**

Include sales to caterers, contract feeders, and all eating and drinking establishments.

**E6. Governmental bodies**

Include sales to the Federal government (including military post exchanges, General Services Administration (GSA), U.S. Postal Service, and other agencies), the Commonwealth of Puerto Rico government, and Municipal governments.

**E7. Other**

Report the percentage of sales not elsewhere classified and describe the type of customer.

**22. DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012**

- Report either in thousands of dollars OR as a whole percent of total sales as illustrated on the report form. It is not necessary to report in both dollars and percentages. Percentages are preferable.
- **Estimates are acceptable**, but please **do not** combine data for two or more lines.
- If the establishment sold merchandise not covered in the prelisted categories, report the sales of such merchandise on the "All other merchandise" line and specify principal lines with their estimated sales or percent of sales.
- Receipts for rentals, storage, repair work, and service contracts should be reported on the "Nonmerchandise receipts" line at the end of the listing. **Do not include** such receipts with the merchandise sales.
- The sum of merchandise lines reported should equal 100 percent (or the amount reported in item **5** if the lines are reported in dollars).