

2012 ECONOMIC CENSUS OF PUERTO RICO
Information; Management of Companies and Enterprises; Professional, Scientific, and Technical Services; Administrative and Support and Waste Management and Remediation Services; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; and Other Services Sectors, except Public Administration

INFORMATION SHEET

Need help or have questions about filling out the form?

Visit 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 services sectors of the 2012 Economic Census of Puerto Rico include establishments primarily engaged in the following areas of economic activity:

- Publishing
- Motion picture and Sound recording
- Broadcasting and Telecommunications
- Information services and Data processing services
- Management of companies and enterprises (including holding companies)
- Professional, Scientific, and Technical services
- Administrative and support
- Waste management and Remediation services
- Educational services
- Health care and Social assistance
- Arts, Entertainment, and Recreation
- Repair and maintenance
- Personal services
- Other services, except Public Administration

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, warehouses, etc. that were in operation at any time during 2012.

Locations with no paid employees, including broadcasting antennas, telephone relay and switching stations, and other similar facilities, are not considered separate establishments.

DEFINITION OF HOLDING COMPANY

A **holding company** is a company primarily engaged in holding securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing the management decisions of these firms. They do not administer, oversee, and manage other establishments of the company or enterprise whose securities they hold.

DEFINITION OF ENTERPRISE SUPPORT ESTABLISHMENT

An **enterprise support establishment** is an establishment that is primarily engaged in performing management, supervision, general administrative functions, and supporting services for other establishments of the same enterprise, rather than for the other general public or other business firms.

DEFINITION OF ENTERPRISE

An **enterprise** or company is a business, service, or membership organization consisting of one or more establishments within the United States or Puerto Rico under common ownership or control. It includes establishments of subsidiary companies, where there is more than 50 percent ownership, as well as establishments of firms which the enterprise has the power to direct or cause the direction of management and policies.

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 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; 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:

- Gross receipts from services provided, from the use of facilities, and from merchandise sold in 2012, whether or not payment was received in 2012.
- Advertising agencies, travel industries, and other service establishments operating on a commission basis - commissions, fees, and other operating income, NOT gross billings or sales.
- Advertising sales
- Sales of goods and services marketed through sales offices.

- Sales to and receipts from FOREIGN parent firms, subsidiaries, branches, etc.
- This establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others.
- Receipts from the rental and leasing of vehicles, equipment, instruments, tools, etc.
- Total value of service contracts. Market value of compensation received in lieu of cash.
- Amounts received for work subcontracted to others.
- Dues and assessments from members and affiliates.
- The Management of Companies and Enterprises Sector, Public broadcast stations and libraries should include contributions, gifts, grants, and income from interest, rental of real estate, and dividends; all others should exclude such revenues.
- Independent artists, writers, and performers should report royalties.
- The Management of Companies and Enterprises Sector should report franchise sales and fees and royalties.

Exclude:

- Sales and other taxes collected directly from customers or clients and paid directly to a commonwealth or federal tax agency.
- Gross receipts from departments or concessions operated by others.
- Intra-company transfers.
- Sales of used equipment previously rented or leased to customers.
- Other non-operating income.

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 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 works, 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.

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.
- The spread on stock options that is taxable to employees as income.

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.
- Payroll 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).

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. 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.

G. 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 or activity," at the end of item **19** and provide a specific description of the primary business activity.