

2012 ECONOMIC CENSUS American Samoa

INFORMATION SHEET

Need help or have questions about filling out the form?

Visit econhelp.census.gov or

Call 684-633-2340, between 7:30 a.m. and 4:00 p.m., Monday through Friday.

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

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 selling and service locations of a company and any other facilities such as warehouses, administrative offices, terminals, etc., that were in operation at any time during 2012. Permanent (or temporary) locations with no paid employees (such as unmanned warehouses) are not considered separate establishments.

GENERAL INSTRUCTIONS

- Please report information for each establishment owned or controlled by the company or organization. If the company or organization has multiple locations and an **Ownership and Control** flyer was included in your mailing package, please complete the enclosed flyer. If your mailing package does not include this flyer and separate report forms are not provided for each establishment, visit econhelp.census.gov or call 684-633-2340 between 7:30 a.m. and 4:00 p.m., Monday through Friday, to request additional report forms.
 - This 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-SS, Employer's Quarterly Federal Tax Return, or Form 944-SS, 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 dollars 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 thirty minutes 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. 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 through D**) 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 for merchandise sold, services provided, products shipped, and construction work done.
- Amounts received for work even though work may have been subcontracted to others.
- Commissions, fees, and other operating income for industries operating on a commission basis, such as travel agencies and advertising agencies.
- Actual sales value of the products sold rather than commissions received for **retailers** and **wholesalers** selling merchandise on a consignment or commission basis.
- Receipts for delivery, installation, maintenance, repair, alteration, storage, and other services.

Exclude:

- Grants, sales taxes or other taxes collected directly from customers and paid directly to a federal or local tax agency.
- Gross sales and receipts from departments or concessions operated by other companies at the establishment.
- Commissions from vending machines operated by others.

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, shipments, receipts, or revenue generated as a result of e-commerce transactions or agreements negotiated online, including electronic mail (e-mail), between the customer and this establishment on the price and/or terms of transfer of 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 contact was negotiated online.
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through on advertisements or referral fees) through the establishment’s website.
- 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-SS, Employer's Quarterly Federal Tax Return, or Form 944-SS, 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 vacations, and paid holidays.

Exclude:

- Temporary staffing obtained from a staffing service.
- Employees of departments or concessions operated by other companies at this establishment.
- 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.
- Agriculture workers from fruit or vegetable canning or freezing plants with farms associated with their operations.
- Fishing crews from fish canning, freezing, or packaging plants with fishing operations associated with the plant.
- Proprietors or partners of an unincorporated business.

B. Unpaid family members

Report payroll for unpaid family members that worked 15 hours or more during the week that includes March 12.

C. 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.
- Employer's cost for payroll taxes and benefits.

D. Employer's cost for benefits

Include:

- Legally required 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 cost for benefits (payments for life insurance, medical insurance, pensions, welfare benefits, and union-negotiated benefits).

9. INVENTORIES

B. Total inventories

Report the value of 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.

D. Stage of fabrication

Answer this item only if the establishment engages in either construction or manufacturing. If the establishment had inventories by stage of fabrication on December 31, 2012 and on December 31, 2011, report inventories by completing lines **1** through **3**.

The sum of lines **1** through **3** for each year should equal the total amount for that year reported in line **B**.

13. CAPITAL EXPENDITURES AND DEPRECIATION CHARGES

A. Capital expenditures

Report expenditures made during 2012 to purchase buildings and structures, including improvements and repairs, and machinery and equipment that are chargeable to the fixed assets accounts for which depreciation accounts are maintained. Also, include the cost of buildings and structures and machinery and equipment acquired as the lessee under capital lease agreements entered into during 2012. Do not report payments and value of assets you rent under operating leases.

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

A. Operating expenses

Report total operating expenses for 2012.

Include:

- Total annual payroll reported in item **7**.
- Employer's cost for benefits reported in item **7**.
- Stamps, taxes, and license fees.
- Equipment which was expensed (rather than capitalized) during 2012.
- Depreciation and amortization charges in 2012, including depreciation charges on equipment obtained through a capital or full payout lease, or on equipment rented to others through an operating lease.
- Lease and rental payments made in 2012 for equipment leased under an operating lease.
- Advertising services and expenses.
- Commissions paid to others.
- Office supplies, postage, and shipping and packaging materials and expenses.
- Cost of legal services, data processing, and other contract work performed by others.
- Telephone and other purchased communication services.
- Other expenses such as insurance, storage, repairs, bad debt, theft, and damage losses.

Exclude:

- Purchase of goods for resale.
- Income taxes.
- Sales and other taxes collected directly from customers and paid directly to a federal or local tax agency.
- Interest expenses (except for Banking establishments, etc., for which interest is an operating expense).
- Capital expenditures.
- Bad debt.
- Payments to or withdrawals by proprietors and partners of an unincorporated firm.
- Lease payments for merchandise obtained through capital, finance, or full payout leases.

B. Purchases of merchandise for resale

Report the total cost of all merchandise purchased for resale, net of manufacturing inventories, returns, allowances, and trade and cash discounts (including amounts allowed for trade-ins) to which this establishment took title in 2012 whether or not payment was made in 2012. If possible, exclude purchases of containers, wrappings, packaging and selling supplies.

Include:

- Merchandise to which this establishment took title in 2012, whether or not payment was made in 2012.
- Raw and finished goods.
- Cash and credit purchases.
- Merchandise in transit to this establishment or to a customer to which the establishment has taken title.
- Amounts allowed for trade-ins.
- Freight, delivery, and other transportation costs.
- Import duties (if paid separately).
- The cost of purchased services that were resold.
- Merchandise sold by this establishment from the inventory of other establishments of the firm.
- Parts and supplies used in repair work or other service type activities.

Exclude:

- Expenditures for supplies, equipment, and parts purchased for the company's own use.
- Taxes and stamps.
- Merchandise to which this establishment never took title.
- Sales and other taxes collected directly from customers and paid directly to a federal or local agency.

C. Interest paid

Report short- term and long-term interest 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 business or activity," at the end of item **19** and provide a specific description of the primary business activity.

20. CLASS OF CUSTOMER

A. *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 American Samoa to foreign countries, the United States, and U.S. territories.

B. *Percent of total sales by class of customer*

For each type of customer that this establishment serves enter the percentage of the establishment's total sales reported in item **5**, excluding the exports reported in line **A**. The sum of the percentages entered should equal 100%.

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

Describe your principal business activities and report the percentage of total sales, shipments, revenue, or other operating receipts during 2012 that were reported in item **5**.

27. OWNERSHIP

Citizenship is determined by "Majority Ownership," which is defined as ownership of more than 50% of a company's rights claims, interests, or stocks.