



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

FORM

**PS-54115** (11-16-2011)

## 2012 ECONOMIC CENSUS

### Specialized Design 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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**PS-54115**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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 ☐ Yes0042 ☐ No0043 ☐ No legal boundaries0044 ☐ Do not know

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

0046 ☐ City, village, or borough0047 ☐ Town or township0048 ☐ Other0024 ☐ 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 operation0013 ☐ Temporarily or seasonally inactive0014 ☐ 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

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"/>
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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 ☐

<input type="text"/>	<input type="text"/>
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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"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	2	<input type="text"/>	0	3	6

EXAMPLE

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012 \$ Bil. Mil. Thou.

Operating receipts . . . . . 0100 ☐

<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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**6** Not Applicable.

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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).

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

1. Annual payroll . . . . . 0300 ☐

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

Mark "X" if None

2012  
Number

--	--	--	--	--	--

Mark "X" if None

2012

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

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.

### Design services

- 0700
- 541 430 00 1 ☐ Graphic design services
- 541 430 00 7 ☐ Communication design services
- 541 410 00 2 ☐ Interior design services - planning, designing, and administering projects in interior spaces to meet the physical and aesthetic needs of people using the spaces
- 541 410 00 3 ☐ Interior decorating consultant - advising on interior decorating
- 541 810 00 1 ☐ Advertising agency - creating advertising campaigns and placing advertising with media
- 541 420 00 1 ☐ Industrial design services - developing designs that optimize the use, value, and appearance of products
- 541 330 00 C ☐ Engineering design services - applying principles of engineering in the design and development of machines and products
- 541 490 00 1 ☐ Fashion design services
- 541 430 00 2 ☐ Commercial art services
- 541 850 00 4 ☐ Display advertising
- 541 310 00 1 ☐ Architectural services, excluding landscape
- 541 320 00 1 ☐ Landscape architectural services

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**19** KIND OF BUSINESS OR ACTIVITY - Continued**Design services - Continued**0700 442 110 10 1 ☐ Furniture store, except custom777 541 49 1 ☐ Other specialized design services - *Describe type of design services* 7

0701

**Other kind of business or activity**541 922 00 1 ☐ Commercial photography services773 000 00 1 ☐ Other kind of business or activity - *Describe* 7

0701

**20** CLASS OF CUSTOMER*Estimate the percentage of receipts (reported in 6) 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   %   %   %   %   %

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 ☐ Yes0999 ☐ No**INFORMATION COPY  
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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 1a** - Report fees from a bundled service, including programming, conceptual design development (i.e., schematics), design development, specification of necessary items and components, preparation of construction documents, contract administration, and other interior design services. Report resale of merchandise on **line 11**.

**Line 1b** - Report fees from the stand alone sale of individual interior design services, such as programming, conceptual design services (i.e., schematics), design development services, preparation of construction documents, and other interior design services.

**Line 2** - Report fees from providing specifications for items which will be used to furnish and decorate the interior space of the client. Report resale of merchandise on **line 11**.

**Line 3** - Report fees from specialized design services related to creating and developing designs and specifications that optimize the function, value, and appearance of manufactured products.

**Line 3b** - Report fees from design and fabrication services for full-scale or reduced scale models of new product concepts. Models can be prepared for specific parts or sections of new products.

**Line 5a** - Report receipts from creating graphic images and designs for use by specific corporate clients.

**Line 5e** - Report receipts from creating the content, appearance, and layout of a client's Internet, intranet, or extranet website. Include static HTML design, as well as the design/programming of templates, which control the display characteristics of information, such as text, graphics, and images stored in databases.

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

\$ Bil.

Mil.

Thou.

Percent

**1.** Interior design services

**a.** Full-service interior design services

**(1)** Full-service interior design services for residential buildings, except historical restoration . . . . . 36591

**(2)** Full-service interior design services for non-residential buildings, except historical restoration . . . . . 36592

**(3)** Full-service interior design services for restoration of historic buildings . . . . . 36593

**(4) Add lines 1a(1) through 1a(3)** . . . . . 36590

**b.** Interior design services sold separately - Describe ↴

36594




**2.** Interior decorating services . . . . . 36600

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
<b>3.</b> Industrial design services				
<b>a.</b> Product design services . . . . . 38521	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>b.</b> Model design and fabrication services . . . . . 38522	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>c.</b> Other industrial design services . . . . . 38523	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>d. Add lines 3a through 3c</b> . . . . . 38520	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>4.</b> Drafting services - <i>Describe</i> 				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 38530	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>5.</b> Graphic and communication design services				
<b>a.</b> Corporate and organization image design services . . . . . 38551	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>b.</b> Advertising and promotional design creative services . . . . . 38552	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>c.</b> Publication design services . . . . . 38553	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>d.</b> Commercial illustration design services . . . . . 38554	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>e.</b> Website and internet presence design and development services . . . . . 38555	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>f.</b> All other graphic design services - <i>Describe</i> 				
<div style="border: 1px solid black; height: 30px; width: 430px;"></div> 38556	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>g. Add lines 5a through 5f</b> . . . . . 38550	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>6.</b> Imaging and other data capture services . . . . . 36221	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>7.</b> Printing services . . . . . 35560	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>8.</b> Clothing design services . . . . . 38580	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>9.</b> Other specialized design services - <i>Describe</i> 				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 38590	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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

**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
10. Photography services . . . . . 38600				
11. Resale of merchandise . . . . . 39633				
12. All other operating receipts - Describe if more than 10 percent of total receipts $\nearrow$ <div style="border: 1px solid black; height: 20px; width: 100%;"></div>				
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars . . . . . 39850				100

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**23** and **24** Not Applicable.

**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 30

**B.** Amount of receipts or revenue for exported services . . . . . 0914

2012		
\$ Bil.	Mil.	Thou.

**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.  $\nearrow$

0235

**27-29** Not Applicable.

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

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

☐

Yes

☐

No - Enter time period covered →

FROM

Month

Year

TO

Month

Year

Name of person to contact regarding this report

Title

Tele-  
phone

Area code

Number

Extension

Fax

Area code

Number

E-mail address

Date  
completed

Month

Day

Year

**Thank you for completing your 2012 ECONOMIC CENSUS form.****PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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