



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

FORM

PS-54120 (11-16-2011)

2012 ECONOMIC CENSUS

Photography 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-54120

**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 ☐ 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)

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

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.

 2 0 3 6

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012 \$ Bil. Mil. Thou.

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).

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

Mark "X"
if None

2012
Number

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 ☐

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.

Photography services

- 0700
- 541 921 00 1 ☐ Photography studio, portrait
- 541 922 00 1 ☐ Commercial photography services
- 812 921 00 1 ☐ Photofinishing laboratory, excluding one-hour
- 812 922 00 1 ☐ One-hour photofinishing services

Other kind of business or activity

773 000 00 2 ☐ Other kind of business or activity - Describe type of business or activity 7

0701

20 CLASS OF CUSTOMEREstimate 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			
			%
			%
			%
			%
			%
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**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 4** - Report receipts from creating photographic or digital images for corporate, commercial, or industrial uses, including advertising, marketing, public relations, and illustrative or instructional materials and publications.**Line 5** - Report receipts from providing all other photographic and digital imaging and video services. Include receipts from aerial photography and legal video services.**Line 6** - Report receipts from providing photofinishing services. Include receipts from developing negatives, printing, re-sizing, and other effects. These services may be provided to photographic or digital images.

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

1. Portrait photography services**a. General individual and group portrait photography services** 37841**b. School portrait services** 37842**c. Passport photography services** 37843

\$ Bil.	Mil.	Thou.	Percent

CONTINUE WITH **22** ON PAGE 5

CONTINUE ON PAGE 5

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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
1. Portrait photography services - Continued				
d. Other portrait photography services 37844				
e. Add lines 1a through 1d 37840				
2. Wedding photography services				
a. Wedding still photography services 37851				
b. Wedding video photography services 37852				
c. Add lines 2a and 2b 37850				
3. Other special event photography or video services 37860				
4. Commercial or industrial photography services 37870				
5. Other photography services 37880				
6. Digital photo and photofinishing services 32440				
7. Licensing of rights to use stock photos 37910				
8. Maintenance and repair services for consumer electronics . . . 31910				
9. Photographic equipment rental 39518				
10. Resale of photographic equipment and supplies 39628				
11. Resale of other merchandise - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39629				
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39787				
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 B0912 ☐ 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 0914**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 establishment0238 ☐ Yes - franchisor-owned establishment0239 ☐ No**2.** If yes, provide the trademark(s) below. ↴

0235

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

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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