



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

FORM

PS-54102 (11-16-2011)

2012 ECONOMIC CENSUS

Accounting, Tax Preparation, Bookkeeping, and Payroll 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-54102

**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

54102017



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 Yes 0042 No 0043 No legal boundaries 0044 Do not know

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

- 0046 City, village, or borough 0047 Town or township 0048 Other 0024 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 operation

0013 Temporarily or seasonally inactive

0014 Ceased operation - *Give date at right* →

| | | |
|-------|-----|------|
| Month | Day | Year |
| | | |

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 |
| | | |

 0018

INFORMATION COPY
DO NOT USE TO REPORT

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** →

If a value is "0" (or less than \$500.00): **Report** →

Mark "X" if None

| 2012 | | |
|---------|------|-------|
| \$ Bil. | Mil. | Thou. |
| | | |
| | | |
| | | |

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None 2012

Operating receipts 0100

| 2012 | | |
|---------|------|-------|
| \$ Bil. | Mil. | Thou. |
| | | |
| | | |
| | | |

6 Not Applicable.

54102025



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).

Mark "X" if None

2012 Number

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

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012

| | \$ Bil. | Mil. | Thou. |
|---|---------|------|-------|
| 1. Annual payroll 0300 <input type="checkbox"/> | | | |
| 2. First quarter payroll (January-March 2012) 0310 <input type="checkbox"/> | | | |

INFORMATION COPY
DO NOT USE TO REPORT

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.**

Offices of accountants

- 0700 541 211 00 1 Certified public accountant (CPA)
- 541 219 00 1 Accountant, excluding CPA
- 541 211 00 2 Auditing services (CPA)

Tax return preparation, bookkeeping, billing, and payroll services provided by non-CPAs

- 541 213 00 1 Income tax return preparation services, without also providing accounting, bookkeeping, or billing services
- 541 214 20 1 Payroll services, without also providing accounting, bookkeeping, or billing services
- 541 219 00 2 Bookkeeping services
- 541 219 00 3 Billing services
- 541 219 00 7 Medical billing or payment services
- 541 214 10 1 Talent payment services
- 561 330 00 5 Professional Employer Organization (PEO) - employee leasing services
- 541 219 00 4 Other accounting services provided by non-CPA firms - Describe

0701

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

54102033



19 KIND OF BUSINESS OR ACTIVITY - Continued

Other kind of business or activity

- 0700 541 219 00 6 Tax consulting services
- 541 611 00 1 Administrative and general management consulting services
- 523 930 00 A Financial planning and investment advisor services
- 541 512 20 1 Computer systems consultant, excluding system integrator
- 518 210 00 4 Data processing service bureau - providing data entry, image processing, database management, record conversion, and other computer processing services from central processing centers
- 777 541 02 1 Other consulting services - Describe ↴

INFORMATION COPY
DO NOT USE TO REPORT

- 0701 Other kind of business or activity - Describe ↴
- 773 000 00 1 Other kind of business or activity - Describe ↴
- 0701 Other kind of business or activity - Describe ↴

20 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in **5**) by class of customer.

| 2012 | |
|---------------------------|--|
| Whole percent of receipts | |
| [][] % | |
| [][] % | |
| [][] % | |
| [][] % | |
| [][] % | |
| 100 % | |

- 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**

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 Yes
- 0999 No

54102041



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 receipts from examinations of accounting records and other supporting evidence for the purpose of expressing an opinion as to whether financial statements are presented fairly in accordance with an appropriate, disclosed basis of accounting.

Line 2 - Report receipts from analysis of reported financial statements to determine plausibility within the framework of the appropriate criteria. Include receipts from engagement to provide reports on the results of applying client-specified procedures to financial information.

Line 5 - Report receipts from audits, reviews, and agreed-upon procedures performed in relation to non-financial matters.

Line 6 - Report receipts from bookkeeping, compilation, and one or more of the following services (which were charged as a single fee): payroll services or tax preparation services. Report bookkeeping and compilation combined with payroll calculations only on **line 8**.

Line 8 - Report bookkeeping services and compilation of financial statements. Bookkeeping may include payroll calculation services.

Line 9a - Report receipts from the combination of collection and processing of payroll information and paychecks; pay deposits and pay statements; withholding amounts from employees' pay for government-mandated and other deductions; remitting the amounts withheld to the appropriate authorities and plan administrators; filing regulatory and tax reports with regard to deductions; remitting the employer's contribution; filing regulatory and tax reports with regard to government-mandated and other contributions by the employer to employee benefit plans; and preparation of special payroll reports at client's request.

Line 9b - Report receipts from the stand-alone sale of individual payroll services. Include payroll calculation services; customized payroll reports; payroll deduction, remittance, and reporting; and other individual payroll services.

Line 11 - Report receipts from preparation of income and other tax returns, review of returns prepared by others, filing of returns, preparation of supplementary documents associated with returns, and preparation for and representation at tax audits and appeals. Include compilation of financial statements when provided as a package with tax preparation for a single fee.

Line 12 - Report receipts from providing consultation, design, development, installation, or customization of a computerized accounting system. Include receipts from providing training and support that enable the client to use the computerized accounting system.

Line 13 - Report receipts from providing advice, assistance, and implementation services in the areas of strategic and organizational planning, finance, human resources, marketing, and production. Include executive search services and other management consulting services. Report tax consulting on the appropriate detail lines under **line 10**.

Line 14 - Report receipts from assisting an individual client in planning for financial goals, including examining the client's tax situation. The firm may provide investment advice and make investments on the client's behalf.

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

| | \$ Bil. | Mil. | Thou. | Percent |
|--|---------|------|-------|---------|
| 1. Financial auditing services | | | | |
| a. Financial statement auditing 36821 | | | | |
| b. Specialized financial auditing 36822 | | | | |
| c. Add lines 1a and 1b 36820 | | | | |
| 2. Financial statement review, engagement, and agreed-upon procedures for financial information 36830 | | | | |

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

54102058

INFORMATION COPY
 DO NOT USE TO REPORT

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 |
| 3. Other financial assurance and related services 36840 | | | | |
| 4. Tax auditing services 36440 | | | | |
| 5. Non-financial assurance and related services 36850 | | | | |
| 6. General accounting services 36890 | | | | |
| 7. Billing services, including medical billing 36150 | | | | |
| 8. Bookkeeping and compilation services | | | | |
| a. Full-service bookkeeping with compilation services 36491 | | | | |
| b. Bookkeeping services sold separately 36492 | | | | |
| c. Compilation services sold separately 36493 | | | | |
| d. Add lines 8a through 8c 36490 | | | | |
| 9. Payroll accounting services | | | | |
| a. Full-service payroll services 36881 | | | | |
| b. Payroll services sold separately 36882 | | | | |
| c. Add lines 9a and 9b 36880 | | | | |
| 10. Tax planning and consulting services | | | | |
| a. Individuals and unincorporated businesses 36891 | | | | |
| b. Corporate and other clients 36892 | | | | |
| c. Add lines 10a and 10b 36890 | | | | |
| 11. Tax preparation and representation services | | | | |
| a. Individuals and unincorporated businesses 36910 | | | | |
| b. Corporate and other clients 36920 | | | | |

INFORMATION COPY
DO NOT USE TO REPORT

54102066



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 |
| 12. Computerized accounting systems services 36930 | | | | |
| 13. Management consulting services - Describe type of consulting work ↴ 38980 | | | | |
| 14. Personal financial planning service 36950 | | | | |
| 15. Sale of accounting forms and publication 36510 | | | | |
| 16. All other operating receipts - Describe if more than 10 percent of total receipts ↴ 39722 | | | | |
| 17. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850 | | | | 100 |

INFORMATION COPY
DO NOT USE TO REPORT

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 26

| 2012 | | |
|---------|------|-------|
| \$ Bil. | Mil. | Thou. |
| | | |

B. Amount of receipts or revenue for exported services 0914

54102074



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

26 SPECIAL INQUIRIES - Continued

D. 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. ↴

0235

INFORMATION COPY
DO NOT USE TO REPORT

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 →

| | | | | | |
|------|-------|---------|----|-------|---------|
| | Month | Year | | Month | Year |
| FROM | □ □ | □ □ □ □ | TO | □ □ | □ □ □ □ |

Name of person to contact regarding this report

Title

| | | | |
|-----------|-----------|-----------------------|-----------|
| | Area code | Number | Extension |
| Telephone | □ □ □ | □ □ □ □ - □ □ □ □ □ □ | □ □ □ □ |

| | | |
|-----|-----------|-----------------------|
| | Area code | Number |
| Fax | □ □ □ | □ □ □ □ - □ □ □ □ □ □ |

E-mail address

| | | | |
|----------------|-------|-----|---------|
| | Month | Day | Year |
| Date completed | □ □ | □ □ | □ □ □ □ |

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

54102090

