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2010 Annual Services Report
Service Annual Survey

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

Cellular and Other Wireless Telecommunications

FORM

SA-517212

REPORT DUE

138 SAS_I

517212

Need help or have questions?

Call 1-800-772-7851
M-F, 8:30 a.m. - 5:00 p.m. EST
or
Visit our web site:
www.census.gov/econhelp/sas
or
Write to:
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

(Please correct any errors in name, address, and ZIP Code.)

Internet Reporting

To complete this report online go to: *www.census.gov/econhelp/sas*
Click on "Census Taker" and enter your username and password to login.

Username:

Password:

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.

YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, United States Code, requires that your response may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive, and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

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PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

1 REPORT COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operating cellular telecommunications and other wireless telecommunications networks (except paging).

Does the above coverage describe this firm's business activity?

0001 ☐ Yes - **Go to 2.**

☐ No - **Specify the firm's business activity and complete the report where applicable beginning with 2.**

0002

2 REPORT PERIODS

What periods of time will this data represent?

- Report data for the 2010 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006 ☐ 2010 calendar year - **Go to 3.**

☐ Other than calendar year - **Enter the periods this report will cover** (e.g., fiscal years, periods with less than a full calendar year). →

2010		
From		
Month	Day	Year
0007		
To		
Month	Day	Year
0008		

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CONTINUE ON PAGE 3

3 OPERATING REVENUE

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company.

		Mark "X" if None	2010 Operating Revenue $ Bil.	Mil.	Thou.	Dol.
Mobile Services						
1.	**Mobile telephony -** Providing access to the public switched and/or mobile switching center telephone networks for the transmission and switching of voice, data, or video, within and between local calling areas, where the call originates from or transmits into a portable handset. **Include** value added services, calling features, transmissions using cellular, Personal Communications Services (PCS), Enhanced Specialized Mobile Radio (ESMR), and similar technologies. 6027	☐				
2.	**Mobile long-distance -** Providing access to the public switched and/or mobile switching center telephone networks for the transmission of switching a voice, data, and video, where the call originates from or transmits into a portable headset. **Include** roaming charges, calls using cellular, PCS, and ESMR technology. . 6311	☐				
3.	**Mobile all distance -** Providing access to the public switched and/or mobile switching center telephone networks for the transmission of switching a voice, data, and video, where the call originates from or transmits into a portable headset and where there is no distinction between local and long distance areas. **Include** calls using cellular PCS, and ESMR, mobile satellite telephony, air-to-ground, and ship-to-shore telecommunication services. 6312	☐				
4.	**Other mobile services -** Mobile telecommunications revenue not reported in lines **1-3. Include** mobile dispatch services, messaging services, etc. 6313	☐				
Other Telecommunications Services						
5.	**Internet access services -** Provision of a direct connection to the Internet, both wired and wireless. **Include** broadband, narrowband, digital subscriber lines (DSL), dial-up, and always-on Internet access services. 6019	☐				
6.	**Installation services for telecommunication networks -** Installing wires and other equipment to put a telecommunication network in place. 6021	☐				
7.	**Reselling services for telecommunications equipment, retail -** Retailing of telecommunications equipment such as fixed or mobile telephones, pagers, mobile radio units, key telephones, Private Branch Exchange (PBX), modems, and data terminal equipment, purchased on own-account for resale. 6022	☐				
8.	**Rental of telecommunications equipment -** Renting or leasing telecommunication equipment such as fixed or mobile telephones, pagers, mobile radio units, key telephones, PBX, modems, and data terminal equipment. 6023	☐				
9.	**Repair and maintenance services for telecommunications equipment -** Repairing and maintaining communications equipment, facilities, and related products on or off a customer's premises. **Include** telephones, modems, multi-plexers, earth stations, etc. 6024	☐				
Other Operating Revenue						
10.	**All other operating revenue -** Revenue not reported in lines **1-9. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here.** 1560 _____ 1799	☐				
11.	**TOTAL OPERATING REVENUE -** Sum of lines **1-10.** 1800					

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CONTINUE ON PAGE 4

4 SOURCE OF TOTAL MOBILE SERVICE REVENUE

Report the percent of total mobile service revenue (3 lines 1-4) by type of customer.

- Enter "0" where applicable.
- Estimates are acceptable.
- Round percentage items to the nearest whole percent.

		Source of Total Mobile Service Revenue 2010
1. Government - Local, state, or federal governments.	6028	%
2. Business firms and not-for-profit organizations.	6029	%
3. Household consumers and individual users.	6030 +	%
		100 %

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CONTINUE ON PAGE 5

5 OPERATING EXPENSES

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data lines for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
Personnel Costs						
1. **Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c).	1821	☐				
2. **Employer's cost for fringe benefits -** Employer's cost for legally required programs and programs not required by law. **Include** insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K, stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). **Exclude** employee contributions.	1822	☐				
3. **Temporary staff and leased employee expense -** Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services.	1823	☐				
Expensed Materials, Parts, and Supplies (not for resale).						
4. **Expensed equipment -** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Report packaged software in line **6.** Report leased and rented equipment in line **8.**	1824	☐				
5. **Expensed purchases of other materials, parts, and supplies -** Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels.	1825	☐				
Expensed Purchased Services						
6. **Expensed purchases of software -** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations.	1826	☐				
7. **Purchased electricity and fuels (except motor fuels) -** If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line **8.**	1827	☐				
8. **Lease and rental payments -** For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software.	1828	☐				

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CONTINUE ON PAGE 6

5 OPERATING EXPENSES - (Continued)

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data lines for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

Expensed Purchased Services - (Continued)

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
9.	**Purchased repair and maintenance - Include** expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **15.** 1829	☐				
10.	**Purchased advertising and promotional services - Include** marketing and public relations services. 1830	☐				

Other Operating Expenses

11.	**Access charges -** Payment for access to the local loop. Firms providing cellular phone service, report interconnection fees here. **Include** fees for leased facilities access charges paid to foreign companies for international calls originating in the United States. . 6025	☐				
12.	**Universal service contributions (USC) and other similar charges -** Payments to state and federal governments to support universal funds for services for local and independent providers. . 6026	☐				
13.	**Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment. 1831	☐				
14	**Governmental taxes and license fees -** Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers. 1832	☐				
15.	**All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. 1899	☐				
16.	**TOTAL OPERATING EXPENSES** - Sum of lines **1-15.** 1900					

6 and 7 Not Applicable.

8 E-COMMERCE REVENUE

E-commerce includes sales, receipts, and contributions from any transaction completed over an Internet, extranet, EDI network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online.

Did the revenue reported in 3 include any e-commerce revenue?

		2010 E-Commerce Revenue $ Bil.	Mil.	Thou.	Dol.
☐	Yes - **What was this firm's e-commerce revenue?** 2000				
0011 ☐	No - **Go to 11.**				

9 and 10 Not Applicable.

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CONTINUE ON PAGE 7

11 CHANGE IN STRUCTURE

Did you have an Employer Identification Number (EIN) change in 2010?

EIN (9 digits) 0015 ___ - ___

0013 ☐ Yes - **Enter the new EIN.** . . . . . .

☐ No - **Continue.**

Was there a change in ownership or control?

Month | Year 0018

☐ Yes - **Provide the date of the change and the firm's information.** . . . . . .
(for multiple mergers, provide each firm's information as an attachment to this report)

0016 ☐ No - **Go to 12.**

0017 Name of company acquired or merged with

Street Address

City | State | ZIP Code

EIN (9 digits) 0019 ___ - ___

Specify the nature of this change here.

0035

12 REMARKS

- Please provide an explanation for any inconsistent or incomplete data that would aid in understanding this report. For any separate correspondence pertaining to this report, please include the identification number shown in the address label area at the top of the first page.

0027

13 CERTIFICATION

- This report is substantially accurate and has been prepared in accordance with the instructions.

0020 Name of person to contact regarding this report *(Please print)* | 0024 Title

0021 Address (Number and street) | City | State | ZIP Code

0022 Telephone: Area code | Number | Extension

0023 Fax: Area code | Number

0026 E-mail address

0025 Date Completed: Month | Day | Year

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Return completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

or fax to: 1-800-447-4613

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To see aggregate industry results of previous Service Annual Surveys, go to the following website:
www.census.gov/services/index.html

2010 Annual Services Report

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

General Instructions

- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is $1,030,280,456 it should be reported as →

Bil.	Mil.			Thou.			Dol.		
1	0	3	0	2	8	0	4	5	6

Item Specific Instructions - All Firms

Item 3 - Revenue

Include:

- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.

Exclude:

- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

Instructions for Taxable Firms

Item 3 - Revenue

Include:

- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

Exclude:

- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).

Instructions for Tax-Exempt Firms

Item 3 - Revenue

Include:

- Program service revenue for services provided in the applicable period, whether or not payment was received in the applicable period.
- Gross sales of merchandise minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

Exclude:

- Gross receipts of departments or concessions operated by other companies.
- Amounts transferred to operating funds from capital or reserve funds.

Item Specific Instructions - All Firms

Item 5 - Operating Expenses

Line 1 - Gross annual payroll

Include salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, and temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

All other operating expenses

Include travel and entertainment; postage, shipping or delivery services; warehousing and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.