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

FORM
**SA-54170A** (11-22-2011)

OMB No. 0607-0422: Approval Expires 10/31/2012

# 2011 ANNUAL SERVICES REPORT

## Research and Development in the Social Sciences and Humanities

**Due Date**

**Need help or have questions?**

**Call** 1-800-772-7851
(8:30 a.m. - 5:00 p.m. ET, M-F)
or
**Visit** census.gov/econhelp/sas

**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.

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

**Return via Internet:**
census.gov/econhelp/sas
Username:
Password:

**Return via Mail:**
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47134-0001

**To view Survey Results:**
census.gov/services

### GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in ⓱.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.
- Do not combine data for two or more detailed lines.
- 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 | 030 | 280 | 456 |

**Include:**

- Data for all Services establishments (excluding data for Retail, Wholesale, Manufacturing, Mining, and Construction operations) as defined by the survey coverage in ❶.
- Data for auxiliary facilities primarily engaged in supporting services to those establishment(s) such as warehouses, garages, central administrative offices, and repair services.

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***PENALTY FOR FAILURE TO REPORT***

***CONTINUE ON PAGE 2***

## 1 SURVEY COVERAGE

**Did this firm provide the business activities described below?**

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in conducting research and analyses in cognitive development, sociology, psychology, language, behavior, economic, and other social science and humanities research.

☐ Yes

☐ No - *Specify this firm's business activity*

## 2 Not Applicable.

## 3 ORGANIZATIONAL CHANGE

**A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 4

**B. Which of the following organizational changes occurred in 2011 or 2010?**

*Check all that apply. If more than one organizational change occurred during the reporting period, explain in* 17.

☐ Acquisition
☐ Sale
☐ Merger
☐ Divestiture

*Date of organizational change* . . . . . Month | Day | Year

*AND*

*Enter detailed information below*

| Name of company | EIN (9 digits) |
|---|---|
| | - |

| Address (Number and street, P.O. Box, etc.) | | |
|---|---|---|
| | | |
| **City, town, village, etc.** | **State** | **ZIP Code** |
| | | - |

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## 4 REPORTING PERIOD

**What time period is covered by the data provided in this report?**

☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates* . . . . . .

| 2011 | | | 2010 | | |
|---|---|---|---|---|---|
| **Beginning Date** | | | **Beginning Date** | | |
| Month | Day | Year | Month | Day | Year |
| | | | | | |
| **Ending Date** | | | **Ending Date** | | |
| Month | Day | Year | Month | Day | Year |
| | | | | | |

## 5 TAX STATUS

**A. Is this establishment operated on a not-for-profit basis?**

☐ Yes

☐ No - *Go to* 6

**B. Was all or part of the income of this establishment or organization exempt from Federal income taxes under section 501 of the Internal Revenue Code?**

☐ Yes

☐ No

## 6 SALES, RECEIPTS, OR REVENUE

**What were the revenues for this firm in 2011 and 2010?**

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

**Exclude:**
- Transfers made within the company.
- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

### INSTRUCTIONS FOR TAXABLE FIRMS

**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

**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.

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**6 SALES, RECEIPTS, OR REVENUE** - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Basic and Applied Research** | | | | | | | | |
| **a. Basic and applied research in natural and exact sciences, except biological sciences - Include** basic and applied research in genetic engineering, other biotechnology, and all other natural and exact sciences, exclude biological sciences. **Include** biotechnology fields such as industrial biotechnology, diagnostic applications, genetic engineering and enzyme technology, genetic technologies, transformation, site-directed autogenesis, process biotechnology, transgenesis, and biotechnology not elsewhere classified . . | | | | | | | | |
| **b. Basic and applied research in engineering and technology -** Report revenue for basic and applied research services focused on the application of various combinations of mathematical and scientific principles to goods, services, and processes. **Include** engineering fields such as aerospace, aeronautical, and astronautical; agricultural and forestry; architectural; biomedical; chemical; civil; computer; electrical, electronics, and communications; environmental; forest; geometric; manufacturing; materials; mechanical; metallurgical; mining, mineral, and petroleum; etc. **Exclude** biotechnology . . . . . | | | | | | | | |
| **c. Basic and applied research in the biological and biomedical sciences -** Report revenue for basic and applied research services focused on fields such as clinical sciences, immunology, neurosciences, pharmacology, public health, etc. **Include** research in the biological, medical, health, agricultural, veterinary, and environmental sciences. **Exclude** biotechnology . . . . . | | | | | | | | |
| **d. Basic and applied research in the social sciences and humanities -** Report revenue for all other basic and applied research services focused on other social sciences and humanities. **Include** research fields such as psychology; anthropology and archaeology; economics; linguistics; political science; sociology; the arts; history; philosophy and religion; language and literature; education; management and commerce; law and justice; communication, journalism, and media; library science and curatorial studies; and others . . . . . | | | | | | | | |

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**6** **SALES, RECEIPTS, OR REVENUE** - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **2. Production services for development -** Report revenue for the provision of development services that may result in the creation of intellectual property. **Include** services provided in fulfillment of legal contracts as well as contracts for the creation of original works that can be implicitly or explicitly protected by copyright and industrial property laws. The contract specifies the disposition of any intellectual property arising from the work performed under contract. Development services are defined as systematic work, drawing on research findings or other scientific knowledge or practical experience, for the purpose of creating new or significantly improved goods, services, systems, methods, or processes . . . . . | | | | | | | | |
| **3. Other Operating Revenue** | | | | | | | | |
| **a. Licensing of right to use intellectual property -** Granting permission, on a fee, royalty, or other basis, to another economic entity to use intellectual property, owned or controlled by the lessor, for the lessee's economic benefit. **Include** licensing of intellectual property implicitly or explicitly protected by copyrights, patents, trade secrets, and trademarks; licensing of rights to use to distribute intellectual property as well as options agreements that grant a prospective buyer or licensee the right to inspect intellectual property and assess its market potential before engaging to buy or license it; both the temporary licensing of rights and permanent sale of new original works sold with only partial commercial-use rights. **Exclude** outright sale of new original works and all associated intellectual property rights . . | | | | | | | | |
| **b. Original works of intellectual property -** New original intellectual property works produced without contract for sale. Sale of such works requires relinquishing all attendant intellectual property rights to the purchaser permanently or as long as allowed by law. **Include** new original works for sale that are implicitly or explicitly protected by copyrights, patents, trade secrets, and trademarks. **Exclude** works produced for own account or under contract for others, products (computers, cars, phones, books, films, software, etc.) derived from the original protected entities and sold with conventional end-use licenses, and new original works sold with only partial commercial-use rights . . . . . | | | | | | | | |
| **c. All other operating revenue -** Operating revenue not reported in lines **1a through 3b**. **Include** sale or licensing of merchandise and rental or leasing of equipment. **If this item is greater than 20% of total operating revenue, specify the primary source of the revenue here** | | | | | | | | |

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*CONTINUE WITH* **6** *ON PAGE 6*

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## 6 SALES, RECEIPTS, OR REVENUE - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **4. Non-Operating Revenue** | | | | | | | | |
| **a. Contributions, gifts, and grants received** . . . . . | | | | | | | | |
| **b. Investment and property income - Include** interest and dividends. **Exclude** gains (losses) from assets sold . | | | | | | | | |
| **c. All other non-operating revenue - Include** philanthropy, cafeteria sales, parking lot receipts, etc. - *Specify the primary source of revenue below* | | | | | | | | |
| | | | | | | | | |
| **5. TOTAL REVENUE** *Sum of lines **1a through 4c*** . . . . . | | | | | | | | |

## 7 SALES TAX

**A. Did this firm collect any sales taxes in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 8

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **B. What were the total sales taxes collected in 2011 and 2010?** *Exclude excise taxes* . . . . . | | | | | | | | |

## 8 E-COMMERCE

*E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.*

**A. Did this firm have any e-commerce revenue in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 13

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **B. What was the total e-commerce revenue in 2011 and 2010?** . . . . . | | | | | | | | |

**9–12** Not Applicable.

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## 13 EXPORT REVENUE

*An exported service is a service 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:**

- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

**Exclude:**

- Services provided to domestic subsidiaries of foreign firms.

**A. Did the revenue reported in 6 include any revenue from exports?**

☐ Yes

☐ No - *Go to* 14

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **B. What was this firm's revenue from exports?** . . . . . | | | | | | | | |

## 14 OPERATING EXPENSES

**What were the operating expenses for this firm in 2011 and 2010?**

**Exclude:**

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

**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.

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Personnel Costs** | | | | | | | | |
| **a. Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on this 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). **Include** the spread on stock options that are taxable to employees as wages . . . . . | | | | | | | | |

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## 14 OPERATING EXPENSES - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Personnel Costs** - Continued | | | | | | | | |
| **b. 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 . . . . . | | | | | | | | |
| **c. 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 . . . . . | | | | | | | | |
| **2. Expensed Materials, Parts, and Supplies (not for resale)** | | | | | | | | |
| **a. 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 **3a.** Report leased and rented equipment in line **3c** . . . . . | | | | | | | | |
| **b. 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 . . . | | | | | | | | |
| **3. Expensed Purchased Services** | | | | | | | | |
| **a. 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 . . . . . | | | | | | | | |
| **b. 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 **3c** | | | | | | | | |
| **c. 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 . . . . . | | | | | | | | |

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## 14 OPERATING EXPENSES - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **3. Expensed Purchased Services** - Continued | | | | | | | | |
| **d. 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 **4c** . . . . . | | | | | | | | |
| **e. Purchased advertising and promotional services - Include** marketing and public relations services . | | | | | | | | |
| **4. Other Operating Expenses** | | | | | | | | |
| **a. Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment . . . . . | | | | | | | | |
| **b. 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 . . . . . | | | | | | | | |
| **c. All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. **If this item is greater than 20% of the total operating expenses, specify the primary source of the expenses below** | | | | | | | | |
| | | | | | | | | |
| **5. TOTAL OPERATING EXPENSES** *Sum of lines **1a through 4c*** . . . . . | | | | | | | | |

## 15 INTEREST EXPENSE

**What was the interest expense for this firm's establishments as defined in 1 and operated on a tax-exempt basis?**

**Exclude:**

- Transfers made within the company.
- Capitalized expenses.
- Impairment.
- Bad debt.
- Income tax.

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **Interest expense -** Interest expenses incurred in the financing of operations and long lived assets used in continuing operations . . . . . | | | | | | | | |

## 16 Not Applicable.

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**17** **REMARKS -** Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**18** **CONTACT INFORMATION**

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

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

| Telephone | Area code | Number | Extension | Fax | Area code | Number |
|---|---|---|---|---|---|---|
| | | - | | | | - |

| E-mail address | Website address |
|---|---|
| | |

Public reporting burden for this collection of information is estimated to average 3-6 hours 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 0607-0422, 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 0607-0422" as the subject. Please include form name and number in all correspondence. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.