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

FORM
SA-54181E (08-04-2016)

2016 ANNUAL SERVICES REPORT

Due Date

Need help or have questions?

Call 1-877-787-9860, option "1"
(8:00 a.m. - 5:00 p.m. ET, M-F)
or **Visit**
https://econhelp.census.gov/sas

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, Sections 131 and 182 authorizes this collection. Sections 224 and 225 requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By Section 9 of 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. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

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U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

To view Survey Results:
census.gov/services

GENERAL INSTRUCTIONS

Throughout this survey, any reference to **"this firm"** is referring to the EIN that is printed in the mailing address area or the new EIN that was provided as a response in ❷. Any responses related to "this firm" should only include data for the EIN referenced.

- Any significant change in this firm's operations should be noted in ⓱.
- For establishments sold or acquired in 2016 or 2015, 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.
- Figures 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) operating under the EIN printed in the mailing address area.
- 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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❶ A. MAILING ADDRESS

Is this firm's name and mailing address the same as shown in the mailing address above?

☐ Yes

☐ No - *Enter corrections in the mailing address above*

PENALTY FOR FAILURE TO REPORT

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1 B. SURVEY COVERAGE

Did this firm provide the business activities described below?

☐ Yes

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

2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

Does this firm report payroll under EIN

☐ Yes

☐ No - *Enter current 9-digit EIN **AND** date payroll was first reported for this EIN* . . . . . EIN (9 digits) ___ - ___

Month | Day | Year

3 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2016 or 2015?

☐ Yes

☐ No - *Go to* 4

B. Which of the following organizational changes occurred in 2016 or 2015?

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

NOTE: Calendar year data are preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2016 and 2015 calendar years.

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

☐ Calendar year

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

2016			2015		
Beginning Date			**Beginning Date**		
Month	Day	Year	Month	Day	Year
Ending Date			**Ending Date**		
Month	Day	Year	Month	Day	Year

5 Not Applicable.

6 SALES, RECEIPTS, OR REVENUE

What were the revenues for this firm in 2016 and 2015?

Include:

- Commissions, fees, and other operating receipts, not gross billings or gross sales.
- 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.
- 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.
- 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).

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
1. **Integrated advertising services -** Providing any combination of advertising services such as creative and productive services, media planning, buying, and research, plus marketing services (**including** any combination of public relations, market research, and sales promotion)								
2. **Advertising creative services (including graphic design services) -** Creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor, designing the layout for a print ad or the filming sequence of a television commercial								
3. **Media buying -** Buying space or time from the media on behalf of the advertisers or advertising agencies								
4. **Sales promotion -** Developing plans for specific promotional activities or campaigns that stimulate consumer purchasing and improve distribution efficiency for a specific product. **Include** providing support services for implementing the campaign, such as coordinating the logistical and personnel requirements								
5. **Direct marketing -** Developing a strategy to send promotional messages directly to consumers, rather than via mass media . . .								
6. **Marketing research -** Investigating all elements of the marketing mix, which includes product, place, price, and promotion								

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6 SALES, RECEIPTS, OR REVENUE - Continued

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
7. Other advertising services - Other services related to advertising, such as full public relation services, developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio, or television								
8. All other operating revenue - Revenue not reported in lines **1 through 7. Include** sale or licensing of merchandise and rental or leasing of equipment. **If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue below**								
9. TOTAL OPERATING REVENUE *Sum of lines **1 through 8***								

7 SALES TAX

A. Did this firm collect any sales taxes in 2016 or 2015?

☐ Yes

☐ No - *Go to* 8

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
B. What were the total sales taxes collected in 2016 and 2015? *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 2016 or 2015?

☐ Yes

☐ No - *Go to* 14

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
B. What was the total e-commerce revenue in 2016 and 2015?								

9–13 Not Applicable.

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14 OPERATING EXPENSES

What were the operating expenses for this firm in 2016 and 2015?

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.

	2016				2015			
	$ 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								
b. Employer's cost for fringe benefits - Employer's cost for legally required programs and programs not required by law:								
1. Health insurance - Insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs). **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions . . .								
2. Pension plans:								
a. Defined benefit pension plans - Costs for both qualified and unqualified defined pension plans. Pension plans that specify the benefit to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees								

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14 OPERATING EXPENSES - Continued

	2016				2015			
	$ 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: - Continued								
2. Pension plans: - Continued								
b. Defined contribution plans - Costs under defined contribution plans. Pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs) . .								
3. Payroll taxes, employer paid insurance premiums (except health), and other employer benefits - Include legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). **Include** benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefit accounts (e.g., health savings accounts), education assistance, and other benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims								
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 **3i**								
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								

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14 OPERATING EXPENSES - Continued

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
3. Expensed Purchased Services - Continued								
b. Data processing and other purchased computer services - Include web hosting, computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. **Exclude** expensed integrated systems, repair and maintenance of computer equipment, payroll processing and credit card transaction fees, and expenses for telecommunication services (e.g., Internet, connectivity, telephone) . .								
c. Purchased communication services - Telephone, cellular, and fax services; computer-related communications (e.g., Internet, connectivity, online), and other wired and wireless communication services								
d. Purchased repairs and maintenance to machinery and equipment - Expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees								
e. Purchased repairs and maintenance to buildings, structures, and offices - Include repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **4c**								
f. Purchased electricity - If the cost of electricity is included in lease or rental payments, report in line **3j**								
g. Purchased fuels (except motor fuels) - Fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). If the costs are included in lease or rental payments, report in line **3j**								
h. Water, sewer, refuse removal, and other utility payments - Include the cost of hazardous waste removal. If the costs of these utilities are included in lease or rental payments, report in line **3j**								
i. Lease and rental payments for 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								
j. Lease and rental payments for land, buildings, structures, store spaces, and offices - Include penalties incurred for broken leases								
k. Purchased advertising and promotional services - Include marketing and public relations services .								

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14 **OPERATING EXPENSES** - Continued

	2016				2015			
	$ Bil.	Mil.	Thou.	Dol.	$ Bil.	Mil.	Thou.	Dol.
3. Expensed Purchased Services - Continued								
l. Purchased professional and technical services - Include management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. **Exclude** salaries paid to your own employees for these 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** 7								
5. TOTAL OPERATING EXPENSES *Sum of lines **1a through 4c***								

15 **and** **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			
Telephone	Area code	Number	Extension	Fax	Area code	Number	
		-				-	
E-mail address				Website address			

THANK YOU for completing your 2016 ANNUAL SERVICES REPORT.
We suggest you keep a copy for your records.

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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: ECON Survey Comments 0607-0422, U.S. Census Bureau, 4600 Silver Hill Road, Room EMD-6K064, Washington, DC 20233. You may e-mail comments to ECON.Survey.Comments@census.gov . Be sure to use ECON Survey Comments 0607-0422 as the subject. You are not required to respond to this collection of information if it does not display a valid approval number from the Office of Management and Budget (OMB). The eight-digit OMB number is 0607-0422 and appears in the upper right corner of the electronic instrument screen.