

2002 ECONOMIC CENSUS

Retail Trade and Accommodation and Food Services Sectors

INFORMATION SHEET

The Retail Trade and Accommodation and Food Services sectors of the 2002 Economic Census include establishments primarily engaged in the following:

- Retail Trade — Selling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.
- Accommodation — Providing lodging or short-term accommodations and complementary services.
- Food Services — Preparing meals, snacks, and beverages to customer order for immediate consumption, primarily on the premises.

If an establishment is **NOT** engaged in one of these kinds of business, **DESCRIBE** its business or activity **IN item 18 AND COMPLETE** the report form as accurately as possible.

DEFINITION OF ESTABLISHMENT

An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. This includes all locations of a company or organization, including administrative offices, that were in operation at any time during 2002.

GENERAL INSTRUCTIONS

- Complete a separate report form for each establishment owned or controlled by your company or organization. If you did not receive a separate report form for each establishment, visit our web site at www.census.gov/econhelp or call 1-800-233-6136 between 8:00 a.m. and 8:00 p.m., eastern time, Monday through Friday, to request additional report forms.
- Each report form should cover calendar year 2002. If book figures are not available, **estimates are acceptable**. However, if the accounting fiscal year is different from the calendar year, fiscal year figures will be acceptable for all items except payroll (calendar year figures for payroll should be available from your Internal Revenue Service Form (IRS) Form 941, Employer's Quarterly Federal Tax Return). Indicate in item **30**, the exact dates covered.

- If an establishment stopped operating before January 1, 2002, mark (X) the box to indicate "none" in item **1**, indicate action and date in item **29**, and return the report form.
- If an establishment was closed, sold, or leased to another company or organization during 2002, complete the report form for the portion of 2002 that the establishment was operating as part of your company or organization.
- Sales and payroll data should be rounded to the nearest thousand dollars as illustrated on the report form.
- If you have any questions or if any communication regarding a report form is necessary, reference the 11-digit Census File Number (CFN) shown in the mailing address.
- Please photocopy each report form for your records and return the originals.
- Public reporting burden for this collection of information is estimated to vary from 48 to 84 minutes per response, with an average of one hour 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 0607-0881, Room 3110, Federal Building 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0881" as the subject.
- You are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The OMB eight-digit number appears in the upper right corner of the report form.

INSTRUCTIONS FOR SELECTED ITEMS

3. PHYSICAL LOCATION

Answer all sections (A through C) of item **3** even if the mailing address shown is correct.

4. SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Include:

- Cash and credit sales of merchandise sold in 2002, whether or not payment was received in 2002.
- Receipts for delivery, installation, maintenance, repair, alteration, storage, and other services provided in 2002, whether or not payment was received in 2002.
- The establishment's share of sales and receipts from departments, concessions, and vending and amusement machines operated by other companies at the establishment.
- Receipts from the rental of vehicles, equipment, instruments, tools, and other merchandise.
- Motor vehicle transportation charges, dealer preparation charges, and dealer installed options.
- Fair sales value of motor vehicles marketed under leases negotiated in 2002, regardless of whether the establishment holds the lease.
- Sales of motor vehicles formerly used for rental or leasing.
- Total value of service contracts.
- Commissions received for the arrangement of financing and the sale of credit life insurance.
- Amounts received from customers for layaway purchases.
- Excise taxes (such as those on **gasoline, liquor, and tobacco**) paid by the manufacturer or wholesaler and included in the cost of goods purchased by the establishment.
- Fees for processing money orders and cashing checks.
- Shipping and handling receipts.

If tax-exempt, include:

- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Dues and assessments from members and affiliates.
- Gross receipts from fundraising activities.
- Income from interest, dividends, gross rents (including display space rentals), royalties, and other investments.

Exclude:

- Sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers and paid directly to a local, state, or federal tax agency.
- Gross sales and receipts of departments or concessions operated by other companies at the establishment.
- Receipts from carrying and other credit charges.
- Commissions or receipts from the sale of government lottery tickets.
- Taxable establishments only — Nonoperating income from sources such as investments, rental or sale of real estate, and interest.
- Automotive dealers only — Receipts from customers for tag and title fees, licenses, etc., forwarded to local or state licensing agencies.

Deduct:

- Refunds and allowances for returned merchandise.
- Automotive dealers only — Discounts granted to the purchaser as an increase in trade-in allowance over fair market value and manufacturers' rebates and incentives.

Do not deduct:

- Fair market value of trade-ins taken as partial payment for merchandise.

5. E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Online refers to any transactions completed over an Internet, Extranet, EDI network, electronic mail, or other online system.

Include:

- Sales generated from agreements negotiated online between buyer and seller on price and terms of a transfer of ownership of, or rights to use, goods or services.
- Online sales of goods or services, regardless of whether payment is made online.
- Commissions or fees from the use of online services (e.g., computerized reservation systems, financial transaction processing systems, etc.) where the order or contract was negotiated online.

- Commissions or fees from online trading of securities or other financial products (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through on advertisements or referral fees) through the establishment's web site.
- Sales generated from telephone transactions using interactive voice response systems.
- Shipping and handling receipts for online orders.

Exclude:

- Online payments from customers where the order or contract was **not** negotiated online.
- Commissions or fees from the use of online services (e.g., computerized reservation systems, financial transaction processing systems, etc.) where the order or contract was **not** negotiated online.
- Commissions or fees from the provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access, etc.) where the order or contract was **not** negotiated online.
- Sales from orders for goods or services placed over facsimile machines or switched telephone networks.

6. EMPLOYMENT AND PAYROLL

Definitions are the same as those used on the Internal Revenue Service (IRS) Form 941, Employer's Quarterly Federal Tax Return, and as described in Circular E, Employer's Tax Guide.

If employees worked at more than one location, report employment and payroll for employees at the ONE location where they spent most of their working time.

A. Employment

Include:

- All full- and part-time employees on the payroll during the pay period including March 12, 2002.
- Salaried officers and executives of a corporation.
- Employees on paid sick leave, paid vacations, and paid holidays.

Exclude:

- Proprietors or partners of an unincorporated company.
- Employees of departments or concessions operated by other companies at the establishment.

- Full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN). Refer to **7** for the definition of leased employment.
- Temporary staffing obtained from a staffing service.

B. Payroll

Include:

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 2002 and reported on IRS Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax).
- Salaries of officers and executives of a corporation.
- Employee contributions to qualified pension plans.
- The spread on stock options that is taxable to employees as income.

Exclude:

- Payments to or withdrawals by proprietors or partners of an unincorporated company.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of departments or concessions operated by other companies at the establishment.

7. LEASED EMPLOYMENT AND PAYROLL

Leased employment entails the provision of human resources and human resource management services to client businesses. Leasing companies operate in a coemployment relationship with client businesses or organizations and are specialized in performing a wide range of human resource and personnel management duties, such as payroll accounting, payroll tax return preparation and filing, benefits administration, recruiting, and managing labor relations. The employee leasing company shares decision making with the client business relating to its human resource or personnel management role. Management accountability for the work of their clients' operations with regard to strategic planning, output, or profitability, resides with the client.

18. KIND OF BUSINESS

Choose the **one** kind of business that best describes the establishment in 2002. If none of the provided selections seem appropriate, mark (X) the box next to "Other kind of business" and provide a specific description of the primary business activity.

22. DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

- Report either in thousands of dollars OR as a whole percent of total sales as illustrated on the report form. It is not necessary to report in both dollars and percentages. Percentages are preferable.
- **Estimates are acceptable**, but please **do not** combine data for two or more lines.
- If the establishment sold merchandise not covered in the prelisted categories, report the sales of such merchandise on the "All other merchandise" line and specify principal lines with their estimated sales or percent of sales.
- The sum of merchandise lines reported should equal 100 percent (or the amount reported in item **4** if the lines are reported in dollars).

29. OPERATIONAL STATUS

Mark (X) the **one** box that best describes the operational status of the establishment at the **end of 2002**.

- **In operation** — The establishment was open and actively conducting business on December 31, 2002.
- **Under construction, development, or exploration.**
- **Temporarily or seasonally inactive** — Although not conducting business at the end of 2002, the establishment will eventually reopen and conduct business under the same Employer Identification Number (EIN). Examples include businesses in tourist areas or small college towns that close during the "off-season" or establishments that temporarily close for remodeling.
- **Ceased operation** — The establishment has gone out of business or closed and does not plan to reopen. Provide the **month, day, and year** that the establishment ceased operation. Complete all items for the portion of 2002 during which the establishment was in operation.
- **Sold or leased to another operator** — The establishment was sold or leased to another company or organization. Provide the **month, day, and year** that the change occurred and indicate the name, address, and EIN of the new owner or operator. Complete all items for the portion of 2002 prior to the change in operator