



# 2002 ECONOMIC CENSUS

## INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND OTHER INFORMATION SERVICES

OMB No. 0607-0887: Approval Expires 09/30/2004

**DUE DATE**  
**FEBRUARY 12, 2003**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

IN-51802

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** our Web site at [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**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 ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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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 MONTHS IN OPERATION** Mark "X" if None

Number of months in operation during 2002 (If none, mark "X" and go to 29.) . . . . . 0002		<input type="checkbox"/>	2002 Number of months	

**2 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes      0022  No - Enter current EIN (9 digits) → 0025

	-	
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**3 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

0032  No - Enter physical location →

0035 Number and street		
	0037 State	0038 ZIP Code
	-	

**B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C. Type of municipality where this establishment is physically located**

0046  City, village, or borough      0047  Town or township      0048  Other or do not know



51802015

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$1,025,628.79**:

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

**Report** →

**Report** →

Mark "X" if None

2002			
\$ Bil.	Mil.	Thou.	Dol.
	1	026	

**4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Mark "X" if None

2002			
\$ Bil.	Mil.	Thou.	Dol.

Operating receipts . . . . . 0100

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

**A.** Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (*E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (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 or services may or may not be made online. Please see the information sheet(s) for further clarification.*)

0181  Yes - Go to line B

0182  No - Go to **6**

2002			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**B.** E-commerce sales, receipts, and/or revenue of this establishment (*Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.*) . . . . . 0185

**6 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 in the mailing address or corrected in **2**.

**Exclude:**

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

2002	
Number	

**A.** Number of employees for pay period including March 12 . . . . . 0320

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

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

**1.** Annual payroll . . . . . 0300

**2.** First quarter payroll (*January-March, 2002*). . . . . 0310



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

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
Contractors, subcontractors, or independent contractors.
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.
Employees already reported in 6.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to 13

Mark "X" if None

Table with 2002 Number header and empty input fields.

B. Number of leased employees for pay period including March 12. . . . . 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees . . . . . 0350

Table with 2002 \$ Mil., Thou., Dol. headers and empty input fields.

2. First quarter payroll for leased employees (January-March, 2002) . . . . . 0360

Mark "X" if None

Table with 2002 \$ Mil., Thou., Dol. headers and empty input fields.

8-17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY

Principal kind of business or activity in 2002 (Mark "X" only ONE box.)

Internet service providers, web search portals, and other Internet-related services

- 0700 514 191 00 17 Internet service providers (ISPs) - providing clients with access to the Internet
514 199 20 15 Web search portals - primarily engaged in operating web sites that enable Internet users to search the World Wide Web
777 510 00 22 Internet publishers, providing news, articles, maps, directories, books, and related information content "exclusively" over the Internet - Specify
0701 514 199 10 17 Internet broadcasting - providing access to "webcasts" of concerts, sporting events, radio/television broadcasts, music, video, games, and related content "exclusively" over the Internet
777 510 00 55 Other publishers and broadcasters providing content over both the Internet and via other media, including print, CD-ROM, or non-Internet media only - Specify type
0701 514 210 00 63 Web site hosting services

CONTINUE WITH 13 ON PAGE 4

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**18** KIND OF BUSINESS OR ACTIVITY - Continued

**Internet service providers, web search portals, and other Internet-related services - Continued**

- 0700 514 210 00 71  Internet streaming services - providing media streaming services to Internet broadcasters and others on a contract basis
- 514 210 00 30  Application service providers (ASPs) - providing computer applications to businesses and individuals on a pay-per-use or periodic fee basis over the Internet
- 777 510 00 48  Other Internet-related services - *Specify* ↴

0701

**Electronic shopping, auctions, and markets**

- 454 112 00 38  Electronic auctions - operating web sites for business-to-consumer or consumer-to-consumer trade in new or used goods
- 773 000 00 69  Business-to-business electronic markets - *Specify goods or services* ↴

0701

**Other kind of business or activity**

- 513 310 00 31  Wired telecommunications carriers
- 513 322 00 45  Cellular and other wireless telecommunications carriers
- 514 199 90 10  News clipping services
- 514 199 90 28  Stock photo agencies
- 773 000 00 10  Other kind of business or activity - *Specify* ↴

0701

**19** CLASS OF CUSTOMER

*Only Internet service providers (ISPs) should respond to this inquiry. Estimate the percentage of receipts (reported in 4) by class of customer.*

<b>1.</b>	Residential . . . . .	3112		2002	
<b>2.</b>	All other . . . . .	3113		Whole percent of receipts	
<b>3. TOTAL</b>	<i>(Sum lines 1 and 2)</i> . . . . .			1 0 0	%

2002	
	Whole percent of receipts
	%
	%
	1 0 0 %

**20-21** Not Applicable.

**HOW TO REPORT PERCENTS**



If figure is **38.76%** of total sales:

**Report whole percents**

2002				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

**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 4). 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 1** - Include expert advice or testimony on technical matters such as hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy, and where advice service is bundled with the design and development of an IT solution.

CONTINUE WITH 22 ON PAGE 5

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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

**Line 2** - Include designing the structure and/or writing the computer code necessary to create and/or implement a software application.

**Line 4** - Include hosting a customer's web site and related files in a location that provides fast and reliable connection to the Internet. Include for web site hosting with integration: a secure and reliable site, Internet connections with accommodations for variations in traffic use, consulting, customization, and e-commerce related applications (examples: on-line storefronts, shopping carts, order processing and fulfillment, etc.).

**Line 5** - Include the provision of leased software applications from a centralized, hosted, and managed computing environment. Include for application service provisioning with integration: assimilation to systems and other applications of the client, consulting, and customization service.

**Line 6** - Include the provision of rack space within a secured facility for the placement of servers and enterprise platforms. The service includes space for the client's hardware and software, connection to the Internet or other communication networks, and routine monitoring of servers.

**Line 7** - Include sending audio and video data over the Internet or providing services associated with the storage, production (including encoding), and support of video and audio streaming over the Internet.

**Line 8** - Include managing and monitoring of a client's communication network (including hardware and software), providing security services, and providing day-to-day management of a client's computer system.

**Line 11** - Include the provision of customer support in using or trouble-shooting the computer hardware and software.

**Line 12a** - Include direct connection to the Internet, both wired and wireless, at speeds not exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.

**Line 12b** - Include direct connection to the Internet, both wired and wireless, at speeds exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.

**Line 13** - Include receipts from carriage of Internet traffic by one ISP for another ISP (generally known in the industry as peering and transit charges).

**Line 14** - Include providing telecommunications services over the Internet other than Internet access. Include items such as fax, telephony, audio conferencing, and video conferencing over the Internet.

**Line 18** - Include selling or licensing the rights to reproduce all or part of a work of intellectual property for distribution over the Internet.

Description of sales, shipments, receipts, or revenue	Census use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Information technology (IT) technical consulting services . . . . .	35000					
<b>2.</b> Custom application design and development services						
<b>a.</b> Web site design and development services . . . . .	35051					
<b>b.</b> Database design and development services . . . . .	35052					
<b>c.</b> Customization and integration of cross-industry applications . . . . .	35053					
<b>d.</b> Customization and integration of vertical-market applications . . . . .	35054					
<b>e.</b> Other custom application design and development services - <i>Specify</i> ↴						
_____	35055					
<b>f. Sum lines 2a through 2e</b> . . . . .	35050					

CONTINUE WITH **22** ON PAGE 6

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>3.</b> Network design and development services						
<b>a.</b> Network security design and development services . . . . .	35101					
<b>b.</b> Network design and development services, other than security . . .	35102					
<b>c. Sum lines 3a and 3b</b> . . . . .	35100					
<b>4.</b> Web site hosting services						
<b>a.</b> Web site hosting services with integration of related applications . .	35201					
<b>b.</b> Web site hosting services without integration of related applications	35202					
<b>c. Sum lines 4a and 4b</b> . . . . .	35200					
<b>5.</b> Application service provisioning						
<b>a.</b> Application service provisioning with integration services . . . . .	35251					
<b>b.</b> Application service provisioning without integration services . . . . .	35252					
<b>c. Sum lines 5a and 5b</b> . . . . .	35250					
<b>6.</b> Collocation services . . . . .	32660					
<b>7.</b> Video and audio streaming services . . . . .	32670					
<b>8.</b> Information technology (IT) infrastructure (computer) and network management services . . . . .	35450					
<b>9.</b> Software-related technical support services . . . . .	35501					
<b>10.</b> Hardware-related technical support services . . . . .	35502					
<b>11.</b> Combined software and hardware technical support services . . . . .	35503					
<b>12.</b> Internet access services						
<b>a.</b> Narrowband . . . . .	35551					
<b>b.</b> Broadband . . . . .	35552					
<b>c. Sum lines 12a and 12b</b> . . . . .	35550					
<b>13.</b> Internet backbone services . . . . .	32710					
<b>14.</b> Internet telecommunication services - <i>Specify</i> ↴						
	32700					
<b>15.</b> Resale of computer hardware and software . . . . .	35700					
<b>16.</b> Information technology (IT) related training services . . . . .	35760					



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CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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	Cen- sus use	2002					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
<b>17.</b> Sale of on-line advertising space . . . . .	32720						
<b>18.</b> Sale or licensing of rights to content . . . . .	31170						
<b>19.</b> Sale of merchandise, excluding computer hardware and software - <i>Specify</i> ↴							
	39043						
<b>20.</b> Information search services on a contract or fee basis . . . . .	32730						
<b>21.</b> Newspaper clipping services . . . . .	32740						
<b>22.</b> Stock photo services . . . . .	32790						
<b>23.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴							
	39536						
<b>24. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars</b> . . . . .	39690						1 0 0

**23-24** Not Applicable.

**25** EXPORTS OF GOODS AND SERVICES

**NOTE** - An export is a tangible or intangible product (i.e., good, license agreement, reproduction right, service) that is sold or transferred to 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). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

**A.** Did the receipts (reported in 4) include any amounts for exported goods or services?

0911  Yes - Go to line B

0912  No

2002			
\$ Bil.	Mil.	Thou.	Dol.

**B.** Amount of receipts for exported goods or services . . . . . 0914

**26-28** Not Applicable.



51802072

**29 OPERATIONAL STATUS**

Activity that best describes this establishment's status at the end of 2002  
(Mark "X" only ONE box.)

0011 <input type="checkbox"/> In operation	0014 <input type="checkbox"/> Ceased operation - Give date at right →	0018	Month	Day	Year
0013 <input type="checkbox"/> Temporarily or seasonally inactive	0015 <input type="checkbox"/> Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴				

0060 Name of new owner or operator		0061 Employer Identification Number			
		Enter EIN of new owner (9 digits) →		-	
0062 Mailing address (number and street, P.O. Box, etc.)					
0063 City, town, village, etc.			0064 State	0065 ZIP Code	
				-	

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?

0078 <input type="checkbox"/> Yes	0079 <input type="checkbox"/> No - Enter time period covered →	FROM	Month	Year	TO	Month	Year
		0070			0071		

0072 Name of person to contact regarding this report			0073 Title		

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074		-		0075		-

0076 Internet e-mail address			Date completed	Month	Day	Year
			0069			

**Thank you for completing your 2002 Economic Census form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**



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