

## 2002 ECONOMIC CENSUS Information Sector

### INFORMATION SHEET

This 2002 Economic Census information sheet covers establishments engaged in the following areas of economic activity:

- Publishing
- Motion Picture and Sound Recording
- Broadcasting and Telecommunications
- Information Services and Data Processing Services

If an establishment is **NOT** engaged in one of these kinds of businesses, **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, warehouses, etc., that were in operation at any time during 2002. Locations with no paid employees, including broadcasting antennas, telephone relay and switching stations, and other similar facilities, are not considered separate establishments.

#### GENERAL INSTRUCTIONS

- Please report information for each establishment owned or controlled by the company or organization. If the company or organization has multiple locations and an **Ownership and Control** flyer was included in your mailing package, please complete the enclosed flyer. If your mailing package does not include this flyer and separate report forms are not provided for each establishment, visit our web site at [www.census.gov/econhelp](http://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 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 Internal Revenue Service (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 the company or organization.
- Receipts and payroll data should be rounded to the nearest thousand dollars as illustrated on the report form.
- If there are 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 18 minutes to 5 hours and 6 minutes per response, with an average of 1 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 0607-0887, Room 3110, Federal Building 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0887" as the subject.
- Response to this collection of information is not required 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:*

- Gross receipts from services provided, from the use of facilities, and from merchandise sold in 2002, whether or not payment was received in 2002. Includes royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).
- Advertising sales.
- Sales of goods and services marketed through sales offices.
- Sales to and receipts from FOREIGN parent firms, subsidiaries, branches, etc.
- This establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others.
- Receipts from the rental and leasing of vehicles, equipment, instruments, tools, etc.
- Total value of service contracts.
- Market value of compensation received in lieu of cash.
- Amounts received for work subcontracted to others.
- Dues and assessments from members and affiliates.
- Public broadcast stations and libraries should include contributions, gifts, grants, income from interest, rental of real estate, and dividends; all others should exclude such revenues.

**Exclude:**

- Sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- Gross receipts collected on behalf of others.
- Gross receipts from departments or concessions operated by others.
- Sales of used equipment previously rented or leased to customers.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Contributions, gifts, grants, income from interest, rental of real estate, and dividends, **except** for public broadcast stations and libraries.
- Domestic intracompany transfers.
- Receipts of foreign parent firms and subsidiaries.
- Other nonoperating income (e.g., franchise fees).

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

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

**Include:**

- Online orders for goods and services placed by a buyer.
- Online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.).
- Commissions or fees from the trading of securities or other financial products (e.g., insurance, loans, etc.) online.
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-throughs on advertisements or referral fees) through the establishment's Web site.
- Agreements negotiated online between buyer and seller on price and terms of a transfer of ownership of, or rights to use, goods or services.
- Telephone transactions using interactive voice response systems.

**Exclude:**

- Online billing where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provisions of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed over facsimile machine or switched telephone network.

**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.
- Salaried members of a professional service organization or association (operating under state professional corporation statutes and filing a corporate federal income tax return).
- 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 item **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.
- Salaries of members of a professional service organization or association (operating under state professional corporation statutes and filing a corporate federal income tax return).
- 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.

## 10. INVENTORIES

Report the total value of merchandise inventories this establishment owned on December 31, 2002 and on December 31, 2001. Inventories must be located in the United States and its possessions, including Foreign Trade Zones in the United States, even if portions of these inventories were held at other locations. Exclude the value of inventories held by this establishment but owned by others.

The sum of the inventories of all establishments of this enterprise should be approximately equal to the enterprise's total inventories after adjusting for valuation differences.

**A.** If you had inventories on the last day of either 2001 or 2002, then answer "Yes" to this question. If you do not have inventories, or had inventories during 2002 but not on the last day of the year, answer "No".

**B.** If you had inventories at the end of either 2001 or 2002 and any portion of those inventories is valued using the last in, first-out (LIFO) method, answer "Yes".

**C.** Report the market value of inventories using generally accepted accounting principles. If any inventories are subject to the LIFO valuation method also include the LIFO reserve on this line.

## 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, provide a specific description of the primary business activity.

## 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.
- **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 resort areas 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 and address of the new owner or operator. Complete all items for the portion of 2002 prior to the change in operator.