

Attachment C-9

2012 Economic Census

Information; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; Administrative and Support and Waste Management and Remediation Services; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; and Other Services (Except Public Administration) Sectors

Variable Content for Item 22 – Detail of Sales, Shipments, Receipts, or Revenue

Information
Sector 51

1 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 **2**). 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.)

Receipts from providing services to clients outside your enterprise.

Line 1a - Report receipts from hosting a client's website and related files in a location that provides fast, reliable connection to the Internet.

Line 1b - Report receipts from providing software applications on a leased, fee, or subscription basis from a centralized, hosted, and managed computing environment.

Line 1c - Report receipts from providing a bundled service package that combines information technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage a business process for a customer.

Line 1d - Report receipts from providing rack space within a secured facility for the placement of servers and enterprise platforms. The service includes space for the customer's hardware and software, connection to the Internet or other communication networks, and routine monitoring services.

Line 1e - Report receipts from managing or administering the storage and back-up of data (i.e., remote back-up services, storage, or hierarchical storage management). Include data migration services.

Line 1f - Report receipts from providing ongoing management and administration of data as an organizational resource. Services may include modeling, mobilization, mapping/rationalization, and mining of data.

Line 1g - Report receipts from 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 1h - Report receipts from other IT hosting or infrastructure provisioning services, such as hosting a client's application, processing client's data, and computer time sharing.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Data processing services						
a. Website hosting services, with or without integration of related services	36120					
b. Application service provisioning, with or without integration of related services	34930					
c. Business process management services, including financial, human resources, supply-chain, customer relations, and vertical markets management	34940					
d. Collocation services	36130					
e. Data storage services	36140					
f. Data management services	36150					
g. Video and audio streaming services	36160					
h. Other IT infrastructure provisioning services - Describe type of content ↴						
	36170					
2. Information technology (IT) design and development services						
a. Custom application design and development services	37410					
b. Network design and development services	37420					
c. Computer systems design, development, and integration services .	37430					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Information technology (IT) design and development services - Continued						
d. Information technology (IT) technical support services	37520					
e. Information and document transformation services	36220					
f. System software publishing	34880					
g. Application software publishing	34890					
h. IT infrastructure and network management services	37510					
i. Internet access services	36180					
3. Resale of merchandise						
a. Computer hardware and software	39607					
b. Other merchandise, excluding computer hardware and software . .	39618					
4. All other receipts - Describe principal activity and estimated receipts ↴						
	39777					
5. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **1**). 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 and **line 2** - Include receipts from print, Internet, and other media.

Line 1a and **line 2a** - Report receipts from newspapers with a broad audience and community newspapers.

Line 1b and **line 2b** - Report receipts from newspapers that focus on a specific topic or theme. Exclude shoppers newspapers containing only consumer advertising.

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (Include self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above. Report graphic design services on **line 7**.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from distributing publications and other products for others. Examples include flyers, periodicals, books, newsletters, calendars, newspaper delivery, and product samples.

Line 9 - Report receipts from granting permission to use content owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Newspapers - Subscriptions and sales						
a. General newspapers						
(1) Daily (<i>Published at least four times a week</i>)	34511					
(2) Other than daily (<i>Published less than four times a week</i>)	34512					
(3) Sum lines 1a(1) and 1a(2)	34510					
b. Specialized newspapers	34520					
2. Newspapers - Sale of advertising space						
a. General newspapers						
(1) Daily (<i>Published at least four times a week</i>)	34541					
(2) Other than daily (<i>Published less than four times a week</i>)	34542					
(3) Sum lines 2a(1) and 2a(2)	34540					
b. Specialized newspapers	34550					
3. Other publishing, excluding newspaper publishing						
a. Subscriptions and sales - <i>Describe type of publication on line 3b</i>	34971					
b. Sale of advertising space - <i>Describe type of publication</i> ↴						
	34981					
4. Publishing service for others - <i>Describe type of content</i> ↴						
	35550					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
5. Printing services for others	35560						
6. Distribution services for others	35570						
7. Graphic design services	38550						
8. Convention and trade show organization services	35590						
9. Licensing of rights to use intellectual property	39400						
10. Resale of merchandise	39601						
11. All other receipts - Describe if more than 10 percent of total receipts ↴							
	39701						
12. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850						1 0 0

1 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 **2**). 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 and line 2 - Include receipts from print, Internet, and other media.

Line 1a - Report receipts from workbooks, teacher's manuals and resource materials, reference books specifically for the educational system, as well as interactive materials. Report standardized tests on **line 3a**.

Line 1b - Report receipts from books containing research, advanced knowledge, or information for the academic and research community. Include books used by individuals in the practice of specific occupations or professions (e.g., lawyers, doctors, accountants, business, or computer professionals). Include specialized reference books.

Line 1c - Report receipts from books published for children and young adults (up to age 15). Include picture books, children's reference books, and educational books not intended for use in the classroom.

Line 1d - Report receipts from dictionaries, encyclopedias, thesauruses, maps, and atlases. Report reference books for the educational system on the appropriate detail lines under **line 1a**, specialized reference books on the appropriate detail lines under **line 1b**, and children's reference books on **line 1c**.

Line 1e(2) - Report receipts from literary fiction and nonfiction. Include poetry, historical books, biographies, home and garden, how-to books, cook books, travel guides, etc.

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (including self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from third party distribution services, done under contract, which normally includes warehousing, processing of orders, shipping, billing, and collecting money.

Line 7 - Report receipts from providing training services in relation to book publishing to other companies, entities, or persons. Include workshops in relation to book publishing.

Line 8 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Books						
a. Textbooks						
(1) Elementary and secondary school textbooks	34591					
(2) Post-secondary textbooks	34592					
(3) Sum lines 1a(1) and 1a(2)	34590					
b. Professional, technical, and scholarly books						
(1) Professional and technical books	34601					
(2) Scholarly books	34602					
(3) Sum lines 1b(1) and 1b(2)	34600					
c. Children's books (Exclude coloring and activity books, sticker books, and water painting books)	34610					
d. General reference books (Including maps, atlases, dictionaries, encyclopedias, and thesauruses)	34620					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Books - Continued						
e. Adult trade books						
(1) Religious books	34631					
(2) All other adult trade books	34632					
(3) Sum lines 1e(1) and 1e(2)	34630					
2. Sale of advertising space - Books	34640					
3. Other publishing, excluding book publishing						
a. Subscriptions and sales - Describe type of publication on line 3b	34972					
b. Sale of advertising space - Describe type of publication ↴						
	34982					
4. Publishing service for others - Describe type of content ↴						
	35550					
5. Printing services for others	35560					
6. Fulfillment services (Third party distributors of merchandise on a contract basis)	35580					
7. Training services (Related to book publishers)	35610					
8. Licensing of rights to use intellectual property protected by copyright	39401					
9. Resale of merchandise	39602					
10. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39702					
11. TOTAL RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850					1 0 0

1 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 **2**). 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 and **line 2** - Include receipts from print, Internet, and other media.

Line 1a(1) and **line 2a(1)** - Report receipts from periodicals specializing in art, photography, music, literature, theater, cinema, TV schedules, history, sports, automotive, geography, science and technology, travel, entertainment, etc.

Line 1a(2) and **line 2a(2)** - Report receipts from periodicals specializing in fashion, interior decorating, housekeeping, food and beverage, childcare, women, men, youth, seniors, alternative lifestyles, health and fitness, gardening, etc.

Line 1a(3) and **line 2a(3)** - Report receipts from periodicals specializing in subjects of political, social, and business news of interest to a broad audience. Include national, regional, city, and metropolitan area magazines.

Line 1a(4) and **line 2a(4)** - Report receipts from periodicals specializing in other subjects not mentioned elsewhere of interest to a broad audience. Examples include consumer advertising, alumni periodicals, and shoppers newspapers containing only consumer advertising.

Line 1b and **line 2b** - Report receipts from trade journals, law reports, taxation and accountancy, financial or investment data, as well as research by the academic community.

Line 1c and **line 2c** - Report receipts from religious periodicals and periodicals with specialized advertisements that target the institutional or corporate market.

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (including self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 9 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Periodicals - Subscriptions and sales						
a. General interest periodicals						
(1) Arts, culture, leisure, and entertainment periodicals	34671					
(2) Home and living periodicals	34672					
(3) Political, social, and business news periodicals	34673					
(4) Other general interest periodicals (Including shoppers newspapers)	34674					
(5) Sum lines 1a(1) through 1a(4)	34670					
b. Financial, professional, and academic periodicals, including farming	34680					
c. Other periodicals	34690					
2. Periodicals - Sale of advertising space						
a. General interest periodicals						
(1) Arts, culture, leisure, and entertainment periodicals	34711					
(2) Home and living periodicals	34712					
(3) Political, social, and business news periodicals	34713					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Periodicals - Sale of advertising space - Continued						
a. General interest periodicals - Continued						
(4) Other general interest periodicals (<i>Including shoppers newspapers</i>)	34714					
(5) Sum lines 2a(1) through 2a(4)	34710					
b. Financial, professional, and academic periodicals, including farming	34720					
c. Other periodicals	34730					
3. Other publishing, excluding periodical publishing						
a. Subscriptions and sales - <i>Describe type of publication on line 3b</i>	34973					
b. Sale of advertising space - <i>Describe type of publication</i> ↴						
	34983					
4. Publishing service for others - <i>Describe type of content</i> ↴						
	35550					
5. Printing services for others	35560					
6. Rental or sale of mailing lists	36460					
7. Convention and trade show organization services	35590					
8. Rental or lease of goods and/or equipment	39500					
9. Licensing of rights to use intellectual property protected by copyright	39401					
10. Resale of merchandise	39603					
11. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39703					
12. TOTAL RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850					1 0 0

1 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 **2**). 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 receipts from print, Internet, and other media.

Line 1b - Report receipts from other consumer publishing. Report newspaper, periodical, book, directory, database, and music publishing on **line 3**.

Line 1b(8) - Report receipts from publishing discount coupon books and all other consumer publications that are intended mainly for personal or household use.

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (including self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Miscellaneous publishing						
a. Greeting cards						
(1) Single cards	34761					
(2) Multiple cards (Include boxed cards)	34762					
(3) Sum lines 1a(1) and 1a(2)	34760					
b. Consumer publishing (Exclude newspapers, periodicals, books, etc.)						
(1) Art prints	34771					
(2) Posters (Exclude advertising posters)	34772					
(3) Calendars (Exclude desktop calendars)	34773					
(4) Postcards	34774					
(5) Coloring books	34775					
(6) Patterns	34776					
(7) Yearbooks	34777					
(8) All other consumer publishing (Include trading cards and sports cards) - Specify type \nearrow						
	34778					
(9) Sum lines 1b(1) through 1b(8)	34770					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Miscellaneous publishing - Continued						
c. Business, trade, and professional publications <i>(Exclude newspapers, periodicals, books, etc.)</i>						
(1) Catalogs	34781					
(2) Diaries and time schedulers	34782					
(3) All other business, trade, and professional publications - Describe type ↴						
	34783					
(4) Sum lines 1c(1) through 1c(3)	34780					
2. Sale of advertising space	34790					
3. Other publications, including newspapers, books, periodicals, etc.						
a. Subscriptions and sales - Describe type of publication on line 3b .	34974					
b. Sale of advertising space - Describe type of publication ↴						
	34984					
4. Publishing service for others - Describe type of content ↴						
	35550					
5. Printing services for others	35560					
6. Licensing of rights to use intellectual property protected by copyright .	39401					
7. Resale of merchandise						
a. Software	39604					
b. Other merchandise	39605					
8. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39704					
9. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **7**). 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 receipts from print, Internet, and other media. Report receipts from collections of systematically organized contact information. Descriptive information on persons, organizations, publications, or other entities is often included. Some examples are telephone directories, business and trade directories, and city directories.

Line 2 - Include receipts from print, Internet, and other media. Report receipts from collections of data or information in which the primary content is something other than contact information. These are usually compiled and organized for rapid retrieval by computer. Include custom designed databases.

Line 4 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Directories						
a. Subscriptions and sales	34820					
b. Sale of advertising space	34830					
(1) Telephone	34831					
(2) Other - Describe ↴ 	34832					
2. Databases and other collections of information						
a. Subscriptions and sales	34850					
b. Sale of advertising space	34860					
3. Other publishing, excluding directory and database publishing						
a. Subscriptions and sales - Describe type of publication on line 3b	34975					
b. Sale of advertising space - Describe type of publication ↴ 	34985					
4. Printing services for others	35560					
5. Rental or sale of mailing lists	36460					
6. Licensing of rights to use intellectual property protected by copyright	39401					
7. Resale of merchandise	39606					
8. All other receipts - Describe if more than 10 percent of total receipts ↴ 	39705					
9. TOTAL RECEIPTS - Sum of lines should equal 7 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from publishing low-level software required to manage computer resources and support the production or execution of application programs, but is not specific to any particular application.

Line 2 - Report receipts from publishing software programs that perform a specific function directly for the end user.

Line 2a - Report receipts from publishing software used for general business purposes to improve productivity, or in the home for entertainment, reference or educational purposes. Include office suite applications; graphics applications; project management software, computer-based training software, games, reference, etc.

Line 2c - Report receipts from publishing software for professional accounting, human resource management, customer relations management, geographic information systems, web page/site design, etc.

Line 2d - Report receipts from publishing software that performs a wide range of business functions for a specific industry, such as manufacturing, retail, healthcare, engineering, restaurants, etc.

Line 2e - Report receipts from publishing a computer program that performs a very specific task. Examples include compression programs, anti-virus programs, search engines, font, file viewers, and voice recognition software.

Line 3 - Report receipts from the development, analysis, design, and programming of software tailored to customer specifications. Include website design and development, database design and development, and customization and integration of packaged software. Exclude data storage, website hosting, and data management. Report application service provisioning on **line 6**, and business process management services on **line 7**.

Line 4 - Report receipts from providing advice on technical matters related to the use of information technology. Include advice on hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy and service contracts where advice is bundled with the design and development of an IT solution.

Line 6 - Report receipts from providing software applications on a leased, fee, or subscription basis from a centralized, hosted, and managed computing environment.

Line 7 - Report receipts from providing a bundled service package that combines information technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage a business process for a customer.

Line 8 - Report receipts from providing customer support in using or troubleshooting the software, including upgrade services and the provision of patches and updates.

Line 9 - Report receipts from granting permission to reproduce and distribute computer software, protected by copyright owned or controlled by this establishment. Include the right to reproduce and distribute for an agreed period of time, manner, and place, such as in another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. System software publishing						
a. Operating systems software publishing	34881					
b. Network software publishing	34882					
c. Database management software publishing	34883					
d. Development tools and programming languages software publishing	34884					
e. Other system software publishing - Describe type ↴						
	34885					
f. Sum lines 1a through 1e	34880					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Application software publishing						
a. General business productivity and home use applications publishing	34891					
b. Game software publishing	34892					
c. Cross-industry application software publishing	34893					
d. Vertical market application software publishing	34894					
e. Utilities software publishing	34895					
f. Other application software publishing - Describe type ↴						
	34896					
g. Sum lines 2a through 2f	34890					
3. Custom computer application design and development services	37410					
4. Information technology (IT) technical consulting services	34910					
5. Information technology (IT) related training services	37610					
6. Application service provisioning	34930					
7. Business process management services	34940					
8. Software related technical support services	37521					
9. Licensing of rights to reproduce and distribute computer software	35620					
10. Resale of merchandise						
a. Computer hardware and software	39607					
b. Other merchandise, excluding computer hardware and software	39618					
11. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39706					
12. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

IN-51202

1 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 1). 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 2 - Report receipts from packaged food and beverages purchased on own account for resale or sold on a fee or commission basis for others. Include vending machine sales. Also include packaged candy and soda.

Line 3 - Report receipts from meals, snacks, other food items, and beverages prepared and served or dispensed for immediate consumption. Include hotdogs, popcorn, and fountain drinks.

Line - Report receipts from providing services that facilitate attracting public attention to a product, business, or cause. Include provision of space or time in publications, screen advertising, and renting of display space in venues.

Line 5 - Report receipts from video games, pinball games, air hockey games, etc., owned by this establishment. Exclude gambling machines. Report renting space to others to place ride and game machines on **line**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Admissions to feature film exhibitions (Exclude state and local taxes)						
a. Domestic films	34951					
b. Foreign films	34952					
c. Sum lines 1a and 1b	34950					
2. Packaged food and beverages	39609					
3. Meals and beverages prepared for immediate consumption	39460					
4. Advertising services	31250					
5. Coin-operated games and rides operated by this establishment	31130					
6. Rental or leasing of non-residential space in buildings or other facilities	39550					
7. Resale of other merchandise	39611					
8. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39707					
9. TOTAL RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **1**). 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 - Report receipts from granting permission to others to distribute audiovisual works, protected by copyright owned or controlled by this establishment, to the domestic commercial theater, television, home video market, etc. The distributor may or may not be responsible for reproducing the audiovisual works. Report licensing for foreign distribution of domestic audiovisual works on the appropriate detail lines under **line 3a**; and outright sale of rights on the appropriate detail lines under **line 5**.

Line 2 - Report receipts from granting permission to domestically exhibit, broadcast, or rent audiovisual works, protected by copyright owned or controlled by this establishment. Report licensing for foreign exhibition, broadcast, and rent of domestic works on **line 3b**; contract production services on the appropriate detail lines under **line 4**; outright sale of rights on the appropriate detail lines under **line 5**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 2a - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated feature films. Include feature films intended for commercial theaters, drive-in theaters, open air theaters, etc., as well as subsequent distribution of the feature films through various other media (e.g., broadcast, home video). Report licensing of domestic exhibition, broadcast, and rent of short films on **line 2b**; and licensing of made-for-TV movies on the appropriate detail lines under **line 2c**.

Line 2b - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated short films.

Line 2c - Report receipts from granting permission to domestically broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.). Include television programming for broadcast as well as to the home video market.

Line 3a - Report receipts from granting permission to others for the distribution of audiovisual works, protected by copyright owned or controlled by this establishment, to foreign markets. The distributor may or may not be responsible for reproducing the audiovisual works.

Line 3b - Report receipts from granting permission to exhibit, broadcast, and rent domestic audiovisual works, protected by copyright owned or controlled by this establishment, in foreign markets.

Line 4 - Report receipts from the contract production of audiovisual works that may result in the creation of works protected by copyright. Include all production aspects of an entire or piece of an audiovisual work.

Line 5 - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home video market. Report audiovisual works produced under contract for others on the appropriate detail lines under **line 4**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 7 - Report receipts from copies of audiovisual works (videos, DVDs, etc.) produced for sale to the wholesale, retail, and rental markets. Include copies of own works and of works that you have a license to distribute.

Line 8 - Report receipts from providing services for other producers on all phases of audiovisual preproduction. Include script editing, casting, location scouting, consultation, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 9 - Report receipts from providing technical and artistic support services for other producers on all phases of an audiovisual production. Include cameramen, grips, sound engineers, extras, special effects services, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 10 - Providing computerized and electronic image and sound processing services in audiovisual works. Audiovisual works include film, video, digital media, etc.

Line 11 - Report receipts from creating large-run reproductions of audiovisual works (video, digital media, etc.) under contract for others. The reproductions may be produced in a variety of formats, including VHS, DVD, etc.

Line 12 - Report receipts from providing third-party distribution services under contract to producers and distributors of audiovisual works. Include warehousing, processing of orders, shipping, billing, collecting money, etc.

Line 13 - Report receipts from providing a bundled fulfillment and large-run duplication service under contract to producers and distributors of audiovisual works. Include assuming responsibility for generating copies of client's audiovisual works and performing the following distribution activities for the client: warehousing, processing of orders, shipping, billing, collecting money for the client, etc.

Line 15 - Report receipts from renting or leasing motion picture and video production facilities. Include soundstages, property, space on the lot, etc. Include related equipment and studio personnel if bundled with the studio rental service.

Line 16 - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Licensing of domestic rights to distribute audiovisual works						
a. Motion picture films	35001					
b. Television programming	35002					
c. Other audiovisual works	35003					
d. Sum lines 1a through 1c	35000					
2. Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works						
a. Licensing of domestic rights to exhibit, broadcast, or rent feature films <i>(Include "revenue-sharing" agreements.)</i>						
(1) Exhibit feature films	35021					
(2) Broadcast feature films on television	35022					
(3) Broadcast or exhibit feature films to other markets	35023					
(4) Rent feature films to the home video market	35024					
(5) Sum lines 2a(1) through 2a(4)	35020					
b. Licensing of domestic rights to exhibit, broadcast, or rent short films <i>(Include "revenue-sharing" agreements.)</i>	35030					
c. Licensing of domestic rights to broadcast or rent television and cable programming <i>(Include "revenue-sharing" agreements.)</i>						
(1) Broadcast television or cable programming (Television Program Rights)	35046					
(2) Rent to the home video market	35044					
(3) Broadcast/rent to other markets	35045					
(4) Sum lines 2c(1) through 2c(3)	35040					
d. Licensing of domestic rights to exhibit, broadcast, or rent other audiovisual works <i>(Include exercise, travel, and training videos, public service messages, etc.)</i>	35050					
3. Licensing of international rights to use audiovisual works						
a. Licensing of international rights to distribute audiovisual works						
(1) Motion picture films	35071					
(2) Television programming	35072					
(3) Other audiovisual works	35073					
(4) Sum lines 3a(1) through 3a(3)	35070					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Licensing of international rights to use audiovisual works - Continued						
b. Licensing of international rights to exhibit, broadcast, or rent audiovisual works <i>(Include "revenue-sharing" agreements.)</i>						
(1) Motion picture films	35081					
(2) Television programming	35082					
(3) Other audiovisual works	35083					
(4) Sum lines 3b(1) through 3b(3)	35080					
c. Licensing of international rights to use the concept of domestic audiovisual works <i>(Include works that use different actors than the domestic original.)</i>	35090					
d. Licensing of international rights for other uses of audiovisual works	35100					
4. Contract production services for audiovisual works						
a. Motion picture films	35111					
b. Television programming	35112					
c. Commercials	35113					
d. Music videos	35114					
e. Other audiovisual works	35115					
f. Sum lines 4a through 4e	35110					
5. Outright sale of audiovisual works						
a. Motion picture films	35121					
b. Television programming	35122					
c. Other audiovisual works	35123					
d. Sum lines 5a through 5c	35120					
6. Audiovisual works sold directly to the consumer						
a. Physical media <i>(e.g., DVD, Blu-ray, videos, etc.)</i>	35451					
b. Download of electronic media	35452					
c. Sum lines 6a and 6b	35450					
7. Sale of copies of audiovisual works to the wholesale, retail, and rental markets	35130					
8. Preproduction services for audiovisual works	35140					
9. Production support services for audiovisual works	35150					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
10. Postproduction services for audiovisual works - <i>Describe</i> ↴ 	35180					
11. Large-run duplication services for audiovisual works	35503					
12. Fulfillment services for audiovisual works	35160					
13. Bundled fulfillment and duplication service for audiovisual works	35170					
14. Rental of equipment for motion picture and video production (<i>Include cameras, lighting, sound recording equipment, etc.</i>)	39514					
15. Rental of motion picture and video production studios	39515					
16. Merchandise licensing - Domestic and international	35460					
17. Resale of merchandise - <i>Describe</i> ↴ 	39612					
18. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴ 	39708					
19. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **7**). 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 - Report receipts from providing computerized and electronic image and sound processing services for audiovisual works (films, videos, digital media, etc.). Include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, digital encoding, captioning, titling, sound editing, etc.

Line 1a - Report receipts from organizing and arranging the visual and audio aspects of the final version of an audiovisual work, using a sequential editing process that requires each image to be found, cued, and then recorded in sequence into the new tape. Include incorporating stock shots selected from film and video libraries into film or video.

Line 1b - Report receipts from organizing and arranging the visual and audio aspects of the final version of an audiovisual work, using a computerized random access editing process where non-sequential segments can be found and cued anytime, making it possible for a sequence of edits to be previewed and assembled in real time in any order. Include incorporating stock shots selected from film and video libraries into film or video.

Line 1c - Report receipts from transferring an audiovisual work from one format to another with the purpose of adapting the production to a format selected for its presentation or preservation. Examples include transfer of film to tape, tape to film, digital media to film, digital media to tape, photo to video, etc.

Line 1d - Report receipts from converting an audiovisual work to a different ratio of picture dimension.

Line 1e - Report receipts from converting an audiovisual work to a different standard for viewing, such as converting the North American standard (NTSC) to the European standard (PAL, SECAM). These conversions apply to video, television programming, etc.

Line 1f - Report receipts from using bit-rate reduction techniques to reduce the size of media for storage and for transmission (e.g., encoding using MPEG, JPEG) of an audiovisual work. This service also consists of recording digital information to CD-ROM format.

Line 1g - Report receipts from adding, modifying, or excluding color from an audiovisual work electronically, using digital techniques.

Line 1h - Report receipts from removing defects, shaking, scratches, dirt, repairing tears, etc., from audiovisual works by using digital techniques.

Line 1i - Report receipts from introducing visual effects to audiovisual works by applying photographic or digital technology to the work after the principal photography or main shooting has occurred. Examples include miniatures, optical and digital effects, matte paintings, double printing, fades, and vignetting.

Line 1j - Report receipts from creating pictures, abstract designs, and similar original compositions using various techniques, including computerized animation or by sequences of drawings. This service includes claymation (animation of personages and objects created with clay).

Line 1k - Report receipts from adding text to an audiovisual work by using a character generator or a captioning data generation system. Include open captioning services, which creates text always visible on screen, and closed captioning services, which creates text made visible on screen at the option of the user.

Line 1l - Report receipts from adding typesetter and graphical elements that serve to identify and enhance the audiovisual work through text, including beginning titles, credits, and words.

Line 1m - Report receipts from superimposing text on the screen that translates the dialogue and titles of the original audiovisual work to the language of the country in which the film or video is exhibited.

Line 1n - Report receipts from creating, adding, and recording the sound elements (dialogue, music, sounds, and silences) of an audiovisual work for a soundtrack that synchronizes the audio with the visual portion of the work.

Line 1n(1) - Report receipts from contract production services for the creation of original music for audiovisual works that can be protected by copyright. Include composing, recording, mixing, and mastering of original music that is timed to the sequence of and suitable for integration into an audiovisual work. The music may be either background or foreground music. Report contract production services for original music not included in audiovisual works on **line 7**.

Line 1n(2) - Report receipts from recording of music that is timed to the sequence of an audiovisual work. The music may be either background or foreground music. May include mixing and/or mastering of the recording to render it suitable for integration into the audiovisual work.

Line 1n(3) - Report receipts from creating, recording, and incorporating live sounds into an audiovisual work. Examples include footsteps, doors closing, bird calls, heavy breathing, short gasps, etc.

Line 1n(4) - Report receipts from recording of additional dialogue for an audiovisual work, using the original actors, or voice-doubles for the original actors, as part of the initial production process. This process corrects speaking errors not caught in the original production process, improves the existing dialogue recording, or replaces dialogue that was corrupted by outside noises (such as a passing jet, etc.).

Line 1n(5) - Report receipts from creating a foreign language dialogue soundtrack for an audiovisual work, so that the words of the new version correspond to the lip movements and actions of the actors in the original work.

Line 1n(6) - Report receipts from integrating music and sounds into an audiovisual work and synchronizing the sound elements to coincide with the image of the work.

Line 2a - Report receipts from chemical processing (photographic development) of motion picture film.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 2b - Report receipts from other laboratory services for motion picture film, including negative matching, color timing, printing (workprints, answer prints, intermediates, etc.), release printing, film cleaning, etc.

Line 3 - Report duplication of film on **line 2b**.

Line 3a - Report receipts from creating limited high-quality reproductions of the master of audiovisual works (video, digital media, etc.). Include edit masters, generic edit masters, high definition masters, component masters, sub-masters, clones (an exact copy of the digital master), etc. These masters can be with or without titles, sent to a broadcaster to air on television, or sent to a manufacturer to produce copies for mass duplication for further distribution.

Line 3b - Report receipts from creating small-run reproductions of audiovisual works (video, digital media, etc.) intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.

Line 3c - Report receipts from creating large-run reproductions of audiovisual works (video, digital media, etc.) under contract for others. The reproductions may be produced in a variety of formats, including VHS, DVD, etc.

Line 4 - Report receipts from providing services required for finalizing a DVD, including menu creation and mastering.

Line 5 - Report receipts from granting permission to use music protected by copyright owned or controlled by this establishment.

Line 6 - Report receipts from granting permission to use audiovisual works that are protected by copyright owned or controlled by this establishment. Include the right to use video graphics media that may serve as a media source for final use in an audiovisual work, usually in documentaries.

Line 7 - Report receipts from contract production services for the creation of original music for uses other than for audiovisual works. Include music that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report contract production services for original music, included in audiovisual works on **line 1n(1)**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Postproduction services for audiovisual works						
a. Linear editing	35190					
b. Nonlinear editing	35200					
c. Transfers	35210					
d. Screen ratio conversion	35220					
e. Standards conversion	35230					
f. Compression and digital encoding	35240					
g. Color correction services	35250					
h. Digital restoration	35260					
i. Visual effects	35270					
j. Animation	35280					
k. Captioning	35290					
l. Titling	35300					
m. Subtitling	35310					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Postproduction services for audiovisual works - Continued						
n. Sound editing and design						
(1) Contract production services for original music	35471					
(2) Orchestration	35472					
(3) Foley stage	35473					
(4) Additional dialogue recording (ADR)	35474					
(5) Foreign language dubbing	35475					
(6) Sound integration and synchronization	35476					
(7) Other sound services for audiovisual works - <i>Describe</i> ↴						
	35477					
(8) Sum lines 1n(1) through 1n(7)	35470					
o. Other postproduction services - <i>Describe</i> ↴						
	35480					
2. Motion picture film laboratory services						
a. Film processing	35491					
b. Other film laboratory services, including release printing - <i>Describe</i> ↴						
	35492					
c. Sum lines 2a and 2b	35490					
3. Duplication and copying services for audiovisual works						
a. Duplication of masters	35501					
b. Small-run duplication services	35502					
c. Large-run duplication services	35503					
4. DVD authoring services	35510					
5. Licensing of rights to use music	35520					
6. Licensing of rights to use audiovisual works	35530					
7. Contract production services for original music, excluding music for audiovisual works	35540					

1 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 **2**). 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 - Report receipts from granting permission to use a musical composition, protected by copyright owned or controlled by this establishment. A musical composition may be the lyrics, the music, or both. Include the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute musical compositions for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language, or territory. Include licensing to use musical compositions on Internet radio or other similar programs where the sound file containing a recording of a musical composition is not available on an "on-demand" basis. Exclude outright sale of rights in perpetuity. Report licensing of rights to use a copyrighted musical recording on the appropriate detail lines under **line 3**.

Line 1a - Report receipts from a musical composition as part of a public performance for broadcast. The broadcast performance may be live, live-to-tape, or off of a recording. Include broadcasts over radio, television, and cable.

Line 1b - Report receipts from a musical composition as part of a public performance other than in a broadcast. The performance can be live or the public replaying of a recording of the musical composition in any public venue, such as a stadium, shopping center, theater, etc.

Line 1c - Report receipts from using a musical composition for recording or reproducing for distribution.

Line 1f - Report receipts from a musical composition used in audiovisual works other than television or motion picture films. Include slide presentations, laser light shows, and other audiovisual works.

Line 1g - Report receipts from reproducing an audiovisual work containing a recording of a musical composition, including reproductions of videocassettes, DVDs, or laserdiscs. The audiovisual work being reproduced may have originally been produced and used for broadcast television or cable, as a motion picture, or for direct-to-video release.

Line 1h - Report receipts from a musical composition used in product advertisements and commercials. Include the permission to produce and use television commercials, theatrical commercials, and radio commercials, as well as print advertisements using copyrighted lyrics.

Line 1i - Report receipts to make a print reproduction of a musical composition. Include permission to use photographs, likenesses of the artists, and biographical material of the artist associated with producing a personality folio.

Line 1j - Report receipts from a musical composition for commercial use that will not be distributed as a phonorecord. Examples include licensing the rights to use musical compositions in the recording and reproduction of prerecorded syndicated radio programs or in background music services for a retail store or an airline.

Line 1k - Report receipts from a musical composition used in a dramatic presentation (any work employing narration, scenery, plot, costuming, etc.). Include permission to use a musical composition in an opera, operetta, ballet, skit, dramatic play, or musical, and the permission to create a dramatic presentation based on a musical composition.

Line 1l - Report receipts from a musical composition used in software, multimedia presentations, music boxes, musical greeting cards, video arcade games, etc., and permission to use a musical composition over the Internet in a manner that would not be considered a "performance" by a performing rights organization.

Line 2 - Report receipts from a publisher in a foreign country to license and promote a domestic musical composition. The foreign "sub-publisher" represents permissions and interests of the composer, the original domestic publisher, or both in that country. The original domestic publisher receives a portion of all fees from licenses granted by the sub-publisher. Licensing of foreign musical compositions in the domestic country on behalf of a foreign publisher is classified identically to domestic licensing.

Line 3 - Report receipts from granting permission to use a musical recording, protected by copyright owned or controlled by this establishment. Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent musical recordings for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. Exclude outright sale of rights in perpetuity. Report licensing of rights to use a copyrighted musical composition on the appropriate detail lines under **line 1**.

Line 3b - Report receipts from granting permission to distribute a domestic musical recording, protected by copyright owned or controlled by this establishment, domestically. Licensing of foreign musical recordings in the domestic country on behalf of a foreign publisher is classified identically to domestic licensing.

Line 3c - Report receipts from granting permission to distribute a domestic musical recording, protected by copyright owned or controlled by this establishment, in foreign countries.

Line 3d - Report receipts from using a domestic musical recording for purposes not elsewhere classified, such as for use in television, film, advertisements, etc. Include downloadable sound files as well as files that are available only on an "on-demand" basis by the user via streaming technology, usually through a subscription.

Line 4 - Report sales of physical media (CDs, cassette tapes, vinyl records, etc.) or electronic sound files containing recordings of musical sound material.

Line 5 - Report sales of non-musical sound material, such as a comedic routine or play recorded onto a physical or electronic medium.

Line 6 - Report receipts from marketing, promoting, and distributing phonorecords to wholesalers and retailers for other record labels.

Line 7 - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home theater market.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 9 - Report sales of musical compositions in printed form or electronic text. Include prints of owned compositions and of those for which this establishment has obtained rights to the copyrighted composition. Printed compositions are distributed as sheet music, folios, books in printed form, or electronic text to wholesalers and retailers for consumers.

Line 10 - Report receipts from administering copyright licenses owned by others. Include administration of all copyrights to a musical work on behalf of a copyright holder, and also the administration of only certain copyrights, such as management of performance rights to a musical composition on behalf of the copyright holder by a performing rights organization. Include fees received from ensuring that the copyright owner is paid for the use by others of their copyrighted material. Report international subpublishing on **line 2**.

Line 11 - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Licensing of rights to use musical compositions						
a. In broadcast performances (<i>i.e., broadcast performance rights</i>) . . .	35321					
b. In public performances, excluding broadcast (<i>i.e., performance rights, excluding broadcast</i>)	35322					
c. To reproduce and distribute recordings (<i>i.e., mechanical rights</i>) . . .	35323					
d. In television programs (<i>i.e., television synchronization rights</i>)	35324					
e. In motion picture films (<i>i.e., movie synchronization rights</i>)	35325					
f. In other audiovisual works	35326					
g. To reproduce a recording in audiovisual works (<i>i.e., videogram rights</i>)	35327					
h. In commercial advertisements (<i>i.e., commercial advertisement rights</i>)	35328					
i. To print musical compositions (<i>i.e., print rights</i>)	35329					
j. To record and reproduce for commercial use, excluding distribution as phonorecords (<i>i.e., electrical transcription rights</i>)	35331					
k. In a dramatic work (<i>i.e., grand rights and dramatic adaptation rights</i>)	35332					
l. In other works - <i>Describe</i> ↴						
	35333					
m. Sum lines 1a through 1l	35320					
2. Licensing of international rights to publish domestic musical compositions (<i>i.e., international sub-publishing</i>)	35340					
3. Licensing of rights to use musical recordings						
a. To copy onto another record	35351					
b. Domestic rights to distribute recordings	35352					
c. International rights to distribute domestic recordings	35353					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Licensing of rights to use musical recordings - Continued						
d. In other works - <i>Describe</i> ↴						
	35354					
e. Sum lines 3a through 3d	35350					
4. Musical phonorecords						
a. Musical compact discs	35361					
b. Musical cassette tapes	35362					
c. Electronic musical phonorecords	35363					
d. Other musical phonorecords - <i>Describe</i> ↴						
	35364					
e. Sum lines 4a through 4d	35360					
5. Non-musical phonorecords	35370					
6. Distribution of phonorecords for other record labels	35390					
7. Outright sale of musical works	35680					
8. Audiovisual works sold directly to the consumer						
a. Physical media (<i>e.g., DVD, Blu-ray, videos, etc.</i>)	35451					
b. Download of electronic media	35452					
c. Sum lines 8a and 8b	35450					
9. Print music						
a. Music books	35401					
b. Sheet music, folios, and electronic musical text	35402					
c. Sum lines 9a and 9b	35400					
10. Administration of copyrights for others	35410					
11. Merchandise licensing	35460					
12. Resale of merchandise - <i>Describe</i> ↴						
	39613					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
13. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↘							
		39711					
14. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars		39850					1 0 0

1 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 **7**). 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 - Report receipts from studio recording services for making a musical recording in a sound recording studio. Include the recording of music albums, singles, and demos. Include recording, mixing, mastering, re-mixing, and re-mastering work done with material for motion picture soundtracks to produce a soundtrack album. Report recordings produced primarily for spoken-word clients on **line 2**; recordings produced primarily for radio material on **line 3**; recordings made for synchronization with an audiovisual work, such as a television program, feature film, video release, etc., on the appropriate detail lines under **line 4**.

Line 1a - Report receipts from producing an initial recording for a music client in a sound recording studio, with the intent of conducting primary mixing at a later time.

Line 1b - Report receipts from producing an initial recording for a music client in a sound recording studio, where the primary mixing is done alongside the production of the initial recording. This recording will proceed to mastering with only minor mixing done in the future, as part of the mastering process. This process is commonly used for making orchestral recordings, in which there are a large number of sound elements. Include recording and mixing sold together.

Line 1c - Report receipts from altering and enhancing the sound elements in an existing musical recording. The end results of the mixing process are the conversion from a multi-track recording to a stereo recording and the production of a recorded "track" for each musical piece that is suitable for mastering. Include all intermediate mixing sessions between production of the initial recording and mastering.

Line 1d - Report receipts from converting a set of pre-existing recordings of musical performances into a format that is suitable for duplication. The final product is known as a "Grade A Redbook." Include normalization of the individual tracks, ordering and fading of the individual tracks, production of a PQ sheet, and final, minor alterations to the mixes on the individual tracks.

Line 1e - Report receipts from offering the service of mastering combined with any other step in the production process. Include mastering combined with the production of the initial recording and mastering combined with a primary mixing session. Report mastering offered without a recording session or special mixing session, where only minor mixing adjustments are made as part of the typical mastering process, on **line 1d**.

Line 1f - Report receipts from altering and enhancing sound elements on a musical recording that has already been mastered and distributed. Include mastering and mixing work done on a motion picture soundtrack to convert the recordings that were already made for the soundtrack into a retail musical album.

Line 2 - Report receipts from studio recording services for recordings that are primarily non-musical in nature, such as audio books and comedic routines that are done inside a sound recording studio. For audio books, the literary work is adapted and recreated with the use of storytelling, background sounds, and sound effects. Include all phases of production from initial recording to mastering.

Line 3 - Report receipts from producing prerecorded sound recordings intended for broadcast over radio, in a sound recording studio. The studio provides all services necessary to make the recording and provide the client with a recording that is suitable for broadcast.

Line 3a - Report receipts from recording of radio spots, including commercials, promotional announcements, political ads, and public service announcements.

Line 3b - Report receipts from recording and producing feature programming intended for later broadcast over radio, including radio plays, prerecorded news broadcasts, and radio documentaries.

Line 4 - Report receipts from creating, adding, and recording the sound elements (dialogue, music, sounds, and silences) of an audiovisual work for a soundtrack that synchronizes the audio with the visual portion of the work.

Line 4a - Report receipts from contract production services for the creation of original music for audiovisual works that can be protected by copyright. Include composing, recording, mixing, and mastering of original music that is timed to the sequence of and suitable for integration into an audiovisual work. The music may be either background or foreground music. Report contract production services for original music not included in audiovisual works on **line 12**.

Line 4b - Report receipts from recording of music that is timed to the sequence of an audiovisual work. The music may be either background or foreground music. May include mixing and/or mastering of the recording to render it suitable for integration into the audiovisual work.

Line 4c - Report receipts from creating, recording, and incorporating live sounds into an audiovisual work. Examples include footsteps, doors closing, bird calls, heavy breathing, short gasps, etc.

Line 4d - Report receipts from recording of additional dialogue for an audiovisual work, using the original actors, or voice-doubles for the original actors, as part of the initial production process. This process corrects speaking errors not caught in the original production process, improves the existing dialogue recording, or replaces dialogue that was corrupted by outside noises (such as a passing jet, etc.).

Line 4e - Report receipts from creating a foreign language dialogue soundtrack for an audiovisual work, so that the words of the new version correspond to the lip movements and actions of the actors in the original work.

Line 4f - Report receipts from integrating music and sounds into an audiovisual work and synchronizing the sound elements to coincide with the image of the work.

Line 5 - Report receipts from adding recorded sound elements (music, sounds, and samples) to an audio work.

Line 6a - Report receipts from on-location recording of a conference, meeting, or seminar.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 6b - Report receipts from on-location recording of live events not elsewhere classified, such as live recording of concerts.

Line 7 - Report receipts from permitting others to use a sound recording studio, without provision of engineers, producers, and other operators of equipment. The studio may provide an expert assistant to supervise the client's operation of the sound recording equipment.

Line 8 - Report receipts from granting permission to use music protected by copyright owned or controlled by this establishment.

Line 9 - Report receipts from providing creative services, such as sound engineer, narrator, musician, graphic artist, and composing services that may be used to support the production of a sound recording by others.

Line 10 - Report receipts from converting an existing recording from one format to another format.

Line 11 - Report receipts from reproduction of a sound recording based on an original master copy.

Line 12 - Report receipts from contract production services for the creation of original music for uses other than for audiovisual works. Include music that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report contract production services for original music, included in audiovisual works on **line 4a**.

Line 13 - Report receipts from creating and designing graphic material for packaging and promotion of recordings, such as CD liners and promotional posters.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Studio recording services for music clients						
a. Studio recording, excluding mixing of musical recordings	35421					
b. Studio recording, including mixing of musical recordings	35422					
c. Mixing of musical recordings	35423					
d. Mastering of musical recordings	35424					
e. Mixing and mastering of musical recordings	35425					
f. Remixing and remastering of musical recordings	35426					
g. Sum lines 1a through 1f	35420					
2. Studio recording services for spoken word clients	35430					
3. Studio recording services for radio material						
a. Radio spots	35441					
b. Radio programs	35442					
c. Sum lines 3a and 3b	35440					
4. Sound editing and design services for audiovisual works						
a. Contract production services for original music	35471					
b. Orchestration	35472					
c. Foley stage	35473					
d. Additional dialogue recording (ADR)	35474					
e. Foreign language dubbing	35475					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
4. Sound editing and design services for audiovisual works - Continued						
f. Sound integration and synchronization	35476					
g. Other sound services for audiovisual works - <i>Describe</i> ↴						
	35477					
h. Sum lines 4a through 4g	35470					
5. Sound editing and design services, excluding audiovisual works	35630					
6. Live audio recording services						
a. Audio recording of meetings, conferences, and seminars	35641					
b. Audio recording of other events	35642					
c. Sum lines 6a and 6b	35640					
7. Rental of recording studio facilities	39555					
8. Licensing of rights to use music	35520					
9. Support services for sound recording by others	35650					
10. Audio transfer services	35660					
11. Audio copying services	35670					
12. Contract production services for original music, excluding music for audiovisual works	35540					
13. Graphic design services	38550					
14. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39712					
15. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in 7). See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1 - Report receipts from granting permission to others to distribute audiovisual works, protected by copyright owned or controlled by this establishment, to the domestic commercial theater, television, home video market, etc. The distributor may or may not be responsible for reproducing the audiovisual works. Report licensing for foreign distribution of domestic audiovisual works on the appropriate detail lines under **line 3a**; and outright sale of rights on the appropriate detail lines under **line 5**.

Line 2 - Report receipts from granting permission to domestically exhibit, broadcast, or rent audiovisual works, protected by copyright owned or controlled by this establishment. Report licensing for foreign exhibition, broadcast, and rent of domestic works on **line 3b**; contract production services on the appropriate detail lines under **line 4**; outright sale of rights on the appropriate detail lines under **line 5**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 2a - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated feature films. Include feature films intended for commercial theaters, drive-in theaters, open air theaters, etc., as well as subsequent distribution of the feature films through various other media (e.g., broadcast, home video). Report licensing of domestic exhibition, broadcast, and rent of short films on **line 2b**; and licensing of made-for-TV movies on the appropriate detail lines under **line 2c**.

Line 2b - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated short films.

Line 2c - Report receipts from granting permission to domestically broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.). Include television programming for broadcast as well as to the home video market.

Line 3a - Report receipts from granting permission to others for the distribution of audiovisual works, protected by copyright owned or controlled by this establishment, to foreign markets. The distributor may or may not be responsible for reproducing the audiovisual works.

Line 3b - Report receipts from granting permission to exhibit, broadcast, and rent domestic audiovisual works, protected by copyright owned or controlled by this establishment, in foreign markets.

Line 4 - Report receipts from the contract production of audiovisual works that may result in the creation of works protected by copyright. Include all production aspects of an entire or piece of an audiovisual work.

Line 5 - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home video market. Report audiovisual works produced under contract for others on the appropriate detail lines under **line 4**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 7 - Report receipts from copies of audiovisual works (videos, DVDs, etc.) produced for sale to the wholesale, retail, and rental markets. Include copies of own works and of works that you have a license to distribute.

Line 8 - Report receipts from providing services for other producers on all phases of audiovisual preproduction. Include script editing, casting, location scouting, consultation, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 9 - Report receipts from providing technical and artistic support services for other producers on all phases of an audiovisual production. Include cameramen, grips, sound engineers, extras, special effects services, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 10 - Report receipts from providing computerized and electronic image and sound processing services for audiovisual works (films, videos, digital media, etc.). Include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, digital encoding, captioning, titling, sound editing, etc.

Line 11 - Report receipts from creating large-run duplications of audiovisual works (video, digital media, etc.) under contract for others. Exclude limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.); reproducing film for the purposes of distribution to exhibition houses; and small-run reproductions of audiovisual works intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc.

Line 12 - Report receipts from providing third-party distribution services under contract to producers and distributors of audiovisual works. Include warehousing, processing of orders, shipping, billing, collecting money, etc.

Line 13 - Report receipts from providing a bundled fulfillment and large-run duplication service under contract to producers and distributors of audiovisual works. Include assuming responsibility for generating copies of client's audiovisual works and performing the following distribution activities for the client: warehousing, processing of orders, shipping, billing, collecting money for the client, etc.

Line 15 - Report receipts from renting or leasing motion picture and video production facilities. Include soundstages, property, space on the lot, etc. Include related equipment and studio personnel if bundled with the studio rental service.

Line 16 - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Licensing of domestic rights to distribute audiovisual works						
a. Motion picture films	35001					
b. Television programming	35002					
c. Other audiovisual works	35003					
d. Sum lines 1a through 1c	35000					
2. Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works						
a. Licensing of domestic rights to exhibit, broadcast, or rent feature films <i>(Include "revenue-sharing" agreements.)</i>						
(1) Exhibit feature films	35021					
(2) Broadcast feature films on television	35022					
(3) Broadcast or exhibit feature films to other markets	35023					
(4) Rent feature films to the home video market	35024					
(5) Sum lines 2a(1) through 2a(4)	35020					
b. Licensing of domestic rights to exhibit, broadcast, or rent short films <i>(Include "revenue-sharing" agreements.)</i>	35030					
c. Licensing of domestic rights to broadcast or rent television and cable programming <i>(Include "revenue-sharing" agreements.)</i>						
(1) Broadcast television or cable programming (Television Program Rights)	35046					
(2) Rent to the home video market	35044					
(3) Broadcast/rent to other markets	35045					
(4) Sum lines 2c(1) through 2c(3)	35040					
d. Licensing of domestic rights to exhibit, broadcast, or rent other audiovisual works <i>(Include exercise, travel, and training videos, public service messages, etc.)</i>	35050					
3. Licensing of international rights to use audiovisual works						
a. Licensing of international rights to distribute audiovisual works						
(1) Motion picture films	35071					
(2) Television programming	35072					
(3) Other audiovisual works	35073					
(4) Sum lines 3a(1) through 3a(3)	35070					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Licensing of international rights to use audiovisual works - Continued						
b. Licensing of international rights to exhibit, broadcast, or rent audiovisual works <i>(Include "revenue-sharing" agreements.)</i>						
(1) Motion picture films	35081					
(2) Television programming	35082					
(3) Other audiovisual works	35083					
(4) Sum lines 3b(1) through 3b(3)	35080					
c. Licensing of international rights to use the concept of domestic audiovisual works <i>(Include works that use different actors than the domestic original.)</i>	35090					
d. Licensing of international rights for other uses of audiovisual works	35100					
4. Contract production services for audiovisual works						
a. Motion picture films	35111					
b. Television programming	35112					
c. Commercials	35113					
d. Music videos	35114					
e. Other audiovisual works	35115					
f. Sum lines 4a through 4e	35110					
5. Outright sale of audiovisual works						
a. Motion picture films	35121					
b. Television programming	35122					
c. Other audiovisual works	35123					
d. Sum lines 5a through 5c	35120					
6. Audiovisual works sold directly to the consumer						
a. Physical media <i>(e.g., DVD, Blu-ray, videos, etc.)</i>	35451					
b. Download of electronic media	35452					
c. Sum lines 6a and 6b	35450					
7. Sale of copies of audiovisual works to the wholesale, retail, and rental markets	35130					
8. Preproduction services for audiovisual works	35140					
9. Production support services for audiovisual works	35150					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
10. Postproduction services for audiovisual works - <i>Describe</i> ↴						
	35180					
11. Large-run duplication services for audiovisual works	35503					
12. Fulfillment services for audiovisual works	35160					
13. Bundled fulfillment and duplication service for audiovisual works	35170					
14. Rental of equipment for motion picture and video production (<i>Include cameras, lighting, sound recording equipment, etc.</i>)	39514					
15. Rental of motion picture and video production studios	39515					
16. Merchandise licensing - Domestic and international	35460					
17. Resale of merchandise - <i>Describe</i> ↴						
	39612					
18. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39708					
19. TOTAL RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in 7). See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1 - Report receipts from granting permission to use a musical composition, protected by copyright owned or controlled by this establishment. A musical composition may be the lyrics, the music, or both. Include the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute musical compositions for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language, or territory. Include licensing to use musical compositions on Internet radio or other similar programs where the sound file containing a recording of a musical composition is not available on an "on-demand" basis. Exclude outright sale of rights in perpetuity. Report licensing of rights to use a copyrighted musical recording on the appropriate detail lines under **line 3**.

Line 1a - Report receipts from a musical composition as part of a public performance for broadcast. The broadcast performance may be live, live-to-tape, or off of a recording. Include broadcasts over radio, television, and cable.

Line 1b - Report receipts from a musical composition as part of a public performance other than in a broadcast. The performance can be live or the public replaying of a recording of the musical composition in any public venue, such as a stadium, shopping center, theater, etc.

Line 1c - Report receipts from using a musical composition for recording or reproducing for distribution.

Line 1f - Report receipts from a musical composition used in audiovisual works other than television or motion picture films. Include slide presentations, laser light shows, and other audiovisual works.

Line 1g - Report receipts from reproducing an audiovisual work containing a recording of a musical composition, including reproductions of videocassettes, DVDs, or laserdiscs. The audiovisual work being reproduced may have originally been produced and used for broadcast television or cable, as a motion picture, or for direct-to-video release.

Line 1h - Report receipts from a musical composition used in product advertisements and commercials. Include the permission to produce and use television commercials, theatrical commercials, and radio commercials, as well as print advertisements using copyrighted lyrics.

Line 1i - Report receipts to make a print reproduction of a musical composition. Include permission to use photographs, likenesses of the artists, and biographical material of the artist associated with producing a personality folio.

Line 1j - Report receipts from a musical composition for commercial use that will not be distributed as a phonorecord. Examples include licensing the rights to use musical compositions in the recording and reproduction of prerecorded syndicated radio programs or in background music services for a retail store or an airline.

Line 1k - Report receipts from a musical composition used in a dramatic presentation (any work employing narration, scenery, plot, costuming, etc.). Include permission to use a musical composition in an opera, operetta, ballet, skit, dramatic play, or musical, and the permission to create a dramatic presentation based on a musical composition.

Line 1l - Report receipts from a musical composition used in software, multimedia presentations, music boxes, musical greeting cards, video arcade games, etc., and permission to use a musical composition over the Internet in a manner that would not be considered a "performance" by a performing rights organization.

Line 2 - Report receipts from a publisher in a foreign country to license and promote a domestic musical composition. The foreign "sub-publisher" represents permissions and interests of the composer, the original domestic publisher, or both in that country. The original domestic publisher receives a portion of all fees from licenses granted by the sub-publisher. Licensing of foreign musical compositions in the domestic country on behalf of a foreign publisher is classified identically to domestic licensing.

Line 3 - Report receipts from granting permission to use a musical recording, protected by copyright owned or controlled by this establishment. Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent musical recordings for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. Exclude outright sale of rights in perpetuity. Report licensing of rights to use a copyrighted musical composition on the appropriate detail lines under **line 1**.

Line 3b - Report receipts from granting permission to distribute a domestic musical recording, protected by copyright owned or controlled by this establishment, domestically. Licensing of foreign musical recordings in the domestic country on behalf of a foreign publisher is classified identically to domestic licensing.

Line 3c - Report receipts from granting permission to distribute a domestic musical recording, protected by copyright owned or controlled by this establishment, in foreign countries.

Line 3d - Report receipts from using a domestic musical recording for purposes not elsewhere classified, such as for use in television, film, advertisements, etc. Include downloadable sound files as well as files that are available only on an "on-demand" basis by the user via streaming technology, usually through a subscription.

Line 4 - Report sales of physical media (CDs, cassette tapes, vinyl records, etc.) or electronic sound files containing recordings of musical sound material.

Line 5 - Report sales of non-musical sound material, such as a comedic routine or play recorded onto a physical or electronic medium.

Line 6 - Report receipts from marketing, promoting, and distributing phonorecords to wholesalers and retailers for other record labels.

Line 7 - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home theater market.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 9 - Report sales of musical compositions in printed form or electronic text. Include prints of owned compositions and of those for which this establishment has obtained rights to the copyrighted composition. Printed compositions are distributed as sheet music, folios, books in printed form, or electronic text to wholesalers and retailers for consumers.

Line 10 - Report receipts from administering copyright licenses owned by others. Include administration of all copyrights to a musical work on behalf of a copyright holder, and also the administration of only certain copyrights, such as management of performance rights to a musical composition on behalf of the copyright holder by a performing rights organization. Include fees received from ensuring that the copyright owner is paid for the use by others of their copyrighted material. Report international subpublishing on **line 2**.

Line 11 - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
1. Licensing of rights to use musical compositions							
a. In broadcast performances (<i>i.e., broadcast performance rights</i>) . . .	35321						
b. In public performances, excluding broadcast (<i>i.e., performance rights, excluding broadcast</i>)	35322						
c. To reproduce and distribute recordings (<i>i.e., mechanical rights</i>) . . .	35323						
d. In television programs (<i>i.e., television synchronization rights</i>)	35324						
e. In motion picture films (<i>i.e., movie synchronization rights</i>)	35325						
f. In other audiovisual works	35326						
g. To reproduce a recording in audiovisual works (<i>i.e., videogram rights</i>)	35327						
h. In commercial advertisements (<i>i.e., commercial advertisement rights</i>)	35328						
i. To print musical compositions (<i>i.e., print rights</i>)	35329						
j. To record and reproduce for commercial use, excluding distribution as phonorecords (<i>i.e., electrical transcription rights</i>)	35331						
k. In a dramatic work (<i>i.e., grand rights and dramatic adaptation rights</i>)	35332						
l. In other works - <i>Describe</i> ↴							
	35333						
m. Sum lines 1a through 1l	35320						
2. Licensing of international rights to publish domestic musical compositions (<i>i.e., international sub-publishing</i>)	35340						
3. Licensing of rights to use musical recordings							
a. To copy onto another record	35351						
b. Domestic rights to distribute recordings	35352						
c. International rights to distribute domestic recordings	35353						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Licensing of rights to use musical recordings - Continued						
d. In other works - <i>Describe</i> ↴						
	35354					
e. Sum lines 3a through 3d	35350					
4. Musical phonorecords						
a. Musical compact discs	35361					
b. Musical cassette tapes	35362					
c. Electronic musical phonorecords	35363					
d. Other musical phonorecords - <i>Describe</i> ↴						
	35364					
e. Sum lines 4a through 4d	35360					
5. Non-musical phonorecords	35370					
6. Distribution of phonorecords for other record labels	35390					
7. Outright sale of musical works	35680					
8. Audiovisual works sold directly to the consumer						
a. Physical media (<i>e.g., DVD, Blu-ray, videos, etc.</i>)	35451					
b. Download of electronic media	35452					
c. Sum lines 8a and 8b	35450					
9. Print music						
a. Music books	35401					
b. Sheet music, folios, and electronic musical text	35402					
c. Sum lines 9a and 9b	35400					
10. Administration of copyrights for others	35410					
11. Merchandise licensing	35460					
12. Resale of merchandise - <i>Describe</i> ↴						
	39613					

1 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 **1**). 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 1a(1) and line 2a(1) - Report receipts from network compensation, which includes payments received, for allowing networks the use of air time for national advertisements.

Line 1a(2), line 1a(3), line 2a(2), and line 2a(3) - Report receipts from advertising that includes the provision of air time on radio or television for the broadcasting of advertising and sponsorship messages. Include trade-outs, barter, and political advertising revenue. Exclude commissions paid to agency representatives and brokers.

Line 1a(4) and line 2a(4) - Report receipts from providing radio or television air time for broadcasting program content, live or recorded, on radio or television stations and networks and on cable and other subscription radio or television program systems. Include local, regional, or national air time for news, financial, religious, educational, community information programs, etc. Exclude infomercials and other advertising.

Line 1b and line 2b - Report receipts from the provision of radio or television broadcasts, generally without the insertion of advertising messages, for the benefit of the public at large.

Line 1c and line 2c - Report receipts from granting permission to broadcast (in whole or in part) a copyrighted radio or television program owned or controlled by this establishment. Include the right to broadcast for an agreed period of time, manner, and place, such as in another format, medium, language, or territory.

Line 1d and line 2d - Report receipts from granting permission to broadcast specialty audio or television programming (usually an entire channel), protected by copyright owned or controlled by this establishment. Examples include licenses granted to programming distributors, such as cable, direct-to-home satellite (DTH), and multipoint distribution service (MDS) operators. Include the right to broadcast specialty musical programs by building operators (shopping malls, office buildings, etc.) and movies in hotels, etc. Include the right to broadcast for an agreed period of time, manner, and place, such as in another format, medium, language, or territory.

Line 1e - Report receipts from providing preproduction, production, and postproduction services (whether separate or in combination) for third-party radio programs (including commercials) on a contract or fee basis. Include services such as sound recording, sound editing and mastering, music track insertion and master reproduction, whether provided separately or in combination.

Line 3 - Report receipts from providing services for other producers on all phases of preproduction and production. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. Include receipts from providing computerized and electronic image and sound processing services in audiovisual works (film, video, digital media, etc.).

Line 5 - Report receipts from the provision of space of electronic advertising over the Internet.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Radio broadcasting						
a. Air time - Radio						
(1) Network compensation	35711					
(2) National and regional advertising (net)	35712					
(3) Local advertising (net)	35713					
(4) Programs	35714					
(5) Sum lines 1a(1) through 1a(4)	35710					
b. Public and non-commercial programming services - Radio (Include contributions, gifts, and grants)	35720					
c. Licensing of rights to broadcast radio programs (Radio program rights)	35730					
d. Licensing of rights to distribute specialty audio programming content	35740					
e. Production services - Radio (Include preproduction, production, and postproduction)	35750					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Television broadcasting and cable networks						
a. Air time - Television or cable						
(1) Network compensation	35771					
(2) National and regional advertising (net)	35772					
(3) Local advertising (net)	35773					
(4) Programs	35774					
(5) Sum lines 2a(1) through 2a(4)	35770					
b. Public and non-commercial programming services - Television <i>(Include contributions, gifts, and grants)</i>	35780					
c. Licensing of rights to broadcast television programs (Television <i>program rights)</i>	35790					
d. Licensing of rights to distribute specialty programming content	35800					
3. Production services - Television or cable	35810					
4. Public and non-commercial programming services - Television or cable	35820					
5. Sale of online advertising space	36050					
6. Resale of merchandise	39614					
7. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39713					
8. TOTAL RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a - Report receipts from audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network, including fiber optic and digital subscriber line technologies. The programming is provided in packages that consist of a set of predefined channels or one time viewing packages.

Line 1a(1) - Report receipts from subscriber access to a basic range of programming services generally for a monthly fee. This package contains the minimum number of channels available to subscribers, as defined by each cable, satellite, or MDS operator, and must be purchased to obtain any higher-level programming package.

Line 1b - Report receipts from television air time to clients for broadcasting both advertising and program content, on television stations, networks, cable, and other subscription television program systems. Include air time for advertising content, such as advertising messages, real estate listings, infomercials, etc., and air time for non-commercial programs, such as news, financial, religious, educational programs, etc.

Line 3a - Report receipts from wired or wireless telecommunications facilities to originate, terminate, or transit calls for another telecommunications service provider, including transoceanic telecommunications. Include interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carriers local network, charges for jointly used facilities, such as pole attachments, and charges for the exclusive use of circuits. Satellite operators/carriers should report on the carrier services line if their customers are telecommunication companies. Non-telecommunications companies should report on **line 4**, Private network services.

Line 3b - Report receipts from the public switched telephone network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Include related local services, such as connection charges, 911 services, operator services, and local directory assistance; and subscriber line services to end user customers.

Line 3b(1) and Line 3b(3) - Include call services that are self-defined in the carriers tariffs or other documents detailing the terms of service.

Line 3d - Report receipts from transmitting and switching of voice, data, and video over the public switched telephone network between local calling areas and where the call is made from a fixed customer location and is paid for by the caller.

Line 3e - Report receipts from calls made from a fixed customer location which are paid for by the call recipient.

Line 4 - Report receipts from wired or wireless (satellite, microwaves, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the client. Exclude the provision of private links to telecommunication service providers.

Line 5 - Report receipts from providing a direct connection to the Internet, wired or wireless, for the transmission of voice or data to fixed local telephone locations on the public switched telephone network. May include 911 service and a number to mimic a local fixed telephone number for the purpose of receiving calls from local fixed telephone users in the same local calling area. Include voice over Internet protocol (VOIP) and related Internet telephony services.

Line 7 - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Census use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721					0722
1. Cable and other program distribution							
a. Multichannel programming distribution services (<i>analog and digital</i>)							
(1) Basic programming package (<i>Include startup and reconnect fees.</i>)	36031						
(2) Premium programming package	36032						
(3) Pay-per-view	36033						
(4) Sum lines 1a(1) through 1a(3)	36030						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
1.	Cable and other program distribution - Continued						
b.	Air time - Program distribution networks <i>(Include local, regional, and national.)</i>						
(1)	Advertising	36041					
(2)	Programs	36042					
(3)	Sum lines 1b(1) and 1b(2)	36040					
2.	Program distribution related services						
a.	Installation services for connections to program distribution networks	36470					
b.	Rental of program distribution equipment	39516					
c.	Resale of program distribution equipment	39673					
d.	Other program distribution related services - <i>Describe</i> ↴						
		36480					
3.	Telecommunication services						
a.	Carrier services and Internet backbone services <i>(Include network access services to other telecommunication carriers.)</i>	35840					
b.	Basic fixed local telephony services <i>(Include subscriber line services to end user.)</i>						
(1)	Residential	35851					
(2)	Business	35852					
(3)	Public	35853					
(4)	Sum lines 3b(1) through 3b(3)	35850					
c.	Calling features - Fixed telephony <i>(Include call waiting, caller ID, voice mail, etc.)</i>	35860					
d.	Basic fixed long distance telephony - Outbound	35870					
e.	Basic fixed long distance telephony - Inbound	35880					
f.	Basic fixed all distance telephony <i>(Include both local and long distance calls.)</i>	35890					
4.	Private network services	35900					
5.	Internet telephony						
a.	Residential	35981					
b.	Business	35982					

IN-51701

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
6.	Internet access services						
	a. Broadband (<i>i.e., always-on</i>)						
	(1) Residential	36191					
	(2) Business	36192					
	(3) Sum lines 6a(1) and 6a(2)	36190					
	b. Narrowband (<i>i.e., dial-up</i>)	36200					
7.	Licensing of rights to use intellectual property protected as industrial property	39402					
8.	Resale of other merchandise - <i>Describe</i> ↴						
		39615					
9.	All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
		39714					
10.	TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from wired or wireless telecommunications facilities to originate, terminate, or transit calls for another telecommunications service provider, including transoceanic telecommunications. Include interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carriers local network, charges for jointly used facilities, such as pole attachments, and charges for the exclusive use of circuits. Satellite operators/carriers should report on the carrier services line if their customers are telecommunication companies. Non-telecommunications companies should report on **line 7**, Private network services.

Line 2 - Report receipts from the public switched telephone network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Include related local services, such as connection charges, 911 services, operator services, and local directory assistance; and subscriber line services to end user customers.

Line 2a and **Line 2c** - Include call services that are self-defined in the carriers tariffs or other documents detailing the terms of service.

Line 4 - Report receipts from transmitting and switching of voice, data, and video over the public switched telephone network between local calling areas and where the call is made from a fixed customer location and is paid for by the caller.

Line 5 - Report receipts from calls made from a fixed customer location which are paid for by the call recipient.

Line 7 - Report receipts from wired or wireless (satellite, microwaves, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the client. Exclude the provision of private links to telecommunication service providers.

Line 10 - Report receipts from providing access to the public switched and/or mobile switching center telephone networks for the transmission and switching of voice, data, and video between local calling areas, where the call is made from or received with a portable handset. Include roaming charges.

Line 11 - Report receipts from providing access to the public switched and/or mobile switching center telephone networks for the transmission and switching of voice, data, and video, where the call originates from or terminates into a portable handset and where the charges are not distance sensitive.

Line 12 - Report receipts from mobile radio service that subscribers primarily use to receive voice, text, or tone messages with small radio receivers. These devices may or may not be accessed by the public switched telephone network (PSTN).

Line 13 - Report receipts from non-switched radio transmission services, such as dispatch services for taxis or field service personnel and mobile data for police departments.

Line 14 - Report receipts from providing specialized wireless applications, such as ship-to-shore, air-to-ground, and on-train wireless systems. In most cases the portable transmitter/receiver is supplied by the service provider and the service is billed a fixed charge plus usage or just fixed charges.

Line 15 - Report receipts from providing a direct connection to the Internet, wired or wireless, for the transmission of voice or data to fixed local telephone locations on the public switched telephone network. May include 911 service and a number to mimic a local fixed telephone number for the purpose of receiving calls from local fixed telephone users in the same local calling area. Include voice over Internet protocol (VOIP) and related Internet telephony services.

Line 17e - Report receipts from designing, developing, and implementing customer's networks, such as intranets, extranets, and virtual private networks. Exclude service contracts where this service is bundled with the day-to-day management of the client's network.

Line 19a - Report receipts from audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network, including fiber optic and digital subscriber line technologies. The programming is provided in packages that consist of a set of predefined channels or one time viewing packages.

Line 19a(1) - Report receipts from subscriber access to a basic range of programming services generally for a monthly fee. This package contains the minimum number of channels available to subscribers, as defined by each cable, satellite, or MDS operator, and must be purchased to obtain any higher-level programming package.

Line 22 - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Census use	2012							
		Estimates are acceptable. Report dollars OR percents.							
		\$ Bil.	Mil.	Thou.	Dol.	Percent			
0723	0720	0721							0722
1. Carrier services and Internet backbone services (Include network access services to other telecommunication carriers.)	35840								

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Basic fixed local telephony services <i>(Include subscriber line services to end user.)</i>						
a. Residential	35851					
b. Business	35852					
c. Public	35853					
d. Sum lines 2a through 2c	35850					
3. Calling features - Fixed telephony <i>(Include call waiting, caller ID, voice mail, etc.)</i>						
a. Residential	35861					
b. Business	35862					
c. Public	35863					
d. Sum lines 3a through 3c	35860					
4. Basic fixed long distance telephony - Outbound						
a. Residential	35871					
b. Business	35872					
c. Public	35873					
d. Sum lines 4a through 4c	35870					
5. Basic fixed long distance telephony - Inbound	35880					
6. Basic fixed all distance telephony <i>(Include both local and long distance calls.)</i>						
a. Residential	35891					
b. Business	35892					
c. Sum lines 6a and 6b	35890					
7. Private network services	35900					
8. Mobile local telephony <i>(Include cellular, PCS, ESMR technology, and satellite services.)</i>						
a. Residential	35911					
b. Business	35912					
c. Sum lines 8a and 8b	35910					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
9. Calling features - Mobile telephony						
a. Residential	35921					
b. Business	35922					
c. Sum lines 9a and 9b	35920					
10. Mobile long distance telephony <i>(Include cellular, PCS, ESMR technology, and satellite services.)</i>						
a. Residential	35931					
b. Business	35932					
c. Sum lines 10a and 10b	35930					
11. Mobile all distance telephony						
a. Residential	35941					
b. Business	35942					
c. Sum lines 11a and 11b	35940					
12. Messaging (paging) services	35950					
13. Mobile dispatch services (RCC)	35960					
14. Specialized wireless services	35970					
15. Internet telephony						
a. Residential	35981					
b. Business	35982					
c. Sum lines 15a and 15b	35980					
16. Other telecommunications services <i>-Describe</i> ↴						
	35990					
17. Telecommunications related services						
a. Installation services for telecommunications equipment	36070					
b. Resale of telecommunications equipment	39625					
c. Rental of telecommunications equipment <i>(Include leasing)</i>	39517					
d. Repair and maintenance services for telecommunications equipment	36100					
e. Network design and development services, other than security . . .	37422					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
18. Internet access services						
a. Broadband (i.e., always-on)						
(1) Residential	36191					
(2) Business	36192					
(3) Sum lines 18a(1) and 18a(2)	36190					
b. Narrowband (i.e., dial-up)	36200					
19. Cable and other program distribution						
a. Multichannel programming distribution services (analog and digital)						
(1) Basic programming package (Include startup and reconnect fees.)	36031					
(2) Premium programming package	36032					
(3) Pay-per-view	36033					
(4) Sum lines 19a(1) through 19a(3)	36030					
b. Air time - Program distribution networks (Include local, regional, and national.)	36040					
20. Program distribution related services						
a. Installation services for connections to program distribution networks	36470					
b. Rental of program distribution equipment	39516					
c. Resale of program distribution equipment	39673					
d. Other program distribution related services - Describe ↴						
	36480					
21. Advertising space in directories	36080					
22. Licensing of rights to use intellectual property protected as industrial property	39402					
23. Resale of other merchandise - Describe ↴						
	39616					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in **7**). See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1 - Report receipts from wired or wireless telecommunications facilities to originate, terminate, or transit calls for another telecommunications service provider, including transoceanic telecommunications. Include interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carriers local network, charges for jointly used facilities, such as pole attachments, and charges for the exclusive use of circuits. Satellite operators/carriers should report on the carrier services line if their customers are telecommunication companies. Non-telecommunications companies should report on **line 7**, Private network services.

Line 2 - Report receipts from the public switched telephone network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Include related local services, such as connection charges, 911 services, operator services, and local directory assistance; and subscriber line services to end user customers.

Line 2a and **Line 2c** - Include call services that are self-defined in the carriers tariffs or other documents detailing the terms of service.

Line 4 - Report receipts from transmitting and switching of voice, data, and video over the public switched telephone network between local calling areas and where the call is made from a fixed customer location and is paid for by the caller.

Line 5 - Report receipts from calls made from a fixed customer location which are paid for by the call recipient.

Line 7 - Report receipts from wired or wireless (satellite, microwaves, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the client. Exclude the provision of private links to telecommunication service providers.

Line 10 - Report receipts from providing access to the public switched and/or mobile switching center telephone networks for the transmission and switching of voice, data, and video between local calling areas, where the call is made from or received with a portable handset. Include roaming charges.

Line 11 - Report receipts from providing access to the public switched and/or mobile switching center telephone networks for the transmission and switching of voice, data, and video, where the call originates from or terminates into a portable handset and where the charges are not distance sensitive.

Line 12 - Report receipts from mobile radio service that subscribers primarily use to receive voice, text, or tone messages with small radio receivers. These devices may or may not be accessed by the public switched telephone network (PSTN).

Line 13 - Report receipts from non-switched radio transmission services, such as dispatch services for taxis or field service personnel and mobile data for police departments.

Line 14 - Report receipts from providing specialized wireless applications, such as ship-to-shore, air-to-ground, and on-train wireless systems. In most cases the portable transmitter/receiver is supplied by the service provider and the service is billed a fixed charge plus usage or just fixed charges.

Line 15 - Report receipts from providing a direct connection to the Internet, wired or wireless, for the transmission of voice or data to fixed local telephone locations on the public switched telephone network. May include 911 service and a number to mimic a local fixed telephone number for the purpose of receiving calls from local fixed telephone users in the same local calling area. Include voice over Internet protocol (VOIP) and related Internet telephony services.

Line 16 - Report receipts from communications telemetry, radar station operation services, and other telecommunication services not elsewhere classified.

Line 17e - Report receipts from designing, developing, and implementing customer's networks, such as intranets, extranets, and virtual private networks. Exclude service contracts where this service is bundled with the day-to-day management of the client's network.

Line 19a - Report receipts from audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network. The programming is provided in packages that consist of a set of predefined channels or one time viewing packages. Also include charges for initial connection or reconnection to the network on the basic programming package.

Line 19a(1) - Report receipts from subscriber access to a basic range of programming services generally for a monthly fee. This package contains the minimum number of channels available to subscribers, as defined by each cable, satellite, or MDS operator, and must be purchased to obtain any higher-level programming package.

Line 22 - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Carrier services and Internet backbone services (Include network access services to other telecommunication carriers.)	35840					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Basic fixed local telephony services <i>(Include subscriber line services to end user.)</i>						
a. Residential	35851					
b. Business	35852					
c. Public	35853					
d. Sum lines 2a through 2c	35850					
3. Calling features - Fixed telephony <i>(Include call waiting, caller ID, voice mail, etc.)</i>						
a. Residential	35861					
b. Business	35862					
c. Public	35863					
d. Sum lines 3a through 3c	35860					
4. Basic fixed long distance telephony - Outbound						
a. Residential	35871					
b. Business	35872					
c. Public	35873					
d. Sum lines 4a through 4c	35870					
5. Basic fixed long distance telephony - Inbound	35880					
6. Basic fixed all distance telephony <i>(Include both local and long distance calls.)</i>						
a. Residential	35891					
b. Business	35892					
c. Sum lines 6a and 6b	35890					
7. Private network services	35900					
8. Mobile local telephony <i>(Include cellular, PCS, ESMR technology, and satellite services.)</i>						
a. Residential	35911					
b. Business	35912					
c. Sum lines 8a and 8b	35910					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
9. Calling features - Mobile telephony						
a. Residential	35921					
b. Business	35922					
c. Sum lines 9a and 9b	35920					
10. Mobile long distance telephony <i>(Include cellular, PCS, ESMR technology, and satellite services.)</i>						
a. Residential	35931					
b. Business	35932					
c. Sum lines 10a and 10b	35930					
11. Mobile all distance telephony						
a. Residential	35941					
b. Business	35942					
c. Sum lines 11a and 11b	35940					
12. Messaging (paging) services	35950					
13. Mobile dispatch services (RCC)	35960					
14. Specialized wireless services	35970					
15. Internet telephony						
a. Residential	35981					
b. Business	35982					
c. Sum lines 15a and 15b	35980					
16. Other telecommunications services <i>-Describe</i> ↴						
	35990					
17. Telecommunications related services						
a. Installation services for telecommunications equipment	36070					
b. Resale of telecommunications equipment	39625					
c. Rental of telecommunications equipment <i>(Include leasing)</i>	39517					
d. Repair and maintenance services for telecommunications equipment	36100					
e. Network design and development services, other than security . . .	37422					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
18. Internet access services						
a. Broadband (i.e., always-on)						
(1) Residential	36191					
(2) Business	36192					
(3) Sum lines 18a(1) and 18a(2)	36190					
b. Narrowband (i.e., dial-up)	36200					
19. Cable and other program distribution						
a. Multichannel programming distribution services (analog and digital)						
(1) Basic programming package (Include startup and reconnect fees.)	36031					
(2) Premium programming package	36032					
(3) Pay-per-view	36033					
(4) Sum lines 19a(1) through 19a(3)	36030					
b. Air time - Program distribution networks (Include local, regional, and national.)	36040					
20. Program distribution related services						
a. Installation services for connections to program distribution networks	36470					
b. Rental of program distribution equipment	39516					
c. Resale of program distribution equipment	39673					
d. Other program distribution related services - Describe ↴						
	36480					
21. Advertising space in directories	36080					
22. Licensing of rights to use intellectual property protected as industrial property	39402					
23. Resale of other merchandise - Describe ↴						
	39616					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in **7**). See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1a - Report receipts from audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network, including fiber optic and digital subscriber line technologies. The programming is provided in packages that consist of a set of predefined channels or one time viewing packages.

Line 1a(1) - Report receipts from subscriber access to a basic range of programming services generally for a monthly fee. This package contains the minimum number of channels available to subscribers, as defined by each cable, satellite, or MDS operator, and must be purchased to obtain any higher-level programming package.

Line 1b - Report receipts from television air time to clients for broadcasting both advertising and program content, on television stations, networks, cable, and other subscription television program systems. Include air time for advertising content, such as advertising messages, real estate listings, infomercials, etc., and air time for non-commercial programs, such as news, financial, religious, educational programs, etc.

Line 3a - Report receipts from wired or wireless telecommunications facilities to originate, terminate, or transit calls for another telecommunications service provider, including transoceanic telecommunications. Include interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carriers local network, charges for jointly used facilities, such as pole attachments, and charges for the exclusive use of circuits. Satellite operators/carriers should report on the carrier services line if their customers are telecommunication companies. Non-telecommunications companies should report on **line 4**, Private network services.

Line 3b - Report receipts from the public switched telephone network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Include related local services, such as connection charges, 911 services, operator services, and local directory assistance; and subscriber line services to end user customers.

Line 3b(1) and Line 3b(3) - Include call services that are self-defined in the carriers tariffs or other documents detailing the terms of service.

Line 3d - Report receipts from transmitting and switching of voice, data, and video over the public switched telephone network between local calling areas and where the call is made from a fixed customer location and is paid for by the caller.

Line 3e - Report receipts from calls made from a fixed customer location which are paid for by the call recipient.

Line 4 - Report receipts from wired or wireless (satellite, microwaves, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the client. Exclude the provision of private links to telecommunication service providers.

Line 5 - Report receipts from providing a direct connection to the Internet, wired or wireless, for the transmission of voice or data to fixed local telephone locations on the public switched telephone network. May include 911 service and a number to mimic a local fixed telephone number for the purpose of receiving calls from local fixed telephone users in the same local calling area. Include voice over Internet protocol (VOIP) and related Internet telephony services.

Line 7 - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
1.	Cable and other program distribution						
a.	Multichannel programming distribution services (<i>analog and digital</i>)						
	(1) Basic programming package (<i>Include startup and reconnect fees.</i>)	36031					
	(2) Premium programming package	36032					
	(3) Pay-per-view	36033					
	(4) Sum lines 1a(1) through 1a(3)	36030					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
1.	Cable and other program distribution - Continued						
b.	Air time - Program distribution networks <i>(Include local, regional, and national.)</i>						
(1)	Advertising	36041					
(2)	Programs	36042					
(3)	Sum lines 1b(1) and 1b(2)	36040					
2.	Program distribution related services						
a.	Installation services for connections to program distribution networks	36470					
b.	Rental of program distribution equipment	39516					
c.	Resale of program distribution equipment	39673					
d.	Other program distribution related services - <i>Describe</i> ↴						
		36480					
3.	Telecommunication services						
a.	Carrier services and Internet backbone services <i>(Include network access services to other telecommunication carriers.)</i>	35840					
b.	Basic fixed local telephony services <i>(Include subscriber line services to end user.)</i>						
(1)	Residential	35851					
(2)	Business	35852					
(3)	Public	35853					
(4)	Sum lines 3b(1) through 3b(3)	35850					
c.	Calling features - Fixed telephony <i>(Include call waiting, caller ID, voice mail, etc.)</i>	35860					
d.	Basic fixed long distance telephony - Outbound	35870					
e.	Basic fixed long distance telephony - Inbound	35880					
f.	Basic fixed all distance telephony <i>(Include both local and long distance calls.)</i>	35890					
4.	Private network services	35900					
5.	Internet telephony						
a.	Residential	35981					
b.	Business	35982					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
6.	Internet access services						
	a. Broadband (<i>i.e., always-on</i>)						
	(1) Residential	36191					
	(2) Business	36192					
	(3) Sum lines 6a(1) and 6a(2)	36190					
	b. Narrowband (<i>i.e., dial-up</i>)	36200					
7.	Licensing of rights to use intellectual property protected as industrial property	39402					
8.	Resale of other merchandise - <i>Describe</i> ↴						
		39615					
9.	All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
		39714					
10.	TOTAL RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850					1 0 0

1 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 **1**). 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 1a - Report receipts from hosting a client's website and related files in a location that provides fast, reliable connection to the Internet.

Line 1b - Report receipts from providing software applications on a leased, fee, or subscription basis from a centralized, hosted, and managed computing environment.

Line 1c - Report receipts from providing a bundled service package that combines information technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage a business process for a customer.

Line 1d - Report receipts from providing rack space within a secured facility for the placement of servers and enterprise platforms. The service includes space for the customer's hardware and software, connection to the Internet or other communication networks, and routine monitoring services.

Line 1e - Report receipts from managing or administering the storage and back-up of data (i.e., remote back-up services, storage, or hierarchical storage management). Include data migration services.

Line 1f - Report receipts from providing ongoing management and administration of data as an organizational resource. Services may include modeling, mobilization, mapping/rationalization, and mining of data.

Line 1g - Report receipts from 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 1h - Report receipts from providing other IT hosting or infrastructure provisioning services, such as hosting customer's application, processing customer's data, and computer time sharing.

Line 2a - Report receipts from the development, analysis, design, and programming of software tailored to customer specifications. Include website design and development, database design and development, and customization and integration of packaged software. Report website hosting on **line 1a**, application service provisioning on **line 1b**, business process management on **line 1c**, data storage on **line 1e**, and data management on **line 1f**.

Line 3a - Report receipts from providing customer support in using or troubleshooting the software, including patches and upgrades.

Line 3c - Report receipts from providing customer support or troubleshooting computer combined hardware and software.

Line 3e - Report receipts from retrieval or recovery of customer's data from a damaged or unstable hard drive or other storage medium.

Line 3f - Report receipts from providing standby computer equipment and duplicate software in a separate location to enable a customer to relocate regular staff in order to resume and maintain routine computerized operations in the event of a disaster, such as a fire or flood.

Line 6 - Report receipts from publishing software programs that perform a specific function directly for the end user.

Line 7a - Report receipts from managing and monitoring communication networks and connected hardware to diagnose networking problems and gather capacity and usage statistics for the administration and fine-tuning of network traffic. Include remotely managing security systems or providing security-related services.

Line 7b - Report receipts from providing day-to-day management and operation of a client's computer system.

Line 9 - Report receipts from providing advice on technical matters related to the use of information technology. Include advice on hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy and service contracts where advice is bundled with the design and development of an IT solution.

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
1.	Data processing services						
	a. Website hosting services						
	(1) With integration of related services	36121					
	(2) Without integration of related services	36122					
	(3) Sum lines 1a(1) and 1a(2)	36120					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Data processing services - Continued						
b. Application service provisioning						
(1) With integration of related services	34931					
(2) Without integration of related services	34932					
(3) Sum lines 1b(1) and 1b(2)	34930					
c. Business process management services						
(1) Financial	34941					
(2) Human resources	34942					
(3) Supply-chain management	34943					
(4) Customer relations management	34944					
(5) Vertical markets	34945					
(6) Other business process management services - <i>Describe</i> ↴						
	34946					
(7) Sum lines 1c(1) through 1c(6)	34940					
d. Collocation services	36130					
e. Data storage services	36140					
f. Data management services	36150					
g. Video and audio streaming services	36160					
h. Other IT infrastructure provisioning services - <i>Describe type of content</i> ↴						
	36170					
2. Information technology (IT) design and development services						
a. Custom application design and development services	37410					
b. Network design and development services	37420					
c. Computer systems design, development, and integration services	37430					
3. Information technology (IT) technical support services						
a. Software related technical support services	37521					
b. Hardware related technical support services	37522					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Information technology (IT) technical support services - Continued						
c. Combined hardware and software technical support services	37523					
d. Auditing and assessing computer operations	37524					
e. Data recovery services	37525					
f. Disaster recovery services (business continuity services)	37526					
g. Computer forensics	37528					
h. Domain name registration services	37529					
i. Other IT technical support or consulting services - <i>Describe</i> ↴						
	37531					
j. Sum lines 3a through 3i	37520					
4. Information and document transformation services						
a. Imaging and other data capture services	36221					
b. Data conversion and migration services	36222					
c. Sum lines 4a and 4b	36220					
5. System software publishing	34880					
6. Application software publishing	34890					
7. IT infrastructure and network management services						
a. Network management services	37511					
b. Computer systems management	37512					
c. Sum lines 7a and 7b	37510					
8. Internet access services						
a. Broadband (<i>i.e., always-on</i>)	36190					
b. Narrowband (<i>i.e., dial-up</i>)	36200					
9. Information technology (IT) technical consulting services	34910					
10. Resale of merchandise						
a. Computer hardware and software	39607					
b. Other merchandise, excluding computer hardware and software	39618					

IN-51801

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
11. All other receipts - Specify if more than 10 percent of total receipts ↘						
	39716					
12. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 2a - Report receipts from providing access to library resources for a fee. Include library card or membership fees, when charged; research fees; fines for overdue or lost items; equipment use fees; and other user fees.

Line 2b - Report receipts from providing archival services for a fee, such as the right of entry or access to archives and other information.

Line 3a - Report receipts from granting permission to use news reports, articles, headlines, features, and exclusives; reprints and transcripts of news items; news photos, graphics, and film clips; and all other news and news-related content.

Line 3b - Report receipts from granting permission to use ready-to-air radio or television programs, excluding news, distributed to multiple users for broadcast on-air or online.

Line 3c - Report receipts from granting permission to use other syndicated media content, such as editorial cartoons, comic strips, puzzles, horoscopes, advice columns, and all other special-interest features.

Line 4 - Report receipts from providing a systematic search for, and retrieval of, documents, datasets, and archived copies of back issues of newspapers or other information, based on a certain criteria established by the client. Also include advice and compilation services tailored to the subject matter under investigation.

Line 5 - Report receipts from providing stock photo services, telephone-based information recordings, and all other services not elsewhere classified. These services involve either collecting and disseminating information or providing access to it on a fee or contract basis.

Line 8 - Report receipts from collecting and recording editorial coverage published in various mass media about the client or its competition ("clipping service") and preparing analysis of the coverage.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Contributions, gifts, and grants (<i>Libraries and archives only</i>)	36230					
2. Library and archival institution services						
a. Library services	36241					
b. Archival institution services	36242					
c. Sum lines 2a and 2b	36240					
3. Licensing of rights to syndicated media content						
a. Syndicated news reports and related content	36251					
b. Syndicated program content, excluding news	36252					
c. Other syndicated media content	36253					
d. Sum lines 3a through 3c	36250					
4. Information search and retrieval services	36260					
5. All other information services - <i>Describe type</i> ↴						
	36270					

IN-51901

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
6. Publishing - Subscriptions and sales						
a. Print - Describe type of content ↴						
	36290					
b. Internet publishing and broadcasting - Describe type of content ↴						
	36300					
c. Electronic and other media - Describe type of content ↴						
	36310					
7. Publishing - Sale of advertising space						
a. Print	36330					
b. Internet	36340					
c. Electronic and other media	36350					
8. Media monitoring and analysis	37706					
9. Resale of merchandise	39619					
10. All other receipts - Describe if more than 10 percent of total receipts ↴						
	39717					
11. TOTAL RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a - Report receipts from newspapers published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications issued daily or more frequently, consisting mainly of current news of all types. Include newspapers, as well as portions of newspapers, such as headlines e-mailed daily or more frequently, that are paid for by subscription or by single copy access fees.

Line 1b - Report receipts from periodicals published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications whose main content is updated at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Include periodicals and periodic newsletters that are paid for by subscription or by single copy access fees.

Line 1c - Report receipts from books (single, non-periodic publications) published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications.

Line 1d - Report receipts from collections of systematically organized contact information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include descriptive information on persons.

Line 1e - Report receipts from collections of data or information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include online access to collections of public domain materials, such as legal cases and annual reports of publicly traded companies; past newspaper and periodical articles; audio and video clips; and compilations of other collections that are paid for through subscriptions, fixed fees, or fees for downloads.

Line 1f - Report receipts from games that are intended to be played on the Internet. Examples include card, action, children's, role-playing, and strategy games. Include games paid for by various methods, such as subscriptions and pay-per-play.

Line 1g - Report receipts from adult content published or broadcast over the Internet. Include graphics, prerecorded video, live feeds, interactive performances, and virtual activities. Include content paid for by various methods, such as subscriptions, membership fees, and pay-per-view.

Line 1h - Report receipts from other online content not elsewhere included, such as greeting cards, jokes, cartoons, graphics, maps, educational content, streaming news, music, video, and chat rooms. Include content paid for by various methods, such as pay-per-play, pay-per-view, subscriptions, and access fees.

Line 8 - Report receipts from granting permission to use content protected by copyright or as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Internet publishing and broadcasting - Subscriptions and sales						
a. Internet newspaper publishing	36301					
b. Internet periodical publishing	36302					
c. Internet book publishing	36303					
d. Internet directories publishing	36304					
e. Internet databases and other collections publishing	36305					
f. Internet gaming	36306					
g. Internet adult content (Include mature and sexually explicit material.)	36307					
h. Other Internet content - Describe ↴						
	36308					

IN-51902

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Sale of advertising space - Internet						
a. Sale of search and textual advertising space - Internet	36341					
b. Sale of display and other advertising space - Internet	36342					
c. Sum lines 2a and 2b	36340					
3. Other publishing - Subscriptions and sales						
a. Print publishing - <i>Describe type of content</i> ↴						
	36290					
b. Electronic and other media - <i>Describe type of content</i> ↴						
	36310					
4. Other publishing - Sale of advertising space						
a. Print	36330					
b. Electronic and other media	36350					
5. Rental or sale of mailing lists	36460					
6. Website hosting services	36120					
7. Internet access services						
a. Broadband (<i>i.e., always-on</i>)						
(1) Residential	36191					
(2) Business	36192					
(3) Sum lines 7a(1) and 7a(2)	36190					
b. Narrowband (<i>i.e., dial-up</i>)	36200					
8. Licensing of rights to use intellectual property	39400					
9. Resale of computer hardware and software	39607					
10. Resale of other merchandise (<i>Exclude computer hardware and software.</i>) - <i>Describe</i> ↴						
	39618					

CONTINUE WITH 1 ON PAGE 3

IN-51902

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
11. All other receipts - Describe if more than 10 percent of total receipts ↴							
		39718					
12. TOTAL RECEIPTS - Sum of lines should equal 1 if reporting in dollars		39850					1 0 0

Professional, Scientific, and Technical Services
Sector 54

1 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 **2**). 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.)

Receipts from providing services to clients outside your enterprise.

Line 3 - Report receipts from designing, developing, and implementing a customer's networks, such as intranets, extranets, and virtual private networks. Include network security systems design and development. Exclude network management services.

Line 4 - Report receipts from assessing an organization's computer requirements, advising on hardware and software acquisitions, and developing system specifications. Include putting the system in place or providing the necessary specification to put the new system in place. Include training and support services for the client.

Line 15 through line 18 - Report receipts from basic research undertaken to gain new knowledge and/or applied research undertaken to develop practical applications for the knowledge acquired through basic research.

Line 16 - Report receipts from providing basic and applied research services focused on biotechnology (e.g., genetic engineering and enzyme technology, industrial biotechnology, diagnostic applications, genetic technologies, site-directed autogenesis or mutagenesis, transgenesis, process biotechnology, etc.).

Line 19 and 20 - Report receipts from the creation of new or significantly improved products or processes.

Line 21 - Report receipts from granting permission to use content protected by copyright or as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Report outright sale of rights in perpetuity on **line 22**.

Line 22 - Report receipts from the outright sale of intellectual property (e.g., copyrights, patents) in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
		Estimates are acceptable. Report dollars OR percents.						
		\$ Bil.	Mil.	Thou.	Dol.	Percent		
0723	0720	0721					0722	
1. Information technology (IT) technical consulting services	34910							
2. Custom application design and development services	37410							
3. Network design and development services	37420							
4. Computer systems design, development, and integration services . . .	37430							
5. Financial auditing services	36820							
6. General accounting services	36860							
7. Bookkeeping and compilation services	36490							
8. Payroll accounting services	36880							
9. Legal services - Describe ↴								
	39320							
10. Engineering services - Describe ↴								
	39280							
11. Architectural services - Describe ↴								
	39330							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
12. Survey and mapping services, excluding geophysical services - <i>Describe</i> ↴						
	39300					
13. Geophysical surveying services - <i>Describe</i> ↴						
	39310					
14. Testing services (physical or product), excluding medical and veterinary services	39020					
15. Basic and applied research in the physical and engineering sciences	36620					
16. Basic and applied research in biotechnology	39170					
17. Basic and applied research in the life sciences, excluding biotechnology	39180					
18. Basic and applied research in the social sciences and humanities	39190					
19. Development services for goods	39210					
20. Development services for service products processes, systems, or methods	39220					
21. Licensing of rights to use intellectual property	39400					
22. Outright sale of original works of intellectual property	39250					
23. Advisory and consulting services for research and development activities	39260					
24. Management consulting services - <i>Describe type of consulting work</i> ↴						
	38980					
25. Drafting services - <i>Describe</i> ↴						
	38530					
26. Industrial design services	38520					
27. Interior design services	38500					
28. Graphic design services	38550					
29. Photography services	38600					
30. Advertising services - <i>Describe</i> ↴						
	31250					

PS-54059

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
31. Marketing research services	37810						
32. Public relations services	37700						
33. Resale of merchandise - <i>Describe</i> ↴							
	39622						
34. All other operating receipts - <i>Describe principal activity and estimated receipts</i> ↴							
	39719						
35. TOTAL RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850						1 0 0

1 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 **1**). 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 - Report receipts from the practice of criminal law on the appropriate line(s). Include reimbursement of expenses incurred for clients.

Line 2 - Report receipts from the practice of civil law on the appropriate line(s). Include reimbursement of expenses incurred for clients.

Line 4a - Report receipts from researching public land records to gather information relating to real estate titles; preparing documents necessary for the transfer of the title, financing, and settlement; conducting final real estate settlements and closings; and filing legal and other documents relating to the sale of real estate.

Line 4b - Report receipts from document filing and search services. Report all document preparation on **line 4c**.

Line 5 - Report receipts from the serving of legal documents. Include all forms of writs, warrants, summons, citations, libels, and orders used in judicial proceedings.

Line 11 - Report distributions from law partnerships to individual lawyers who are members of the partnership and organized as professional service corporations/associations. Report fees for legal services provided directly to clients on the appropriate detail lines under **line 1 and line 2**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
1. Legal services, criminal law	36710						
2. Legal services, civil law							
a. Real estate law	36370						
b. Wills, estates, and trusts	36380						
c. Family law	36390						
d. Business and commercial law							
(1) Bankruptcy law	36401						
(2) Intellectual property law	36402						
(3) Taxation law	36403						
(4) Other business and commercial law, including antitrust, incorporation, banking, securities, and insurance law - Describe ↴							
	36404						
(5) Sum lines 2d(1) through 2d(4)	36400						
e. Civil negligence	36410						
f. Labor and employment law	36420						
g. Other civil law							
(1) Environmental law	36431						
(2) Public and international	36432						
(3) Health care law	36433						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Legal services, civil law - Continued						
g. Other civil law - Continued						
(4) Other civil law, including immigration/refugee, consumer, and other non-criminal law	36434					
(5) Sum lines 2g(1) through 2g(4)	36430					
3. Arbitration and mediation services						
a. Arbitration and mediation services, international commercial	36731					
b. Arbitration and mediation services, excluding international commercial	36732					
c. Sum lines 3a and 3b	36730					
4. Legal research and document services						
a. Title, abstract, and settlement services	36741					
b. Patent, copyright, and other intellectual property document filing and search services	36742					
c. Other document filing and search services	36743					
d. Sum lines 4a through 4c	36740					
5. Process server services	36750					
6. Notarization and certification services	36760					
7. Legal translation services	36770					
8. Appraisal services, except real estate	37970					
9. Seizure and execution services	36790					
10. Expert witness services	36800					
11. Distributions from law partnerships to professional corporations/associations	36810					
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39721					
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **7**). 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 1a - Report receipts from examinations of accounting records and other supporting evidence for the purpose of expressing an opinion as to whether financial statements are presented fairly in accordance with an appropriate, disclosed basis of accounting.

Line 2 - Report receipts from analysis of reported financial statements to determine plausibility within the framework of the appropriate criteria. Include receipts from engagements to provide reports on the results of applying client-specified procedures to financial information.

Line 5 - Report receipts from audits, reviews, and agreed-upon procedures performed in relation to non-financial matters.

Line 6 - Report receipts from bookkeeping, compilation, and one or more of the following services (which were charged as a single fee): payroll services or tax preparation services. Report bookkeeping and compilation combined with payroll calculations only on **line 8**.

Line 8 - Report bookkeeping services and compilation of financial statements. Bookkeeping may include payroll calculation services.

Line 9a - Report receipts from the combination of collection and processing of payroll information and paychecks; pay deposits and pay statements; withholding amounts from employees' pay for government-mandated and other deductions; remitting the amounts withheld to the appropriate authorities and plan administrators; filing regulatory and tax reports with regard to deductions; remitting the employer's contribution; filing regulatory and tax reports with regard to government-mandated and other contributions by the employer to employee benefit plans; and preparation of special payroll reports at client's request.

Line 9b - Report receipts from the stand-alone sale of individual payroll services. Include payroll calculation services; customized payroll reports; payroll deduction, remittance, and reporting; and other individual payroll services.

Line 11 - Report receipts from preparation of income and other tax returns, review of returns prepared by others, filing of returns, preparation of supplementary documents associated with returns, and preparation for and representation at tax audits and appeals. Include compilation of financial statements when provided as a package with tax preparation for a single fee.

Line 12 - Report receipts from providing consultation, design, development, installation, or customization of a computerized accounting system. Include receipts from providing training and support that enable the client to use the computerized accounting system.

Line 13 - Report receipts from providing advice, assistance, and implementation services in the areas of strategic and organizational planning, finance, human resources, marketing, and production. Include executive search services and other management consulting services. Report tax consulting on the appropriate detail lines under **line 10**.

Line 14 - Report receipts from assisting an individual client in planning for financial goals, including examining the client's tax situation. The firm may provide investment advice and make investments on the client's behalf.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
		Estimates are acceptable. Report dollars OR percents.						
		\$ Bil.	Mil.	Thou.	Dol.	Percent		
0723	0720	0721					0722	
1. Financial auditing services								
a. Financial statement auditing	36821							
b. Specialized financial auditing	36822							
c. Sum lines 1a and 1b	36820							
2. Financial statement review, engagement, and agreed-upon procedures for financial information	36830							
3. Other financial assurance and related services	36840							
4. Tax auditing services	36440							
5. Non-financial assurance and related services	36850							
6. General accounting services	36860							
7. Billing services, including medical billing	36450							

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
8. Bookkeeping and compilation services						
a. Full-service bookkeeping with compilation services	36491					
b. Bookkeeping services sold separately	36492					
c. Compilation services sold separately	36493					
d. Sum lines 8a through 8c	36490					
9. Payroll accounting services						
a. Full-service payroll services	36881					
b. Payroll services sold separately	36882					
c. Sum lines 9a and 9b	36880					
10. Tax planning and consulting services						
a. Individuals and unincorporated businesses	36891					
b. Corporate and other clients	36892					
c. Sum lines 10a and 10b	36890					
11. Tax preparation and representation services						
a. Individuals and unincorporated businesses	36910					
b. Corporate and other clients	36920					
12. Computerized accounting systems services	36930					
13. Management consulting services - <i>Describe type of consulting work</i> ↴						
	38980					
14. Personal financial planning services	36950					
15. Sale of accounting forms and publications	36510					
16. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39722					
17. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a(2) - Report receipts from architectural services that are provided for multi-family residential building projects, including the design of apartment blocks. Report architectural services for non-residential building projects on the appropriate detail lines under **line 1b**.

Line 1b - Report receipts from architectural services that are provided for non-residential building projects. Include the design of hotels, resorts, and similar temporary overnight accommodation building projects. Report historical restoration projects on **line 1c**.

Line 1b(2) - Report receipts from architectural services for retail stores, restaurants, and similar buildings. Include shopping centers, and gas stations. Report historical restoration projects on **line 1c**.

Line 1b(6) - Report receipts from architectural services for entertainment, recreational, and cultural building projects. Include cinemas, museums, zoos, health clubs, swimming pools, stadiums, community centers, and monuments.

Line 1b(7) - Report receipts from architectural services for primary and secondary education building projects. Include day care centers. Report stadiums and arenas on **line 1b(6)**.

Line 1b(8) - Report receipts from architectural services for college, university and other post-secondary educational building projects. Include dormitories. Report stadiums and arenas on **line 1b(6)**.

Line 1b(9) - Report receipts from architectural services for industrial buildings. Include manufacturing plants and similar processing and assembly buildings. Report warehouses on **line 1b(10)**.

Line 1b(10) - Report receipts from architectural services for transportation and distribution facility projects. Include bus stations, train stations, airport terminals, warehouses, distribution centers, and truck terminals.

Line 1b(12) - Report receipts from architectural services for buildings related to the administration of justice. Include courthouses, police stations, prisons and other correctional buildings.

Line 1d - Report receipts from providing advice, studies, and reports on architectural matters. Report receipts from providing advice, studies, and reports in conjunction with a specific project on the appropriate detail lines under **lines 1a** through **1c**.

Line 2a - Report receipts from residential landscape architectural services that consist of a complete project or phase of a project. Report nursing homes and similar residential health care building projects, hotel and motel projects, and resort projects on the appropriate detail lines under **line 2b**. Report projects that consist of a specific element of a residential landscape project on **line 2d**.

Line 2a(3) - Report receipts from projects that consist of a mix of single and multiple-family buildings. Include low-income housing development projects.

Line 2b - Report receipts from non-residential landscape architectural services that consist of a complete project or phase of a project. Report recreational and other open space projects on the appropriate detail lines under **line 2c**. Report projects that consist of a specific element of a non-residential landscape project on **line 2d**.

Line 2b(1) - Report receipts from landscape architectural services for building projects of a general commercial nature, such as office buildings, office and industrial parks, shopping centers, mixed-use projects, and manufacturing plants.

Line 2b(4) - Report receipts from landscape architectural services for other non-residential building projects. Include transportation terminals such as airports and train stations, nursing homes, hospitals, etc.

Line 2c - Report receipts from recreational and open space landscape architectural services that consist of a project or phase of a project. Include outdoor recreation or sporting activities of the non-building type, such as baseball diamonds and soccer fields. Include services for parks and for transportation corridors. Report stadium and arena projects on **line 2b(2)**. Report projects that consist of a specific element of a recreational and open space project on **line 2d**.

Line 2c(1) - Report receipts from landscape architectural services that consist of a complete project or phase of a project for city centers, public squares, streetscape projects, urban plazas, urban waterfront projects, etc. Report projects that consist of a specific element of a recreational or open space project on **line 2d**.

Line 2c(2) - Report receipts from landscape architecture services that consist of a complete project or phase of a project for recreation or open space projects where activity is not enclosed in a building. Include fields for football, soccer, baseball; golf courses; ski areas; restoration of wetlands or other natural areas; and services for parks, greenways or trails. Report projects that consist of both hotel buildings and non-building recreational and open space facilities on **line 2c(4)**. Report projects that consist of a specific element of one of the above projects on **line 2d**.

Line 2c(3) - Report receipts from landscape architecture services that consist of a complete project or phase of a project for transportation corridors such as landscape design of highways. Report services for streetscapes on **line 2c(1)**. Report projects that consist of a specific element of transportation corridors on **line 2d**.

Line 2c(4) - Report receipts from landscape architecture services that consist of a complete project or phase of a project for resorts that may be comprised of both hotel buildings and non-building recreation or open space projects. Include golf courses and ski areas that include hotel accommodations. Report projects that consist of a specific element of one of the above projects on **line 2d**.

Line 2d - Report receipts from designs that are provided as a stand-alone service, although they may be incorporated in a larger project.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 3a - Report receipts from urban planning services. These services develop plans for the use of land in order to achieve a community's objectives for a built and natural environment that is esthetically pleasing, efficient, and functional. Report the design of site master plans for actual construction projects on **line 3c**.

Line 3a(1) - Report receipts from the development of plans that describe the long-term objectives of cities or towns for the development of infrastructure, housing, industry, commercial, recreational, and other facilities. Comprehensive plans cover a large geographical area for a lengthy time period.

Line 3a(2) - Report receipts from community plans that are developed within the framework of a comprehensive plan.

Line 3b - Report receipts from urban planning advisory services that are not related to the development of a specific comprehensive, community, or element plan. Advisory services use the professional expertise of the urban planner to provide advice on an issue. Studies and research may be conducted as part of the service.

Line 3c - Report receipts from services that provide plans for a construction site, showing the proposed location of buildings, roads, parking lots, etc. Report urban planning services on the appropriate detail lines under **line 3a**.

Line 3d - Report receipts from general contractor services (e.g., erection, repair, renovation) of buildings, other structures, or civil engineering works. Report design-build services that provide both design and construction where the contractor undertakes the construction risk and the design risk. Include the "build" services under a design-bid-build project.

Line 3e - Report receipts from planning, supervising, and coordinating the work of tradesmen, laborers, and contractors on a construction site. May include assistance with the procurement of materials and subcontractors. Report services performed as a component of project management services on **line 3f**.

Line 4e - Report receipts from granting permission to use content protected by copyright or as industrial property (e.g., patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Architectural services, excluding landscape architecture						
a. Architectural services for residential building projects						
(1) Single-family residential projects	36991					
(2) Multi-family residential projects	36992					
(3) Sum lines 1a(1) and 1a(2)	36990					
b. Architectural services for non-residential building projects						
(1) Office building projects	36521					
(2) Retail and restaurant projects	36522					
(3) Hotels and convention centers	36523					
(4) Hospitals and clinical buildings used for active health care . . .	36524					
(5) Nursing homes and similar buildings used for medium- and long-term health care	36525					
(6) Entertainment, recreational, and cultural building projects . . .	36526					
(7) Primary and secondary school projects	36527					
(8) College and university projects	36528					
(9) Industrial building projects	36529					
(10) Transportation and distribution facility projects	36531					
(11) Religious building projects	36532					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Architectural services, excluding landscape architecture - Continued						
b. Architectural services for non-residential building projects - Continued						
(12) Justice system building projects	36533					
(13) Other non-residential building projects	36534					
(14) Sum lines 1b(1) through 1b(13)	36520					
c. Historical restoration architectural services	37010					
d. Architectural consulting services <i>(Include expert witness services)</i>	37020					
2. Landscape architectural services						
a. Landscape architectural services for residential building projects						
(1) Single-family residential building projects	37041					
(2) Multiple-family residential building projects	37042					
(3) Residential subdivision projects	37043					
(4) Sum lines 2a(1) through 2a(3)	37040					
b. Landscape architectural services for non-residential building projects						
(1) Corporate building projects	37051					
(2) Hotel, convention center, stadium, and arena building projects	37052					
(3) Educational building projects	37053					
(4) Other non-residential building projects	37054					
(5) Sum lines 2b(1) through 2b(4)	37050					
c. Landscape architectural services for recreational and open space projects						
(1) City centers and public squares	37061					
(2) Non-building recreational facilities, parks, and natural areas	37062					
(3) Transportation corridors	37063					
(4) Resorts	37064					
(5) Other recreational and open space projects	37065					
(6) Sum lines 2c(1) through 2c(5)	37060					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Landscape architectural services - Continued						
d. Landscape architectural services - Specific elements	37070					
e. Landscape architectural consulting services <i>(Include expert witness services)</i>	37080					
3. Other architectural related services						
a. Urban planning services						
(1) Development of comprehensive urban plans	37101					
(2) Development of community urban plans	37102					
(3) Development of urban plan elements	37103					
(4) Sum lines 3a(1) through 3a(3)	37100					
b. Urban planning consulting services <i>(Include expert witness services)</i>	37110					
c. Project site master planning services	37120					
d. Design-build and general contractor services <i>(Include design-bid-build construction services)</i>	38190					
e. Construction management services	33630					
f. Project management services	33660					
4. Other services						
a. Landscaping services, commercial and/or residential	36540					
b. Interior design services	38500					
c. Engineering services - <i>Describe</i> ↴						
	39280					
d. Research and development - <i>Describe</i> ↴						
	37190					
e. Licensing of rights to use intellectual property						
(1) Protected by copyright	39401					
(2) Protected as industrial property	39402					
(3) Sum lines 4e(1) and 4e(2)	39400					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
4. Other services - Continued							
f. Resale of merchandise - Describe ↴							
		39623					
g. All other operating receipts - Describe if more than 10 percent of total revenue ↴							
		39723					
5. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars		39850					1 0 0

1 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 **1**). 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 1a - Report receipts from collecting data about the earth's surface from aircraft or space borne platforms. Products may be geospatially referenced. In the case of aerial photography, there may be additional processing.

Line 1b - Report receipts from the processing of photos and images acquired from aircraft or space-borne platforms. Include orthorectification, elevation and terrain modeling, aerotriangulation, photomosaics, photogrammetric mosaics, and photogrammetric restitution services.

Line 1c - Report receipts from analysis of a photograph or other imagery of the earth's surface in order to identify or describe objects, natural and man-made features, and surface characteristics.

Line 1d - Report receipts from the acquisition of data and information about real property and/or the earth's surface, and the subsequent portrayal of this information in report, map, or plat format.

Line 1d(1) - Report receipts from surveying for the purpose of determining the shape (relief) of the surface of the land, and/or the location of natural and man-made features on the surface; and the preparation or revision of a map indicating the slope and elevation of the surface (relative to a datum).

Line 1d(2) - Report receipts from surveying for the purpose of determining the geometric and dynamic characteristics of bodies of water, including the depth, temperature, or salinity of water; configuration of the bottom; velocities of currents; heights and times of tides and water stages; the location of fixed objects used in navigation; and the preparation or revision of maps showing this information.

Line 1d(5) - Report receipts from surveying prior to and during construction to control elevation, configuration, and horizontal location and dimensions; to determine if the construction was adequately completed; and to obtain dimensions essential for calculating quantities used in paying for construction.

Line 1d(6) - Report receipts from surveying for the purpose of determining the precise horizontal and/or vertical position of points or monumented locations to provide a reference framework for further surveys.

Line 1e - Report receipts from preparation and revision of thematic maps, orthophoto maps, nautical charts and aeronautical charts.

Line 1f - Report receipts from designing the structure and/or writing the computer code necessary to create and/or implement software for a geospatial-referenced information system.

Line 1h - Report receipts from the conversion of geospatially-referenced data from one medium to another, which typically entails the scanning or digitizing of hardcopy products to digital format; or the conversion of digital data from one medium or format to another.

Line 1i - Report receipts from geospatial products produces for sale in pre-packaged, off-the-shelf format. Examples include scanned map products, electronic atlases, and related products; aerial photographs (such as contacts, slides, and enlargements); and specialized software. Publications may be in print, online, electronic or other media.

Line 2a - Report receipts from the collection of geophysical data (seismic, gravity, magnetic, etc.) for the purpose of characterizing subsurface conditions. Report the collection of geophysical borehole data on **line 2d(5)**.

Line 2b - Report receipts for the processing of geophysical data in order to facilitate interpretation. May include re-processing data or integration of other sets of data collected by the same method. Report processing of geophysical borehole data on **line 2d(5)**.

Line 2c - Report receipts from analysis of processed geophysical data to generate models and predictions about the properties and structures of the subsurface. Include integration of geophysical data collected by other methods, and additional data, including non-geophysical data. Report receipts from analysis of geophysical borehole data on **line 2d(5)**.

Line 2d - Report receipts from services which include two or more phases of the process used to carry out geophysical surveys. Include geophysical borehole surveys on **line 2d(5)**.

Line 2d(5) - Report receipts from the collection, processing, and analysis of geophysical borehole logging surveys.

Line 2e - Report receipts from the sale of and brokerage of geophysical data. Include data that are available on a licensed basis and custom designed databases. Publications may be in print, online, on electronic or other media.

Line 2f - Report receipts from the management and administration of geophysical data as an organizational resource. Include data modeling, mobilization, mapping/rationalization, mining, archiving, storage, cataloging, building databases and system architecture.

Line 3a - Report receipts from the provision of designs, plans, and studies related to engineering projects.

Line 3b - Report receipts from granting permission to use content protected by copyright or as industrial property (e.g., patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Surveying and mapping services (Exclude geophysical services)						
a. Geospatial photo and image acquisition	37210					
b. Geospatial photo and image processing	37220					
c. Geospatial data interpretation	37230					
d. Integrated surveying and mapping services						
(1) Topographic and planimetric surveying and mapping services	37241					
(2) Hydrographic and bathymetric surveying and mapping services	37242					
(3) Boundary, property line, and cadastral surveying and mapping services	37243					
(4) Subdivision layout and design services	37244					
(5) Construction surveying services	37245					
(6) Geodetic surveying and ground control support services	37246					
(7) Sum lines 1d(1) through 1d(6)	37240					
e. Thematic mapping, orthophoto mapping, and charting services	37250					
f. GIS (geographic information system) custom software design and development services	37260					
g. Geospatial consulting services (Include expert witness services)	37270					
h. Geospatial data conversion services	37280					
i. Geospatial product sales	37290					
2. Geophysical surveying and mapping services						
a. Geophysical data collection						
(1) Geophysical data acquired by seismic methods	37311					
(2) Geophysical data acquired by non-seismic methods	37312					
(3) Sum lines 2a(1) and 2a(2)	37310					
b. Geophysical data processing	37320					
c. Geophysical data interpretation services	37330					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Geophysical surveying and mapping services - Continued						
d. Integrated geophysical services						
(1) Acquiring and processing geophysical data collected by seismic methods	37347					
(2) Acquiring and processing geophysical data collected by non-seismic methods	37343					
(3) Processing and interpreting geophysical data	37344					
(4) Acquiring, processing, and interpreting geophysical data	37345					
(5) Geophysical borehole logging surveys	37346					
(6) Sum lines 2d(1) through 2d(5)	37340					
e. Geophysical data sales	37350					
f. Geophysical data management services	37360					
g. Geophysical consulting services <i>(Include expert witness services)</i>	37370					
3. Other services						
a. Engineering services - <i>Describe</i> ↴						
	39280					
b. Licensing of rights to use intellectual property	39400					
c. Resale of merchandise	39624					
d. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39724					
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **?**). 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 1a - Report receipts from the development, analysis, design, and programming of software tailored to client specifications. Include website design and development, database design and development, and customization and integration of packaged software. Report website hosting services on **line 2a**, application service provisioning on **line 2b**, business process management services on **line 2c**, and data storage services on **line 2d**.

Line 1a(1) - Report receipts from creating the content, appearance, and layout of a customer's Internet, intranet, or extranet website. Include static HTML design as well as the design/programming of templates, which control the display characteristics of information, such as text, graphics, and images stored in databases.

Line 1a(2) - Report receipts from designing the structure and content of a database and/or writing the computer code necessary to create and implement a database (data warehouse).

Lines 1a(4) and 1a(5) - Report receipts from adapting (including modifying, configuring, etc.) and installing an existing cross-industry or vertical market application so that it is functional within a customer's information system environment. Include custom programming and training. Exclude service contracts where the service is combined with hosting and management of the application on a continual basis.

Line 1b - Report receipts from designing, developing, and implementing a customer's networks, such as intranets, extranets, and virtual private networks. Include network security systems design and development. Report network management services on **line 2f(1)**.

Line 1c - Report receipts from the assessment of a customer's computer requirements, advisement on hardware and software acquisitions, and providing the client with design specifications.

Line 1e - Report receipts from analysis of a customer's current computer system and its present and future computing requirements, purchase of new computer equipment, development or modification of software, and packaging of software and hardware to create an integrated system designed for specific applications.

Line 2b - Report receipts from providing software applications on a leased, fee, or subscription basis from a centralized, hosted, and managed computing environment.

Line 2c - Report receipts from providing a bundled service package that combines information-technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage business processes for a client.

Line 2d - Report receipts from managing or administering the storage and back-up of data (i.e., remote back-up services, storage, or hierarchical storage management). Include data migration services.

Line 2e - Report receipts from 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 2f(1) - Report receipts from managing and monitoring communication networks and connected hardware to diagnose networking problems and gather capacity and usage statistics for the administration and fine-tuning of network traffic. These services also remotely manage security systems or provide security-related services.

Line 2f(2) - Report receipts from providing day-to-day management and operation of a customer's computer system.

Line 2g(1) - Report receipts from providing customer support in using or troubleshooting the software. Include patches and upgrades.

Line 2g(2) - Report receipts from providing customer support in using or troubleshooting the computer hardware. Include routine testing and cleaning, and repair of IT equipment. Include technical assistance in moving a client's computer system to a new location.

Line 2g(5) - Report receipts from providing standby computer equipment and duplicate software in a separate location to enable a customer to relocate regular staff in order to resume and maintain routine computerized operations in event of a disaster, such as a fire or flood.

Line 2i - Report receipts from providing advice or expert opinion on technical matters related to the use of information technology. Include advice on matters, such as hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy, and service contracts where advice is bundled with the design and development of an IT solution.

Line 2l - Report receipts from publishing low-level software required to manage computer resources and support the production or execution of application programs, but is not specific to any particular application.

Line 2m - Report receipts from publishing a software program that performs a specific function directly for the end user.

Line 2n - Report receipts from granting permission to reproduce and distribute computer software, protected by copyright owned or controlled by this establishment. Include the right to reproduce and distribute for an agreed period of time, manner, and place, such as in another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Line 3c - Report receipts from providing training in the use of computer hardware, software, networks, or other IT-related topics.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Information technology (IT) design and development services						
a. Custom application design and development services						
(1) Website design and development services	37411					
(2) Database design and development services	37412					
(3) Other custom application design and development services - <i>Describe</i> ↴						
	37413					
(4) Customization and integration of cross-industry application software	37414					
(5) Customization and integration of vertical market application software	37415					
(6) Customization and integration of other packaged software - <i>Describe type</i> ↴						
	37416					
(7) Sum lines 1a(1) through 1a(6)	37410					
b. Network design and development services						
(1) Network security design and development services	37421					
(2) Network design and development services, other than security	37422					
(3) Sum lines 1b(1) and 1b(2)	37420					
c. Computer systems design services	36670					
d. Computer systems design and development services	36680					
e. Computer systems integration services, including telephony	36690					
2. Computer and systems support services						
a. Website hosting services	36120					
b. Application service provisioning	34930					
c. Business process management services	34940					
d. Data storage services	36140					
e. Video and audio streaming services	37500					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Computer and systems support services - Continued						
f. IT infrastructure and network management services						
(1) Network management services	37511					
(2) Computer systems management	37512					
(3) Sum lines 2f(1) and 2f(2)	37510					
g. Information technology (IT) technical support services						
(1) Software related technical support services	37521					
(2) Hardware related technical support services	37522					
(3) Combined hardware and software technical support services	37523					
(4) Domain name registration services	37529					
(5) Disaster recovery services (business continuity services)	37526					
(6) Computer forensics	37528					
(7) Other IT technical support or consulting services - <i>Describe</i> ↴						
	37531					
(8) Sum lines 2g(1) through 2g(7)	37520					
h. Computer repair	31920					
i. Information technology (IT) technical consulting services	34910					
j. Internet access services - Broadband	36190					
k. Internet access services - Narrowband	36200					
l. System software publishing	34880					
m. Application software publishing	34890					
n. Licensing of rights to reproduce and distribute computer software protected by copyright	37570					
3. Other services						
a. Temporary staffing - Information technology (IT)	32734					
b. Rental and leasing of computer hardware	37600					
c. Information technology (IT) related training services	37610					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Other services - Continued						
d. Engineering services, excluding software engineering - <i>Describe</i> ↴						
	39280					
e. Resale of computer hardware and software	39607					
f. Resale of other merchandise (<i>Exclude computer hardware and software.</i>) - <i>Describe</i> ↴						
	39618					
g. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39725					
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal ? if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from placing advertising in media, materials supplied and services performed by other business organizations, and services performed by this agency, such as consultations, special services performed in-agency, and other service fees.

Line 2 - Report receipts from the specialized activity of creating the basic idea for an advertisement. Include 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. When such services are part of integrated or multiple ad agency services, report commissions and fees from the combined activities on **line 1**.

Line 3 - Report receipts from developing plans for specific promotional activities or campaigns to stimulate consumer purchasing and improve distribution efficiency. Include implementing the campaign.

Line 6 - Report receipts from providing a full range of public relation services (i.e., developing and implementing communications strategies with segments of the public to influence their attitudes and opinions).

Line 7 - Report receipts from media planning and selection, negotiating media prices and placement, managing the flow of finished advertisements, monitoring performance, post campaign analysis, and acquiring advertising time or space from broadcast, print, and other media owners on behalf of advertisers or advertising agencies.

Line 8 - Report receipts from the sale of advertising space or time on behalf of media companies.

Line 9 - Report receipts from leasing display advertising media space. Include installation, maintenance, and removal of advertising substrate and related services.

Line 10d - Report receipts from printing the mailing pieces for a direct mail advertising package, such as letters, flyers, brochures, coupons, advertisements, envelopes, shipping labels, etc.

Line 10e - Report receipts from preparing the letters and delivering them to a mail facility or other distribution center, using a mailing list rented to the client by the direct mail advertising agency. Include folding, addressing and personalizing, inserting, and affixing postage.

Line 10f - Report receipts from picking, packaging, and mailing merchandise ordered through response to a direct mail advertising campaign.

Line 12 - Report receipts from sale of advertising specialties (e.g., key chains, magnets) bearing the name or logo of a business to promote its products or services. Include fees from the design of the specialty item and/or the coordination of production.

Line 17a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 17b - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Advertising placement services (Include bundled placement and creative services)	37650					
2. Advertising creative services billed separately (Include graphic design services)	37660					
3. Sales promotion services	37670					
4. Direct marketing services	37680					
5. Marketing research services	37810					
6. Public relations services						
a. Full public relations services	37701					
b. Media relations services	37702					
c. Crisis management services	37703					
d. Lobbying services	37704					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
6. Public relations services - Continued						
e. Event management services	37705					
f. Media monitoring and analysis	37706					
g. Development and/or fundraising services	37707					
h. Sum lines 6a through 6g	37700					
7. Media planning and/or buying services						
a. Full media planning and buying services	37711					
b. Media planning services	37712					
c. Media buying services	37713					
d. Sum lines 7a through 7c	37710					
8. Media representation services						
a. Sales agent services for advertising space in print media	37721					
b. Sales agent services for advertising time on television	37722					
c. Sales agent services for advertising time on radio	37723					
d. Sales agent services for advertising time on the Internet	37725					
e. Sales agent services for advertising time or space in media, excluding print, television, and radio and Internet	37726					
f. Sum lines 8a through 8e	37720					
9. Display advertising services						
a. Leased display advertising media space, large format	37731					
b. Leased display advertising media space, transit	37732					
c. Leased display advertising media space, street furniture and other urban fixtures	37733					
d. Leased display advertising media space, other	37734					
e. Sum lines 9a through 9d	37730					
10. Direct mail advertising services						
a. Full direct mail services	37741					
b. Concept development services for a direct mail advertising campaign	37742					
c. Mailing list support services	37743					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
10. Direct mail advertising services - Continued						
d. Print services for direct mail advertising materials	37744					
e. Letter shop services	37745					
f. Fulfillment services	37746					
g. Other direct mail advertising services	37747					
h. Sum lines 10a through 10g	37740					
11. Distribution of advertising materials, other than by mail						
a. Door-to-door	37751					
b. In public locations	37752					
c. Other, excluding mail, door-to-door, and in public locations	37753					
d. Sum lines 11a through 11c	37750					
12. Coordination of production and delivery of premiums (advertising specialties)	37760					
13. Product or merchandise demonstrations	37770					
14. Display lettering services	37780					
15. Signs, custom fabrication, including banners, a-frame, neon, and outdoor	37790					
16. Other services related to advertising - Describe ↴						
	37800					
17. Licensing of rights to use intellectual property						
a. Protected by copyright	39401					
b. Protected as industrial property	39402					
18. Resale of merchandise - Describe if more than 10 percent of total receipts ↴						
	39626					
19. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39726					
20. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

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1 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 1). 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 - Report receipts from engineering services for new and existing homes, row housing, apartments, and mixed-use buildings predominantly used for residential housing.

Line 2 - Report receipts from engineering services for new and existing commercial, public, and institutional buildings, including mixed-use buildings that are predominantly used for commercial, public, or institutional purposes.

Line 4 - Report receipts from engineering services related to highways, roads, streets, bridges, tunnels, railways, subways, airports, harbors, canals and locks, and other transportation infrastructure.

Line 5 - Report receipts from the provision of designs, plans, and studies related to municipal utility projects. Include services provided on a subcontract basis.

Line 6b - Report receipts from services related to facilities that generate electrical power from the energy in falling water.

Line 6d - Report receipts from services related to facilities that generate electrical power from sources of energy such as solar power, wind power, geothermal power, hydrokinetic power, and waste power. Include cogeneration facilities.

Line 8 - Report receipts from the provision of designs, plans, and studies related to systems for the transmission or distribution of voice, data, and programming. Include those provided on a subcontract basis.

Line 9 - Report receipts from the provision of designs, plans, and studies related to systems for the collection, treatment, disposal of hazardous and industrial waste, and the control of pollution. Include those provided on a subcontract basis.

Line 9b - Report receipts from management of nuclear waste, chemical agent destruction, brownfield redevelopment, groundwater modeling, and contaminated site remediation.

Line 11 - Report receipts from the provision of advice, studies, and reports on engineering matters. Exclude advice related to a specific project. Include policy analysis services, regulatory studies, audits, forensic investigations, and expert witness services.

Line 12a - Report receipts from planning, supervising, and coordinating the activities involved in carrying out a project with regard to time, cost, performance requirements, and other constraints. May also include the arranging of financing for a project and procurement of equipment and subcontractors. Refer only to situations in which project management is offered as a stand-alone service.

Line 12b - Report receipts from planning, supervising, and coordinating the work of tradesmen, laborers, and contractors on a construction site. May include assistance with the procurement of materials and subcontractors. Report services performed as a component of project management services on **line 12a**.

Line 12c - Report receipts from general contractor services (e.g., erection, repair, renovation) of buildings, other structures, or civil engineering works. Report design-build services that provide both design and construction where the contractor undertakes the construction risk and the design risk. Include the "build" services under a design-bid-build project.

Line 12d - Report receipts from producing detailed layouts, plans, drawings, illustrations, graphics, or models based on engineering or architectural specifications for use in the design, manufacture, installation, construction, repair, or maintenance of buildings, structures, systems, or components.

Line 12l - Report receipts from granting permission to use content protected by copyright or as industrial property (e.g., patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
		Estimates are acceptable. Report dollars OR percents.						
		\$ Bil.	Mil.	Thou.	Dol.	Percent		
0723	0720	0721					0722	
1. Engineering services for residential building projects								
a. New residential building projects	38051							
b. Residential building renovation projects	38052							
c. Sum lines 1a and 1b	38050							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Engineering services for commercial, public, and institutional building projects						
a. New commercial, public, and institutional building projects	38061					
b. Commercial, public, and institutional building renovation projects	38062					
c. Sum lines 2a and 2b	38060					
3. Engineering services for industrial and manufacturing projects						
a. Petroleum and petrochemical plant and process projects	38071					
b. Other industrial and manufacturing plant and process projects	38072					
c. Engineering design services for industrial and manufactured products <i>(Include aerospace and defense)</i>	38073					
d. Sum lines 3a through 3c	38070					
4. Engineering services for transportation projects						
a. Highway and roadway projects	38081					
b. Mass transit systems projects <i>(Include light rail and all related bridges and tunnels)</i>	38082					
c. All other transportation projects <i>(Include aviation, railway, and marine)</i>	38083					
d. Sum lines 4a through 4c	38080					
5. Engineering services for municipal utility projects						
a. Water collection, distribution, treatment, and disposal projects	38091					
b. Municipal waste collection and disposal projects	38092					
c. Other municipal utility projects	38093					
d. Sum lines 5a through 5c	38090					
6. Engineering services for power generating unit projects						
a. Fossil fuel power generating unit projects	38161					
b. Hydropower generating unit projects	38162					
c. Nuclear power generating unit projects	38163					
d. Other power generating projects - <i>Describe</i> ↴	38164					
e. Sum lines 6a through 6d	38160					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
7. Engineering services for power transmission and distribution projects (overhead and underground)	38170					
8. Engineering services for telecommunications and broadcasting projects	38110					
9. Engineering services for hazardous and industrial waste systems projects						
a. Industrial waste collection, treatment, and disposal systems projects	38121					
b. Hazardous waste remediation projects	38122					
c. Sum lines 9a and 9b	38120					
10. Engineering services for all other projects - <i>Describe type of project</i> ↴						
	38130					
11. Engineering advisory and consulting services, performed independently of an engineering project (<i>Include forensic investigation</i>)	38140					
12. Other services						
a. Project management services	33660					
b. Construction management services	33630					
c. Design-build and general contractor services (<i>Include design-bid-build construction services</i>)	38190					
d. Drafting services - <i>Describe</i> ↴						
	38530					
e. Surveying and mapping services, excluding geophysical services - <i>Describe</i> ↴						
	39300					
f. Geophysical surveying services - <i>Describe</i> ↴						
	39310					
g. Research and development - <i>Describe</i> ↴						
	37190					
h. Home inspection services	38200					
i. Commercial building inspection services	38230					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
12. Other services - Continued							
j. Environmental hazard detection services <i>(Include lead-based paint, radon, asbestos, and mold)</i>	38240						
k. Specific element inspection services	36570						
l. Licensing of rights to use intellectual property	39400						
m. Resale of merchandise - <i>Describe</i> ↴ <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>	39631						
n. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴ <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>	39728						
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850						1 0 0

1 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 **7**). 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 - Report receipts from visual examinations of the components forming a commercial property, such as the structure; interior and exterior elements; heating, cooling, ventilation, and electrical systems; roofing; plumbing; insulation; fireplaces and solid fuel burning appliances. This service usually includes a report to the client on any defects or deficiencies. Include estimates of the cost of the remediation action, as well as an interview and record search related to the property under examination. Report inspection services related to homes and residential properties with fewer than 4 residential units on **line 2**.

Line 2 - Report receipts from visual examinations of the components forming a residential property, such as the structure; interior and exterior elements; heating, cooling, ventilation, and electrical systems; roofing; plumbing; insulation; fireplaces and solid fuel burning appliances. This service usually includes a report to the client on any defects or deficiencies. Include estimates of the cost of the remediation action, as well as an interview and record search related to the property under examination. Report inspection services related to homes and residential properties with 4 or more residential units on **line 1**. Report inspection services related to new home construction on **line 3**.

Line 4 - Report receipts from visual examinations of residential property combined with assessing the level of activity and extent of damage caused by termites or other wood-destroying organisms. This service usually includes a report to the client on any defects or deficiencies and may include estimates of the cost of remedial action as well as an interview and record search related to the property under examination. Report pest inspection services when not combined with home inspection services on **line 7**.

Line 5 - Report receipts from the detection of the presence of environmental hazards such as lead-based paint, radon, asbestos, mold, water or air contamination, carbon monoxide or carbon dioxide, and underground fuel tanks, etc.

Line 6 - Report receipts from specific element, system, or site feature inspection services when not undertaken as part of a standard property condition assessment.

Line 6f - Report receipts from visual examination of a building's exterior elements to identify type, material, condition, potential impact on building, capacity, general adequacy, and safety concerns. Include examination of vegetation, drainage, patios, balconies, stairs, railings, wall cladding, flashing, exterior doors and windows, parking, pools, fountains, lighting, and signage.

Line 6h - Report receipts from visual examination of a property's recreational facilities. Include spas, saunas, steam baths, swimming pools, tennis courts, playground equipment, and other exercise, entertainment, or athletic facilities.

Line 6i - Report receipts from a visual examination of specific elements, systems, or site features forming part of a property not elsewhere classified. Include examining elevators and escalators; life safety equipment such as fire alarms, fire sprinkler systems, and security systems; docks, break-walls, and sea walls; etc.

Line 9 - Report receipts from other services related to building inspection. Include expert witness services; technical audits and reserve fund studies of condominiums and co-operative dwellings; economic analysis of building defects, including cost estimates; and other post-inspection consulting services; etc.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012								
		Estimates are acceptable. Report dollars OR percents.								
		\$ Bil.	Mil.	Thou.	Dol.	Percent				
0723	0720	0721								0722
1. Commercial building inspection services	38230									
2. Home inspection services (Include only buildings with fewer than 4 residences)	38200									
3. New home construction inspection services	38220									
4. Combined home and pest inspection services	38210									
5. Environmental hazard detection services (Include lead-based paint, radon, asbestos, and mold)	38240									
6. Specific element inspection services										
a. Structural component inspection services	36571									
b. Electrical system inspection services	36572									
c. Roofing inspection services	36573									
d. Heating and cooling system inspection services	36574									

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
6. Specific element inspection services - Continued						
e. Septic system inspection services	36575					
f. Exterior inspection services	36576					
g. Moisture intrusion analysis services	36577					
h. Recreational facilities inspection services	36578					
i. Other specific element inspection services - <i>Describe</i> ↴						
	36579					
j. Sum lines 6a through 6i	36570					
7. Pest inspection services	38260					
8. All other inspection services - <i>Describe</i> ↴						
	36580					
9. Other services related to building inspection - <i>Describe</i> ↴						
	38270					
10. Resale of merchandise - <i>Describe</i> ↴						
	39697					
11. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39729					
12. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from producing detailed layouts, plans, drawings, illustrations, graphics or models for the use in the design, manufacture, installation, construction, repair or maintenance of a wide variety of mechanical and industrial equipment, systems, and components.

Line 2 - Report receipts from producing detailed layouts, plans, drawings, illustrations, graphics or models for the use in the design, manufacture, installation, construction, repair or maintenance of piping systems used in industrial operations and the oil and gas industry. Examples include piping spools and supports, process flow and instrumentation diagrams, and tank data sheets.

Line 8 - Report receipts from engineering drafting services in other specialized areas such as transportation equipment and components (e.g., aeronautical/aerospace, naval/marine, and automotive).

Line 9 - Report receipts from producing detailed layouts, plans, drawings, illustrations, graphics or models depicting the architectural design of buildings. Include drawings used for zoning, regulatory or client approval, permits, and assembly construction. Report receipts for detailed drawings of structural components of buildings on **line 6**. Report receipts from products used primarily in an artistic or esthetic nature on **line 10**.

Line 11 - Report receipts from producing as-built drawings of the interior or exterior of commercial, industrial, institutional, and residential buildings, and electrical, water, drainage and sewer systems that can be used for renovations, restorations, and facilities management. Include on-site verification and mark-ups.

Line 17 - Report fees from specialized design services related to creating and developing designs and specifications that optimize the function, value, and appearance of manufactured products.

Line 18 - Report receipts from the specialized activity of creating the basic idea for an advertisement. Include 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.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Mechanical drafting services						
a. Machine drafting services	38301					
b. Mechanical systems drafting services	38302					
c. Mechanical flow diagram drafting services	38303					
d. Industrial machinery and equipment layout drafting services	38304					
e. Sum lines 1a through 1d	38300					
2. Process piping systems drafting services	38310					
3. Electrical and electronic systems and components drafting services	38320					
4. Site drafting services for civil engineering projects	38330					
5. Structural components of civil engineering drafting services	38340					
6. Structural components of buildings drafting services	38350					
7. Steel detailing drafting services	38360					
8. Other engineering drafting services	38370					
9. Architectural drafting services	38380					
10. Display and presentation drafting services	38390					
11. Drafting of as-built drawings	38410					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
12. Checking and revision services	38420					
13. Drafting consulting services	38430					
14. Other drafting services						
a. Interior design drafting services	38451					
b. Landscape design drafting services	38452					
c. Other drafting services - <i>Describe</i> ↴						
	38453					
d. Sum lines 14a through 14c	38450					
15. Plotting, printing, and conversion services	38460					
16. Interior design services	38500					
17. Industrial design services	38520					
18. Advertising creative services (<i>Include graphic design services such as patent drawing and trademark illustration</i>)	37660					
19. Resale of merchandise - <i>Describe</i> ↴						
	39632					
20. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39731					
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

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1 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 2). 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 1a - Report fees from a bundled service, including programming, conceptual design development (i.e., schematics), design development, specification of necessary items and components, preparation of construction documents, contract administration, and other interior design services. Report resale of merchandise on **line 11**.

Line 1b - Report fees from the stand alone sale of individual interior design services, such as programming, conceptual design services (i.e., schematics), design development services, preparation of construction documents, and other interior design services.

Line 2 - Report fees from providing specifications for items which will be used to furnish and decorate the interior space of the client. Report resale of merchandise on **line 11**.

Line 3 - Report fees from specialized design services related to creating and developing designs and specifications that optimize the function, value, and appearance of manufactured products.

Line 3b - Report fees from design and fabrication services for full-scale or reduced scale models of new product concepts. Models can be prepared for specific parts or sections of new products.

Line 5a - Report receipts from creating graphic images and designs for use by specific corporate clients.

Line 5e - Report receipts from creating the content, appearance, and layout of a client's Internet, intranet, or extranet website. Include static HTML design, as well as the design/programming of templates, which control the display characteristics of information, such as text, graphics, and images stored in databases.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Interior design services						
a. Full-service interior design services						
(1) Full-service interior design services for residential buildings, except historical restoration	36591					
(2) Full-service interior design services for non-residential buildings, except historical restoration	36592					
(3) Full-service interior design services for restoration of historic buildings	36593					
(4) Sum lines 1a(1) through 1a(3)	36590					
b. Interior design services sold separately - Describe ↴						
	36594					
2. Interior decorating services	36600					
3. Industrial design services						
a. Product design services	38521					
b. Model design and fabrication services	38522					
c. Other industrial design services	38523					
d. Sum lines 3a through 3c	38520					
4. Drafting services - Describe ↴						
	38530					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
5. Graphic and communication design services						
a. Corporate and organization image design services	38551					
b. Advertising and promotional design creative services	38552					
c. Publication design services	38553					
d. Commercial illustration design services	38554					
e. Website and internet presence design and development services . .	38555					
f. All other graphic design services - Describe ↴						
	38556					
g. Sum lines 5a through 5f	38550					
6. Imaging and other data capture services	36221					
7. Printing services	35560					
8. Clothing design services	38580					
9. Other specialized design services - Describe ↴						
	38590					
10. Photography services	32440					
11. Resale of merchandise	39633					
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39732					
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **1**). 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 - Report fees from providing advice and guidance to the management of businesses and other organizations. Include fees from providing such advice combined with implementation (i.e., assisting clients with putting proposals and plans in place). Exclude receipts from the ongoing management and operation of a business activity for clients (e.g., accounting services, information technology infrastructure management, logistics management). Report Business process management services on **Line 3**.

Line 1a - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning the overall strategic direction, planning, and structuring and control of an organization. Include business strategy and planning, corporate development and restructuring, and crisis management.

Line 1a(1) - Report receipts from providing advice and guidance related to business start-ups and new venture planning, corporate objectives and policy formation, organization planning and structure, strategic and long-range planning, business plans, and succession planning.

Line 1a(2) - Report receipts from providing advice and guidance related to mergers and acquisitions, joint ventures and strategic alliances, diversifications, and privatization.

Line 1b(1) - Report receipts from providing advice and guidance related to budgeting, capital investment, responsibility accounting, financial information and reporting, and other accounting and controllership management functions.

Line 1e(1) - Report receipts from providing advice and guidance concerning integrated supply chain management. Include inventory management, warehousing and storage, and distribution.

Line 1e(2) - Report receipts from providing advice and guidance concerning operations management services, excluding logistics. Include fees from providing such advice combined with implementation services. Include system and procedure improvements; office and service operations improvements, such as office layout and workflow planning; office automation; product development; quality assurance and quality management; plant safety, security, and protection; and other operations management services, excluding logistics.

Line 2a - Report receipts from providing advice and guidance on actuarial matters, such as life insurance and annuities; property and casualty insurance; public pension, health and other social insurance plans; and income loss.

Line 3 - Report receipts from providing a bundled service package that combines information-technology-intensive services with labor, machinery and facilities to support, host and manage a business process for a client (i.e., outsourcing).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Management consulting and implementation services						
a. Strategic management consulting and implementation services						
(1) Business strategy and planning consulting and implementation services	38621					
(2) Corporate development and restructuring consulting and implementation services	38622					
(3) Other strategic management consulting and implementation services	38623					
(4) Sum lines 1a(1) through 1a(3)	38620					
b. Financial management consulting and implementation services						
(1) Management accounting and controllership consulting and implementation services	38631					
(2) Other financial management consulting and implementation services	38632					
(3) Sum lines 1b(1) and 1b(2)	38630					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Management consulting and implementation services - Continued						
c. Marketing management consulting and implementation services						
(1) Marketing strategy and market development consulting and implementation services	38641					
(2) Sales management and development consulting and implementation services	38642					
(3) Other marketing management consulting and implementation services	38643					
(4) Sum lines 1c(1) through 1c(3)	38640					
d. Human resources management consulting and implementation services						
(1) Compensation and benefits consulting services	38651					
(2) Other human resources management consulting services	38652					
(3) Sum lines 1d(1) and 1d(2)	38650					
e. Operations and supply chain management consulting and implementation services						
(1) Integrated supply chain and logistics management consulting and implementation services	38661					
(2) Operations management consulting and implementation services, excluding logistics consulting	38662					
(3) Sum lines 1e(1) and 1e(2)	38660					
2. Other consulting services						
a. Actuarial consulting services, excluding employee pensions and other benefits	38680					
b. Information technology (IT) technical consulting services	34910					
c. Scientific/technical consulting services, excluding environmental - Describe ↴						
	38700					
d. All other consulting services - Describe ↴						
	38710					
3. Business Process Management Services	36610					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
4. Accounting services							
a. Financial auditing services	36820						
b. General accounting services	36860						
c. Bookkeeping and compilation services	36490						
d. Payroll accounting services	36880						
5. Information technology (IT) services							
a. Custom computer application design and development services . .	37410						
b. Computer systems design, development, and integration services .	37430						
c. IT infrastructure (computer) and network management services . . .	37510						
6. Other services							
a. Other management services - Describe ↴							
	39010						
b. Resale of merchandise - Describe ↴							
	39634						
c. All other operating receipts - Describe if more than 10 percent of total receipts ↴							
	39733						
7. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850						1 0 0

1 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 **2**). 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 - Report receipts from objective studies undertaken for any one or more of the following purposes: identify whether or not environmental contamination exists at a particular site, and if so, determine the source, nature, and extent of the contamination; assess the risk to public health and safety from environmental contamination associated with a project that is proposed or in place; or evaluate the impact on the ecology, society, or economy of environmental contamination resulting from human or natural activity.

Line 1a - Report receipts from environmental assessments on two or more environmental categories (e.g., air, water, soil, noise).

Line 2 - Report receipts from an independent audit of the current status of a party's compliance with applicable environmental requirements or of a party's environmental compliance policies, practices, and controls.

Line 2a - Report receipts from environmental audits on two or more environmental categories (e.g., air, water, soil, noise).

Line 3 - Report receipts from preparation of a plan for the abatement of environmental contamination, usually at a specific site, and incorporating such technical or other criteria as may be prescribed by law or regulation.

Line 3a - Report receipts from site remediation planning services on two or more environmental categories (e.g., air, water, soil, noise).

Line 5 - Report receipts from providing unbiased information, advice, and guidance concerning the best practices for the ecologically sustainable development and use of land and forests; bodies of water; oil, gas, and mineral deposits; wildlife populations; and other natural resources.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Environmental assessments						
a. Integrated environmental assessments	38841					
b. Air assessments	38842					
c. Water assessments	38843					
d. Soil assessments	38844					
e. Noise assessments	38845					
f. Sum lines 1a through 1e	38840					
2. Environmental audits						
a. Integrated environmental audits	38851					
b. Air audits	38852					
c. Water audits	38853					
d. Soil audits	38854					
e. Noise audits	38855					
f. Sum lines 2a through 2e	38850					
3. Site remediation planning services						
a. Integrated site remediation planning services	38861					
b. Air remediation planning services	38862					
c. Water remediation planning services	38863					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Site remediation planning services - Continued						
d. Soil remediation planning services	38864					
e. Noise remediation planning services	38865					
f. Sum lines 3a through 3e	38860					
4. Evaluation of environmental studies	38870					
5. Natural resource management consulting services	38880					
6. Waste management consulting services						
a. Hazardous waste management consulting services	38891					
b. Non-hazardous waste management consulting services	38892					
c. Sum lines 6a and 6b	38890					
7. Environmental policy development consulting services	38900					
8. All other environmental consulting/services						
a. Environmental licensing and permitting services	38911					
b. Litigation support services - Environmental	38912					
c. Other environmental consulting services - <i>Describe</i> ↴						
	38913					
d. Sum lines 8a through 8c	38910					
9. Economic consulting services	38920					
10. Agricultural, fisheries, and biological consulting services	38930					
11. Energy, mining, geological, and geophysical consulting services	38940					
12. Safety and security consulting services						
a. Occupational health and safety consulting services	38951					
b. Public safety and security consulting services	38952					
c. Sum lines 12a and 12b	38950					
13. Other scientific and technical consulting services - <i>Describe</i> ↴						
	38960					
14. Information technology (IT) technical consulting services	34910					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
15. Management consulting services - <i>Describe type of consulting work</i> ↴						
	38980					
16. Construction management services	33630					
17. Facilities management services, excluding computer - <i>Describe</i> ↴						
	39000					
18. Other management services - <i>Describe</i> ↴						
	39010					
19. Resale of merchandise	39635					
20. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39734					
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from objectively measuring or evaluating one or more characteristics of a substance or product, according to a specified scientific procedure. The nature of the tests can be physical, chemical, biological, environmental, acoustical, geotechnical, electrical, etc.; some tests are destructive and others non-destructive. A test report is usually issued indicating the results that cover both laboratory and in field testing. Include related support services such as sample collection. Exclude medical and veterinary testing services and auto emission testing services.

Line 1c - Report receipts from performing specific tests on water samples including drinking water, wastewater, groundwater, storm water and agricultural water. Exclude water testing as part of a bundled site assessment or remediation services.

Line 1d - Report receipts from performing tests on airborne materials. Include tests for indoor air quality, ambient air quality, fugitive emissions, and source emissions (stack testing). Exclude air testing as part of a bundled site assessment or remediation services.

Line 1l - Report receipts from performing specific tests on machinery, equipment, supplies, and appliances. Include testing electrical and electronic devices and equipment; boilers, pressure vessels and pipe work; transportation vehicles and equipment; machinery and mechanical appliances; energy generating equipment and appliances; and other machinery and equipment.

Line 1t - Report receipts from performing specific tests on metallic and non-metallic minerals and products. Metallic products include ferrous alloys and steels; nonferrous metals and alloys; semi-fabricated metallic products including extrusions and rolled sections; and cast, forged, and pressed metallic components. Non-metallic products include bituminous material, coal, coke, tar, cement, concrete, aggregates, ceramics, semiconductor materials and devices, petroleum refinery products (e.g., asphaltic materials, petrochemicals, and lubricants), petroleum crudes, and natural gas.

Line 1u - Report receipts from performing other testing services not elsewhere classified. Include shock and vibration testing, bioanalysis, and biological testing (except medical or veterinary).

Line 3 - Report receipts from providing third-party assurance, either at a point in time or on a continuous basis, that a product conforms to an established standard or specification. Include the issuance of a conformity certificate and/or certification marks.

Line 4 - Report receipts from providing third-party assurance that quality management systems (also referred to as quality assurance or quality control systems), environmental management systems, and other management systems conform to the requirements of an established management standard. The system, not a product, is registered and an official registration certificate is issued for the certified system.

Line 5 - Report receipts from providing third-party assurance that the characteristics and handling of products meet client-specified requirements at any one or more stages of the production process, including during preproduction, shipping, loading, and unloading phases. May include the issuing of a report or certificate.

Line 6 - Report receipts from the sale of standards-related material in printed or electronic format. Include documents describing published standards, software packages developed for the purpose of assisting with the use of an established standard, and user access rights to a standards information database.

Line 8 through line 10 - Report receipts from basic research undertaken to gain new knowledge and/or applied research undertaken to develop practical applications for the knowledge acquired through basic research.

Line 9 - Report receipts from providing basic and applied research services focused on biotechnology (e.g., genetic engineering and enzyme technology, industrial biotechnology, diagnostic applications, genetic technologies, site-directed autogenesis or mutagenesis, transgenesis, process biotechnology, etc.).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721					0722
1. Testing services <i>(Include destructive and non-destructive testing)</i>							
a. Agricultural	39021						
b. Food	39022						
c. Water	39042						
d. Air <i>(Include radon and sick-building testing)</i>	39043						
e. Asbestos	39044						
f. Insecticide and pesticide residue	39024						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Testing services - Continued						
g. Waste testing services, including solid and hazardous waste	39025					
h. Soil, rock, and sludge (Include geotechnical)	39026					
i. Acoustic and noise	39027					
j. Pharmaceutical, medical devices, and personal care products	39028					
k. Construction materials testing and inspection services	39029					
l. Machinery and equipment	39031					
m. Elastomers, protective coatings, and composite materials	39032					
n. Containers, paper, and paper products	39033					
o. Toys, children's products, sporting goods, and recreational equipment	39034					
p. Textile, leather, and leather products	39035					
q. Furniture and housewares	39036					
r. Wood and wood products	39037					
s. Household chemical products	39038					
t. Metallic and non-metallic minerals and products	39039					
u. Other testing services - Describe ↴						
	39045					
v. Sum lines 1a through 1u	39020					
2. Calibration of instruments and reference materials	39050					
3. Product certification services	39060					
4. Management system registration services	39070					
5. Commercial inspection services	39080					
6. Sale of standards information	39090					
7. Consulting services for testing and related fields (Include expert witness services)	39100					
8. Basic and applied research in the physical and engineering sciences	36620					
9. Basic and applied research in biotechnology	39170					
10. Basic and applied research in the life sciences, excluding biotechnology	39180					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
11. Engineering services - Describe ↴ 						
	39280					
12. Resale of merchandise - Describe ↴ 						
	39636					
13. All other operating receipts - Describe if more than 10 percent of total receipts ↴ 						
	39735					
14. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from basic research undertaken to gain new knowledge and/or applied research undertaken to develop practical applications for the knowledge acquired through basic research.

Line 1b - Report receipts from providing basic and applied research services focused on biotechnology (e.g., genetic engineering and enzyme technology, industrial biotechnology, diagnostic applications, genetic technologies, site-directed autogenesis or mutagenesis, transgenesis, process biotechnology, etc.).

Line 2 - Report receipts from the creation of new or significantly improved products or processes.

Line 3a(1) - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Report outright sale of rights in perpetuity on **line 3b**.

Line 3a(2) - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Report outright sale of rights in perpetuity on **line 3b**.

Line 3b - Report receipts from the outright sale of intellectual property (e.g., copyrights, patents) in perpetuity.

Line 6 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 7**.

Line 7 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Basic and applied research					
a. Basic and applied research in the physical and engineering sciences					
(1) Chemistry and chemical engineering	36621				
(2) Computer, electrical, and electronic engineering	36622				
(3) Earth and environmental sciences	36623				
(4) Material, mechanical, and industrial engineering	36624				
(5) Physics	36625				
(6) Astronomy	36626				
(7) Other physical sciences, including math, and other natural and exact sciences (Exclude biological sciences)	36627				
(8) Other engineering sciences, including civil, construction, and other engineering	36628				
(9) Sum lines 1a(1) through 1a(8)	36620				
b. Basic and applied research in biotechnology	39170				
c. Basic and applied research in the life sciences, excluding biotechnology					
(1) Pharmacology and pharmaceutical sciences	39181				
(2) Medical and health sciences	39182				
(3) Biological science	39183				
(4) Agriculture, forestry, and allied sciences	39184				
(5) Animal production, fisheries, and veterinary sciences	39185				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Basic and applied research - Continued					
c. Basic and applied research in the life sciences, excluding biotechnology - Continued					
(6) Other life sciences, excluding biotechnology	39186				
(7) Sum lines 1c(1) through 1c(6)	39180				
d. Basic and applied research in the social sciences and humanities					
(1) Psychology	39191				
(2) Education	39192				
(3) Economics	39193				
(4) Political science	39194				
(5) Other social sciences and humanities	39195				
(6) Sum lines 1d(1) through 1d(5)	39190				
2. Development services					
a. Development services for goods	39210				
b. Development services for service products processes, systems, or methods	39220				
3. Other services					
a. Licensing of rights to use intellectual property					
(1) Protected by copyright	39401				
(2) Protected as industrial property	39402				
(3) Sum lines 3a(1) and 3a(2)	39400				
b. Outright sale of original works of intellectual property	39250				
c. Advisory and consulting services for research and development activities	39260				
d. Testing services (physical or product), excluding medical and veterinary services	39020				
e. Engineering services - <i>Describe</i> ↴					
	39280				
f. Surveying and mapping services, excluding geophysical services - <i>Describe</i> ↴					
	39300				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
3.	Other services - Continued					
	g. Resale of merchandise	39637				
	h. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
		39736				
4.	OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
5.	Contributions, gifts, and grants					
	a. Government	39900				
	b. Private	39910				
6.	Investment income, including interest and dividends	39920				
7.	Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
8.	All other revenue - <i>Describe if more than 10 percent of total receipts</i> ↴					
		39961				
9.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 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 **2**). 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 4 - Report receipts from creating photographic or digital images for corporate, commercial, or industrial uses, including advertising, marketing, public relations, and illustrative or instructional materials and publications.

Line 5 - Report receipts from providing all other photographic and digital imaging and video services. Include receipts from aerial photography and legal video services.

Line 6 - Report receipts from providing photofinishing services. Include receipts from developing negatives, printing, re-sizing, and other effects. These services may be provided to photographic or digital images.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Portrait photography services						
a. General individual and group portrait photography services	37841					
b. School portrait services	37842					
c. Passport photography services	37843					
d. Other portrait photography services	37844					
e. Sum lines 1a through 1d	37840					
2. Wedding photography services						
a. Wedding still photography services	37851					
b. Wedding video photography services	37852					
c. Sum lines 2a and 2b	37850					
3. Other special event photography or video services	37860					
4. Commercial or industrial photography services	37870					
5. Other photography services	37880					
6. Digital photo and photofinishing services	32440					
7. Licensing of rights to use stock photos	37910					
8. Maintenance and repair services for consumer electronics	31910					
9. Photographic equipment rental	39518					
10. Resale of photographic equipment and supplies	39628					
11. Resale of other merchandise - Describe if more than 10 percent of total receipts ↴						
	39629					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴ 		39787					
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars		39850					1 0 0

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1 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 2). 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.)

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Veterinary services						
a. Routine veterinary examinations	37941					
b. Surgical treatment of animals	37942					
c. Non-surgical treatment of animals	37943					
d. Veterinary laboratory services	37944					
e. Veterinary inspection and disease investigation services	37945					
f. Sum lines 1a through 1e	37940					
2. Pet care services						
a. Pet grooming services	36651					
b. Pet boarding services	36652					
c. Animal boarding services, excluding pets	36653					
d. Pet funeral services	36654					
e. Pet sitting and dog walking	36655					
f. Race animal training services	36656					
g. Animal training services, excluding race animals	36657					
h. Other pet care services - Describe ↴						
	36658					
i. Sum lines 2a through 2h	36650					
3. Resale of pet and animal supplies	39699					
4. Resale of other merchandise - Describe if more than 10 percent of total receipts ↴						
	39629					
5. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39788					
6. TOTAL OPERATING RECEIPTS - Sum of lines should equal 2 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from the provision of marketing research services to collect and analyze marketing data relating to the movement of products and services from sellers to buyers. These services include the entire research process and providing an analysis of the collected data to the customer.

Line 1f - Report receipts from research services to collect data on, measure, and analyze audience size and demographics in media markets, including television, radio, Internet, motion picture, and print media.

Line 6 - Report receipts from providing expert assessment of the value of goods, such as jewelry, antiques, and art. Exclude receipts from real estate appraisal services.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Marketing research services						
a. Marketing research services, conducted by telephone	37811					
b. Marketing research services, conducted over the Internet	37812					
c. Marketing research services, conducted by mail	37813					
d. Marketing research services, conducted using focus groups	37814					
e. Marketing research services, conducted using face-to-face methods, excluding focus groups	37815					
f. Media audience research services	37816					
g. Other marketing research services	37817					
h. Sum lines 1a through 1g	37810					
2. Public opinion research/polling services	37820					
3. Statistical sampling and survey design services	37830					
4. Translation and interpretation services						
a. Translation services	37931					
b. Interpretation services	37932					
c. Sum lines 4a and 4b	37930					
5. Weather forecasting services	37960					
6. Appraisal services, except real estate	37970					
7. Consumer credit counseling and credit repair services	36630					
8. Visual inspection of electric transmission lines, gas lines, or pipelines	36640					
9. Commodity inspection services	37980					
10. Business brokering services	36660					
11. Arbitration, mediation, and conciliation services	38000					
12. Patent brokering (marketing) services	38010					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
13. Resale of merchandise - <i>Describe if more than 10 percent of total receipts</i> ↴							
		39626					
14. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴							
		39789					
15. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars		39850					1 0 0

Management of Companies and Enterprises
Sector 55

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sources of revenue for this establishment, either as a dollar figure or as a whole percent of total revenue (reported in **7**). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Line 1 - Report receipts from the sales of products manufactured or assembled at this establishment, sales of products manufactured or assembled at other establishments of this enterprise and sold by employees of this establishment, and resale of products manufactured or assembled by a different enterprise and sold by employees of this establishment.

Line 2 - Report interest and dividends from investments, holdings, and subsidiaries. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 4**.

Line 3 - Report receipts from the direct lending of funds under legal contract. Include interest received, origination and other fees received, and revenue from sales of loans.

Line 4 - Report the net gain (or loss) from the sale or trade of real property, securities, and other financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Line 5 - Report receipts from providing a bundle of office administrative services, including day-to-day office administrative services, such as billing, record keeping, personnel, secretarial, mail room, and other administrative activities for establishments outside your enterprise.

Line 7 - Report receipts from franchise sales and fees from granting permission to operate a business under a trademark or brand name. Include receipts from business format franchising where the franchisee sells the franchisor's products or services and operates the business according to the system provided by the franchisor and from product distribution franchising where the franchisee sells the franchisor's products in a supplier-distributor or supplier-dealer relationship. Report receipts from product sales by the franchisor on **line 1**, report management and administrative services charged for separately by the franchisor on **line 5**, and report advertising services and training services charged for separately by the franchisor on **line 10**.

Line 8a - Report receipts from granting permission to use intellectual property owned or controlled by this establishment (i.e., by patent and trade secrets law). Include licenses to use property protected by utility, design, plant, software patents, etc. Include the right to publish, reproduce, modify, or distribute patented intellectual property for an agreed period of time, manner, and place.

Line 8b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 8c - Report receipts from granting permission to use content protected by copyright that is owned or controlled by this establishment.

Line 9 - Report receipts from conducting original investigations undertaken on a systematic basis to gain new knowledge (research) and/or the application of research findings or other scientific knowledge for the creation of new or significantly improved products or processes (i.e., experimental development).

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
1.	Sale of merchandise - Describe major product sold if value is more than 10 percent of total receipts or revenue 7						
		34400					
2.	Interest and dividends, including from subsidiaries						
a.	Interest	34441					
b.	Dividends	34442					
c.	Sum lines 2a and 2b	34440					
3.	Loans	34430					
4.	Gains (losses) from securities and other assets sold or traded (Report losses by including a dash prior to the dollar amount.)	34450					
5.	Administrative and management services	34470					
6.	Rental and leasing of non-residential space in buildings or other facilities	39550					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
7. Franchising	34420						
8. Licensing of rights to use intellectual property							
a. Protected by patent	39404						
b. Protected by trademark	39403						
c. Protected by copyright	39401						
9. Research and development services in the physical, engineering, and life sciences	34490						
10. All other revenue - <i>Describe principal activity and estimated receipts</i> ↴							
	36501						
11. TOTAL REVENUE - Sum of lines should equal 1 if reporting in dollars	39850						1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sources of revenue for this establishment, either as a dollar figure or as a whole percent of total revenue (reported in **7**). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Line 1 - Report receipts from sales of products manufactured or assembled at this establishment, sales of products manufactured or assembled at other establishments of this enterprise and sold by employees of this establishment, and resale of products manufactured or assembled by a different enterprise but sold at this establishment.

Line 2a - Report receipts from granting permission to use intellectual property owned or controlled by this establishment (i.e., by patent and trade secrets law). Include licenses to use property protected by utility, design, plant, software patents, etc. Include the right to publish, reproduce, modify, or distribute patented intellectual property for an agreed period of time, manner, and place.

Line 2b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 2c - Report receipts from granting permission to use content protected by copyright that is owned or controlled by this establishment.

Line 3 - Report receipts from franchise sales and fees from granting permission to operate a business under a trademark or brand name. Include receipts from business format franchising where the franchisee sells the franchisor's products or services and operates the business according to the system provided by the franchisor and from product distribution franchising where the franchisee sells the franchisor's products in a supplier-distributor or supplier-dealer relationship. Report receipts from product sales by the franchisor on **line 1**, report management and administrative services charged separately by the franchisor on **line 6**, and report advertising services and training services charged for separately by the franchisor on **line 11**.

Line 5 - Report receipts from basic research undertaken to gain new knowledge and/or applied research undertaken to develop practical applications for the knowledge acquired through basic research.

Line 7 - Report receipts from the direct lending of funds under legal contract. Include interest received, origination and other fees received, and revenue from sales of loans.

Line 8 - Report interest and dividends from investments, holdings, and subsidiaries. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 9**.

Line 9 - Report the net gain (or loss) from the sale or trade of real property, securities, and other financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Sale of merchandise						
a. Motor vehicles and parts	34401					
b. Furniture and home furnishings	34402					
c. Lumber, building materials; metals and minerals	34403					
d. Professional equipment and supplies, including computers and peripheral equipment	34404					
e. Electrical and communications equipment, excluding computers . .	34405					
f. Hardware, plumbing, and heating equipment	34406					
g. Other machinery and equipment	34407					
h. Paper and paper products	34408					
i. Drugs, pharmaceuticals, cosmetics, and toiletries	34409					
j. Clothing and apparel	34411					
k. Grocery and beverage products	34412					
l. Chemical and petroleum products	34413					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Sale of merchandise - Continued						
m. Other - Describe ↴						
	34414					
n. Sum lines 1a through 1m	34400					
2. Licensing of rights to use intellectual property						
a. Protected by patent	39404					
b. Protected by trademark	39403					
c. Protected by copyright	39401					
3. Franchising	34420					
4. Rental and leasing	34480					
5. Research and development services in the physical, engineering, and life sciences	34490					
6. Administrative and management services	34470					
7. Loans	34430					
8. Interest and dividends, including from subsidiaries						
a. Interest	34441					
b. Dividends	34442					
c. Sum lines 8a and 8b	34440					
9. Gains (losses) from securities and other assets sold or traded (Report losses by including a dash prior to the dollar amount.)	34450					
10. Contributions, gifts, and grants	34460					
11. All other revenue - Describe principal activity and estimated receipts ↴						
	36502					
12. TOTAL REVENUE - Sum of lines should equal ⑦ if reporting in dollars	39850					1 0 0

Administrative and Support and Waste Management and Remediation Services
Sector 56

1 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 **2**). 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.)

Receipts from providing services to clients outside your enterprise.

Line 1 - Report gross billings from supplying temporary employees to client organizations.

Line 3 - Report receipts from editing, word processing (typing), or related document services.

Line 12 - Report commissions and fees for making reservations and providing travel services for passenger transportation, cruises, lodging, car rentals, event tickets, etc.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Temporary staffing services	32730					
2. Payroll accounting services	36880					
3. Document preparation services, including editing, proofreading, layout, desktop publishing, etc.	32890					
4. Telephone answering and messaging services, including contact/call center services.	32960					
5. Telemarketing services	32950					
6. Copying and reproduction services	32920					
7. Postal and shipping services and mailbox rentals	32980					
8. Packaging and labeling services	33010					
9. Collection services and debt recovery	33020					
10. Investigation services, including personal background checks.	33100					
11. Building security system services (with monitoring)	33330					
12. Commissions and fees for reservation and travel services	33270					
13. Pest extermination and control services	33420					
14. Residential interior cleaning services	33440					
15. Commercial cleaning services	33450					
16. Exterior window cleaning services	33460					
17. Building exterior cleaning services	33470					
18. Damage restoration cleaning services	33480					
19. Hard surface floor care services	33490					
20. Carpet, rug, and upholstery cleaning services	33500					
21. Other cleaning services for buildings and dwellings	33510					
22. Commercial landscaping services	33530					

1 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 **1**). 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 - Report commissions or fees from recruiting, selecting, and referring candidates to the client to fill positions on the client's payroll. Report employee leasing services on the appropriate detail lines under **line 8**.

Line 2 - Report commissions or fees from recruiting, selecting, and referring candidates to work as independent contractors. Report employee leasing services on the appropriate detail lines under **line 8**.

Line 3 - Report receipts from specialized search and recruitment services limited to filling highly paid executive, senior manager, and professional positions, according to client specifications. Services may include conducting detailed interviews with the client organization's management team, developing job profiles, conducting original research and advertising to locate potential job candidates, screening possible candidates, negotiating compensation, and providing post-hire follow-up. The client makes the decision as to which candidate to hire. The search agency's fee is charged whether or not the candidate is hired.

Line 4 - Report gross billings from supplying temporary employees to client organizations.

Line 5 - Report fees from the conversion of temporary staff to a client's workforce. Report temporary staffing fees on the appropriate detail lines under **line 4**.

Line 6 - Report fees from the coordination of temporary help staff for clients.

Line 7 - Report amounts received for carrying client's employees on this establishment's payroll.

Line 8 - Report gross billings from providing a staffing arrangement in which the organization, a Professional Employer Organization (PEO), co-employs a client's workforce.

Line 9 - Report billings for the calculation of employee hours worked, pay rates, deductions, and other payroll-related data from clients. Include receipts from generating paychecks, payroll reports, and tax filings.

Line 10 - Report receipts from operating online job or resume listing services, job site memberships, and employment database search services.

Line 12 - Report fees from providing a "solutions package" to a customer where this firm is responsible for the final outcome (e.g., completed project, cost savings).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
1. Permanent (direct employee) placement services	32700						
2. Independent contractor placement services	32710						
3. Executive search services	32720						
4. Temporary staffing services							
a. Office/clerical and administrative support staff	32731						
b. Industrial/trades staff	32732						
c. Health care staff	32733						
d. Information technology (IT) staff	32734						
e. Engineering staff	32735						
f. Scientific staff	32736						
g. Accounting/financial staff	32737						
h. Management (including executives) staff	32738						
i. Sales/marketing staff	32739						
j. Legal staff	32741						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
4. Temporary staffing services - Continued						
k. Other professional staff	32742					
l. Other temporary staffing services - <i>Describe</i> ↴						
	32743					
m. Sum lines 4a through 4l	32730					
5. Temporary staffing-to-permanent placement services	32750					
6. Management and coordination of temporary help (program management at client's location)	32760					
7. Payrolling services (Long term staffing)	32770					
8. Employee leasing services						
a. Employee leasing services with payroll and benefit services	32781					
b. Employee leasing services with payroll and human resource services	32782					
c. Employee leasing services with payroll, benefit, and human resource services	32783					
d. Sum lines 8a through 8c	32780					
9. Payroll accounting services	36880					
10. Online employment services	32790					
11. Sale of online job site advertising space	32800					
12. Managed services (outsourcing) - <i>Describe</i> ↴						
	39010					
13. Human resource consulting services	32830					
14. Medical examinations for employment	32860					
15. Outplacement/career counseling services	32850					
16. Training services	32870					
17. Personal background checks	33100					
18. Resale of merchandise - <i>Describe</i> ↴						
	39638					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
19. All other operating receipts - Describe if more than 10 percent of total receipts ↴ 		39737					
20. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars		39850					1 0 0

1 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 **2**). 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 4 - Report receipts from providing copying and reproduction services from an original hard copy or an electronic copy. Include reprinting blueprints and architectural drawings. Exclude quick and digital printing.

Line 5 - Report receipts from providing black and white or color printing services of all sizes. Include offset, quick, and digital printing services. Exclude lithographic, gravure, flexography, and screen printing services.

Line 7 - Report receipts from telemarketing services, including promotional and advertising telephone-based services, market research and polling telephone-based services, fundraising telephone-based services, and customer service telephone-based services.

Line 10 - Report receipts from providing packaging and labeling services on contract, or outsourced basis of client-owned products.

Line 13 - Report receipts from providing credit reports on individuals or businesses containing information on the ability to pay bills, arrest records, records of bankruptcy, job stability, credit history, credit scores, etc.

Line 16 - Report receipts from the production and management of special events, such as trade fairs and conventions. Include receipts from a variety of sources, such as products sold, advertising, admissions, and management fees.

Line - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Document preparation services (Include editing, proofreading, layout, desktop publishing, etc.)	32890					
2. Typing services (Include transcription services)	32900					
3. Document finishing services (Include binding, mounting, laminating, folding, etc.)	32910					
4. Copying and reproduction services	32920					
5. Printing services						
a. Quick	35561					
b. Digital	35562					
c. Other printing services - Describe						
	35563					
d. Sum lines 5a through 5c	35560					
6. Stenographic services (Include court reporting services)	32940					
7. Telemarketing services						
a. Outbound telemarketing services	32951					
b. Inbound telemarketing services	32952					
c. Sum lines 7a and 7b	32950					
8. Telephone answering and messaging services (Include contact/call center services)	32960					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
9. Postal, shipping, and mailing services						
a. Postal and shipping services and mailbox rentals	32980					
b. Mail presorting services and address barcoding	32990					
c. Fax transmission services	33000					
10. Packaging and labeling services	33010					
11. Collection services and debt recovery						
a. Consumer debt collection	33021					
b. Commercial debt collection	33022					
c. Sum lines 11a and 11b	33020					
12. Repossession and collateral recovery services	33030					
13. Credit rating services <i>(Include credit investigation services, reporting bureaus, and credit agencies)</i>						
a. Individual credit rating services	33041					
b. Commercial credit rating services	33042					
c. Government rating services	33043					
d. Sum lines 13a through 13c	33040					
14. Fundraising organization services (on a contract or fee basis for clients, individuals, or organizations)	33060					
15. Distance conferencing services	33070					
16. Convention and trade show organization services	35590					
17. Sports and performing arts event management services	31530					
18. Investigation services <i>(Include personal background checks)</i>	33100					
19. Resale of merchandise - <i>Describe</i> ↴						
	39639					
20. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39738					
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **1**). 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 - Report commissions and fees for making reservations and providing travel services for passenger transportation, cruises, lodging, car rentals, event tickets, etc.

Line 1i and 1j - Report commissions and fees from acting as a sales or referral agent for tour operators. Report the difference between the selling price of pre-packaged tours (wholesale or retail) and the amount paid to suppliers.

Line 2 - Report receipts for assisting travelers by assembling travel information, advice, and travel plans on a fee basis. Include ticket issuing fees and other fees paid directly to travel agents by travelers.

Line 3 - Report receipts from arranging, assembling, and marketing tour packages for travel agents, tour wholesalers, or individuals, which may include any or all of the following: transportation, tourist visas, lodging and hotel transfers, with or without other services, such as activities, cruises, attractions, and meals. Include city sightseeing tours.

Line 4 - Report receipts from assembling, organizing, and reserving custom tour packages for groups of people with a common interest (e.g., sports, culture, adventure, religion, education, conferences, and conventions). May include negotiating special rates for: airline, rail or bus seats, lodging, local sightseeing tours, meals, greens fees at golf clubs, and contracting for specialized communications.

Line 5 - Report the fees and commissions for the resale of pre-packaged tours acquired from other tour operators, travel agents, and/or individuals.

Line 6a - Report receipts for assisting clients in locating meeting space, preparing and gathering customized proposals, checking hotel availability, arranging escorted site inspections of the venues, providing meeting planner guides, and website access or other reference materials with destination details. Include negotiating special group rates for lodging.

Line 6b - Report receipts from the provision of information (including sightseeing tour information) to visitors or potential visitors about their destination area through brochures and by personal consultation. Include helping a group or association locate restaurants for its members, as well as promoting and marketing of destinations.

Line 6c - Report receipts from the provision of local registration personnel who know the city. Ensures that clients meet florists, photographers, and other necessary professionals within the local market. Assist clients in scheduling shuttle services, limo pickups for VIPs, and any special assistance needed for handicapped attendees.

Line 7a - Report membership dues and fees for services, such as emergency road service, trip planning, supplying guidebooks and maps, and negotiating discounts for accommodations, attractions, and other services to members.

Line 7b - Report receipts for brokering timeshare swaps between timeshare owners. Exclude timeshare sales.

Line 8d - Report receipts from the provision of cellular telephones to clients while in travel status, and the provision of assistance, such as medical, legal, dental, consular, or air ambulance services.

Line 8e - Report receipts from other travel related services. Include foreign currency exchange services and wire transfer services. Include corporate travel management software services to business clients for travel management information systems, automated expense accounting systems, automated booking systems, credit card reconciliation systems, including software and reports.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Commissions and fees for reservation and travel services						
a. Airline seats - International travel	33271					
b. Airline seats - Domestic travel	33272					
c. Rail seats	33273					
d. Vehicle rental	33274					
e. Cruises - One day	33275					
f. Cruises - More than one day	33276					
g. Lodging - Domestic	33277					
h. Lodging - International	33278					
i. Packaged tours - Domestic	33279					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Commissions and fees for reservation and travel services - Continued						
j. Packaged tours - International	33281					
k. Event tickets	33282					
l. Computerized reservation system services	33283					
m. Other reservation services - Describe ↴ 	33284					
n. Sum lines 1a through 1m	33270					
2. Trip planning services	33130					
3. Arranging, assembling, and marketing pre-packaged tours						
a. International travel	33141					
b. Domestic travel	33142					
c. Sum lines 3a and 3b	33140					
4. Assembling, organizing, and reserving customized group tour packages						
a. International travel	33151					
b. Domestic travel	33152					
c. Sum lines 4a and 4b	33150					
5. Pre-packaged tour reselling services	33160					
6. Services provided to support conventions and promote tourism, including services funded through local appropriations or tax receipts						
a. Convention planning and assistance services	33180					
b. Visitor information and sightseeing tour services	33190					
c. Convention support services	33210					
7. Other travel services						
a. Automobile club services	33240					
b. Condominium time-share exchange services	33250					
8. Other travel related services						
a. Travel insurance services	33261					
b. Travel document services	33262					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
8. Other travel related services - Continued						
c. Travelers check sales	33263					
d. Cellular phone and emergency travel services	33264					
e. Other travel related services - Describe ↴ 	33265					
f. Sum lines 8a through 8e	33260					
9. Resale of travel accessories and other merchandise	39641					
10. All other operating receipts - Describe if more than 10 percent of total receipts ↴ 	39739					
11. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from providing a systematic inquiry, examination, or analysis of people, events, or documents to determine the facts of a given situation. The evaluation is submitted in the form of a report or provided as a testimony in legal proceedings. Different techniques may be used to gather the information, such as surveillance, background check, computer searches, fingerprinting, lie detector services, or interviewing.

Line 1e - Report receipts from investigation of corporate theft/fraud, workplace threat assessment, identity theft, Internet fraud, or bank fraud.

Line 2 - Report receipts from providing protection of people and property using guards and patrols. May include dog security. Include providing access control at a property's entrance and vehicle gates by ensuring that employees and visitors display proper identification before entering the facility. Patrol officers may also provide protection to an establishment by driving in clearly marked vehicles to prevent and detect criminal activity, along with other safety-related issues. Include remote monitoring services performed by security guard and patrol personnel, surveillance by video camera (i.e., at a casino), and passenger screening services provided by security guards. Report protecting people using escorts and bodyguards on **line 3**.

Line 4 - Report receipts from providing armored car transportation of cash and valuables, automated teller machine services, and other armored car services. Include cash management and handling services bundled with armored car services. Include mobile security escort services (i.e., providing an escort vehicle to accompany trucks and other vehicles). Report protecting people using personal escorts and bodyguards on **line 3**. Report cash management and handling services, not bundled with armored car services on **line 11**.

Line 4b - Report receipts from providing services, such as cash replenishment and settlement, deposit collection, balancing of machines, replenishment of paper supplies, etc., for the appropriate operation of automated teller machines (ATMs). Include receipts from maintenance of ATMs.

Line 5 - Report receipts from the installation, maintenance, and monitoring of security and fire alarm systems. Include receipts from sales, leases, and repair. Include remote monitoring services by video camera. Exclude vehicle tracking and monitoring services; and emergency police, fire, and ambulance dispatch services.

Line 6 - Report receipts from the sale or lease, along with installation and repair, of building lock and security systems, without monitoring services. Include unlocking services, re-keying and re-coding of locks, and maintenance of safes and vaults. Report installation and/or repair of building security systems, bundled with monitoring services on the appropriate detail lines under **line 5**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Investigation services <i>(Include personal background checks)</i>						
a. Domestic and family investigation services	33101					
b. Legal investigation services	33102					
c. Pre-employment services (e.g., background investigations, etc.) . . .	33106					
d. Insurance investigation services	33103					
e. Corporate investigation services	33104					
f. Other investigation services - <i>Describe</i> ↴						
	33107					
g. Sum lines 1a through 1f	33100					
2. Security guard and patrol services						
a. Security guard and patrol services for buildings and grounds	33301					
b. Security services for special events, including crowd control	33302					
c. Sum lines 2a and 2b	33300					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Bodyguard services	33310					
4. Armored car services						
a. Armored car transportation of cash and valuables (except for automated teller machines)	33321					
b. Armored car automated teller machine services	33322					
c. Other armored car services - <i>Describe</i> ↴ 	33323					
d. Sum lines 4a through 4c	33320					
5. Building security system services (with monitoring)						
a. Residential security system services	33331					
b. Non-residential security system services	33332					
c. Sum lines 5a and 5b	33330					
6. Building security system and lock installation, including repair services (without monitoring)						
a. Residential	33341					
b. Non-residential	33342					
c. Sum lines 6a and 6b	33340					
7. Key duplication services	33350					
8. Security consulting services	33360					
9. Security training services	33370					
10. Rental and leasing of locks, security systems, safes, and other equipment	39508					
11. Cash handling and management services for business	33410					
12. Resale of merchandise, over-the-counter or separate from services provided - <i>Describe</i> ↴ 	39642					
13. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴ 	39741					
14. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 5 - Report receipts from building exterior cleaning services, including pressure or power washing services.

Line 6 - Report receipts from providing on-site cleaning and restoration to residential or commercial buildings damaged by fire, smoke, water, vandalism, and other natural or man-made disasters. Include water extraction, drying and dehumidification, deodorization, mold and mildew remediation, post-disaster cleanup, debris removal, and site restoration. Exclude new building construction; alterations, renovations, or additions to existing structures; and extensive structural repair or rebuilding.

Line 7 - Report receipts from providing specialized on-site cleaning and maintenance of hard surface floors, or a combination of carpeted and hard surface floors.

Line 8a - Report receipts from on-site carpet, rug, furniture, and upholstery cleaning at residential locations, by methods such as hot water extraction/steam cleaning, dry cleaning, etc. Include the on-site cleaning of drapes, curtains, blinds, wall coverings, and motor vehicle carpets or upholstery. Report residential cleaning of carpets, rugs, furniture, and upholstery as part of the residential interior cleaning services on **line 2**. Report on-site cleaning and maintenance of hard surface floors, or a combination of carpeted and hard surface floors on **line 7**.

Line 8b - Report receipts from on-site carpet, rug, furniture, and upholstery cleaning at commercial locations, by methods such as hot water extraction/steam cleaning, dry cleaning, etc. Include the on-site cleaning of drapes, curtains, blinds, and wall coverings, and the cleaning and application of fire retardants in airplane and bus aisles. Report commercial cleaning of carpets, rugs, furniture, and upholstery as part of the commercial cleaning services on **line 3**. Report on-site cleaning and maintenance of hard surface floors, or a combination of carpeted and hard surface floors on **line 7**.

Line 8c - Report receipts from off-site carpet, rug, furniture, and upholstery cleaning by hot water extraction/steam cleaning, dry cleaning, etc.

Line 11 - Report receipts from providing the care and maintenance (including installation) of trees, shrubs, plants, lawns, or gardens. Include the control of insects and weeds on commercial, industrial, and institutional properties, such as parks, playgrounds, highways, roads, bridges, level crossings, etc. Exclude commercial pest control not provided as part of landscaping services or lawn care, as well as the construction or installation of walls, decks, fences, sprinkler systems, etc., without landscaping services.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Pest extermination and control services						
a. Residential - Rodent	33423					
b. Residential - Insect	33424					
c. Residential - Other	33425					
d. Non-residential - Rodent	33426					
e. Non-residential - Insect	33427					
f. Non-residential - Other	33428					
g. Sum lines 1a through 1f	33420					
2. Residential interior cleaning services	33440					
3. Commercial cleaning services						
a. Janitorial and custodial services	33451					
b. Hotel and hospitality industry housekeeping services	33452					
c. General cleaning services for public and private offices	33453					
d. General cleaning services for hospitals and doctors' offices	33454					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Commercial cleaning services - Continued						
e. Other commercial or industrial cleaning - <i>Describe</i> ↴						
	33455					
f. Sum lines 3a through 3e	33450					
4. Exterior window cleaning services	33460					
5. Building exterior cleaning services	33470					
6. Damage restoration cleaning services	33480					
7. Hard surface floor care services	33490					
8. Carpet, rug, and upholstery cleaning services						
a. On-site, including curtains and drapes - Residential	33501					
b. On-site, including curtains and drapes - Commercial	33502					
c. Off-site, excluding curtains and drapes	33503					
d. Sum lines 8a through 8c	33500					
9. Other cleaning services for buildings and dwellings						
a. Chimney cleaning services	33511					
b. Drain and gutter cleaning services	33512					
c. Swimming pool cleaning and maintenance services	33513					
d. Ventilation duct and hood cleaning services	33514					
e. Snow removal services	33515					
f. Parking lot sweeping services	33516					
g. Other cleaning services - <i>Describe</i> ↴						
	33517					
h. Sum lines 9a through 9g	33510					
10. Residential landscaping services	33520					
11. Commercial landscaping services						
a. Interior landscaping services	33531					
b. Exterior landscaping services - Topical fertilization and propagation	33533					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
11. Commercial landscaping services - Continued						
c. Exterior landscaping services - Grass cutting and grooming services	33534					
d. Exterior landscaping services - Weed control services	33535					
e. Exterior landscaping services - Tree, ornamental plant, and shrub services	33536					
f. Exterior landscaping services - Other exterior commercial landscaping services	33537					
g. Sum lines 11a through 11f	33530					
12. Other services						
a. Landscape architectural and design services - Describe ↴						
	33560					
b. Landscape construction services						
(1) Irrigation and sprinkler system installation services	33571					
(2) Other landscape construction services	33572					
(3) Sum lines 12b(1) and 12b(2)	33570					
c. Hazardous waste collection services	34000					
d. Non-hazardous waste and recyclable material subcontracted collection services	33860					
e. Home inspection services	38200					
f. Resale of residential cleaning products and related merchandise	39643					
g. Resale of other merchandise - Describe ↴						
	39644					
h. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39742					
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a - Report receipts from providing day-to-day office administrative services, such as billing, record keeping, personnel, secretarial, mail room, and other administrative activities.

Line 1b - Report receipts from providing services to manage and service a facility, which the client uses to carry out its own activity. The services provided are "non-core" with respect to the client's activity. The bundle of services is generally customized, but may include administrative, security, mail room, grounds keeping, janitorial, and arrangement of garbage removal (i.e., a facility support service provided to a military base would clean and repair buildings, landscape the grounds, and operate eating places and dormitories).

Line 1c - Report receipts from planning, supervising, and coordinating the work of tradesmen, laborers, and contractors on a construction site. May include assistance with the procurement of materials and subcontractors.

Line 2a - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning the overall strategic direction, planning, and structuring and control of an organization. Include business strategy and planning, corporate development and restructuring, and crises management.

Line 2b - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning financial strategies, planning, and control.

Line 2c - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning marketing strategy, market development, and sales management and development.

Line 2d - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning the development or modification of human resource strategies, policies, practices, and procedures.

Line 2e - Report receipts from consulting fees received for full-service provision of advice, guidance, and solution implementation services for a single fee, concerning operations and supply chain management.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Management services						
a. Office administrative services	33610					
b. Facilities support services	33620					
c. Construction management services	33630					
d. Correctional facilities operation	33640					
e. Property management services (real estate)	33650					
f. Project management services	33660					
g. Computer systems management	37512					
h. Third party administration of insurance and pension funds	33670					
i. Medical case management services	30400					
j. Other management services - Describe ↴						
	39010					
2. Management consulting services						
a. Strategic management consulting and implementation services . . .	38620					
b. Financial management consulting and implementation services . . .	38630					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Management consulting services - Continued						
c. Marketing management consulting and implementation services . . .	38640					
d. Human resources management consulting and implementation services	38650					
e. Operations and supply chain management consulting and implementation services	38660					
3. Other services						
4. Bookkeeping and compilation services	36490					
a. Scientific/technical consulting - Describe ↴						
	33790					
b. Research and development - Describe ↴						
	37190					
c. Resale of merchandise - Describe ↴						
	39645					
d. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39743					
5. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a - Report receipts from subcontracted collection services for non-hazardous waste, garbage, rubbish, refuse, and trash. Waste may be collected from residential and non-residential locations and may include recyclable material. The waste is taken to the location specified by the contractor who pays for its disposal.

Line 1b - Report receipts from the collection of non-hazardous garbage, refuse, rubbish, trash, and recyclable materials, pre-sorted or not, from housing. Include compartmentalized buildings and condominiums.

Line 1e - Report receipts from destruction services for confidential documents and other diverse non-hazardous products by means of special equipment.

Line 1g(1) - Report receipts for consolidation, temporary storage, and preparation for transport of non-hazardous waste to an appropriate facility that processes waste for disposal or reuse. Include drop-off center services, transfer, and container stations.

Line 1g(2) - Report receipts from recovery of recyclable material (e.g., paper, plastics, metals, glass, organic waste) from the non-hazardous waste stream by baling, cleaning, sorting, reducing volume, and preparing for shipment.

Line 1i - Report receipts from energy generated on own account through the incineration of non-hazardous waste.

Line 2a(1) - Report receipts from subcontracted collection services of hazardous waste (residential or non-residential), including materials that may be hazardous to human health or the environment, due to their nature or quantity, and require special handling techniques.

Line 2a(2) - Report receipts from the collection of hazardous waste originating from residential dwellings and may include recyclable materials.

Line 2b - Report receipts from the consolidation, storage, and preparation for transport of hazardous waste, and the recovery of recyclable material from the hazardous waste stream.

Line 2h - Report receipts from energy generated on own account through the incineration of hazardous waste.

Line 3a - Report receipts from providing management of a contaminated site, for prevention, minimization, or mitigation of damage to human health or the environment. Services pertain to remediation of the air, soil, ground and/or surface water (fresh or salt).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Non-hazardous waste management services						
a. Non-hazardous waste and recyclable material subcontracted collection services	33860					
b. Non-hazardous waste and recyclable material collection services, residential						
(1) Waste collection services, residential	33871					
(2) Recyclable material collection services, residential	33872					
(3) Sum lines 1b(1) and 1b(2)	33870					
c. Non-hazardous waste and recyclable material collection services, non-residential						
(1) Waste collection services, non-residential, industrial	33883					
(2) Waste collection services, non-residential, non-industrial	33884					
(3) Recyclable material collection services, non-residential	33882					
(4) Sum lines 1c(1) through 1c(3)	33880					
d. Non-hazardous waste collection services, construction and demolition sites	33890					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Non-hazardous waste management services - Continued						
e. Non-hazardous waste destruction services	33900					
f. Other non-hazardous waste collection services						
(1) Street/road cleaning services	33911					
(2) Waste holding and drain facilities, cleaning and maintenance services	33912					
(3) Septic tank maintenance services	33913					
(4) Portable toilets rental services	33914					
(5) All other non-hazardous waste collection services, including snowplowing services - <i>Describe</i> ↴						
	33915					
(6) Sum lines 1f(1) through 1f(5)	33910					
g. Non-hazardous waste and recyclable material consolidation, storage, and preparation services						
(1) Waste transfer facility services	33921					
(2) Recyclable material recovery and preparation services	33922					
(3) Sum lines 1g(1) and 1g(2)	33920					
h. Non-hazardous waste and recyclable material transportation services	33930					
i. Non-hazardous waste disposal services						
(1) Waste landfilling services	33941					
(2) Waste incineration disposal services	33942					
(3) Other non-hazardous waste disposal services - <i>Describe</i> ↴						
	33943					
(4) Sum lines 1i(1) through 1i(3)	33940					
j. Non-hazardous waste or recyclable material brokerage services	33950					
k. Non-hazardous waste management equipment, leasing or rental services	39509					
l. Non-hazardous waste energy generation services	33960					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Non-hazardous waste management services - Continued						
m. Sale of non-hazardous waste, including recovered methane gas, compost, and recyclable materials	33970					
n. Other non-hazardous waste management services - <i>Describe</i> ↴						
	33980					
2. Hazardous waste management services						
a. Hazardous waste collection services						
(1) Subcontracted waste collection services	34001					
(2) Waste collection services, residential	34002					
(3) Waste collection services, non-residential	34003					
(4) Waste holding facilities cleaning and removal services	34005					
(5) Sum lines 2a(1) through 2a(4)	34000					
b. Hazardous waste and recyclable material consolidation, storage, and preparation services	34010					
c. Hazardous waste transportation services	34020					
d. Hazardous waste treatment services						
(1) Waste treatment services for biological-infectious waste	34031					
(2) Waste treatment services for radioactive waste	34032					
(3) Waste treatment services for other hazardous waste, excluding waste water - <i>Describe</i> ↴						
	34033					
(4) Sum lines 2d(1) through 2d(3)	34030					
e. Hazardous waste disposal services						
(1) Waste disposal services by controlled confinement, landfilling	34041					
(2) Waste disposal services by controlled confinement, other than landfilling	34042					
(3) Hazardous waste disposal services by other methods - <i>Describe</i> ↴						
	34043					
(4) Sum lines 2e(1) through 2e(3)	34040					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Hazardous waste management services - Continued						
f. Hazardous waste brokerage services	34050					
g. Hazardous waste management equipment, leasing or rental services	39511					
h. Hazardous waste energy generation services	34060					
i. Other hazardous waste management services - <i>Describe</i> ↴						
	34070					
3. Other services						
a. Site remediation services	34110					
b. Environmental emergency response services	34100					
c. Resale of merchandise - <i>Describe</i> ↴						
	39646					
d. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39744					
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1a - Report receipts from providing management of a contaminated site, for prevention, minimization, or mitigation of damage to human health or the environment. Include remediation of the air, soil, ground and/or surface water (fresh or salt).

Line 1b - Report receipts from the development and implementation of a remediation plan that removes, destroys, contains, or otherwise reduces contaminants in a building. Include remediation of asbestos, lead paint, radon, etc.

Line 1d - Report receipts from services undertaken for the purpose of remediation, not elsewhere classified. Include products related to remediation, such as materials recovered from remediation activities, equipment rentals, leasing and resales, as well as decommissioning or closure of an industrial facility.

Line 2d(1) - Report receipts from consolidation, temporary storage, and preparation for transport of non-hazardous waste to an appropriate facility that processes waste for disposal or reuse. Include drop-off center services, transfer, and container stations.

Line 2d(2) - Report receipts from recovery of recyclable material (e.g., paper, plastics, metals, glass, organic waste) from the non-hazardous waste stream by baling, cleaning, sorting, reducing volume, and preparing for shipment.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Remediation services						
a. Site remediation services						
(1) Site assessment services	34111					
(2) Site remediation planning services	34112					
(3) Site remediation clean-up services, air	34113					
(4) Site remediation clean-up services, water	34114					
(5) Site remediation clean-up services, soil	34115					
(6) Other site remediation clean-up services - Describe ↴						
	34116					
(7) Control, containment, and monitoring services	34117					
(8) Other site remediation services, excluding clean-up services - Describe ↴						
	34118					
(9) Sum lines 1a(1) through 1a(8)	34110					
b. Building remediation services						
(1) Remediation services, asbestos contamination	34121					
(2) Remediation services, lead paint contamination	34122					
(3) Remediation services, radon contamination	34123					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Remediation services - Continued						
b. Building remediation services - Continued						
(4) Remediation services, other contamination - <i>Describe</i> ↴						
	34124					
(5) Sum lines 1b(1) through 1b(4)	34120					
c. Environmental emergency response services	34100					
d. Other remediation services, excluding building and site remediation services - <i>Describe</i> ↴						
	34130					
2. Other waste management services						
a. Non-hazardous waste and recyclable material collection services, residential	33870					
b. Non-hazardous waste and recyclable material collection services, non-residential	33880					
c. Other non-hazardous waste collection services						
(1) Street/road cleaning services	33911					
(2) Non-hazardous waste holding and drain facilities cleaning and maintenance services	33912					
(3) Septic tank maintenance services	33913					
(4) Portable toilets rental services	33914					
(5) All other non-hazardous waste collection services, including snowplowing services - <i>Describe</i> ↴						
	33915					
(6) Sum lines 2c(1) through 2c(5)	33910					
d. Non-hazardous waste and recyclable material consolidation, storage, and preparation services						
(1) Waste transfer facility services	33921					
(2) Recyclable material recovery and preparation services	33922					
(3) Sum lines 2d(1) and 2d(2)	33920					
e. Non-hazardous waste and recyclable material transportation services	33930					
f. Non-hazardous waste or recyclable material brokerage services . . .	33950					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
2.	Other waste management services - Continued						
	g. Sale of non-hazardous waste, including recovered methane gas, compost, and recyclable materials	33970					
	h. Hazardous waste collection services	34000					
3.	Environmental consulting services - Describe ↴						
		34170					
4.	Resale of merchandise - Describe ↴						
		39647					
5.	All other operating receipts - Describe if more than 10 percent of total receipts ↴						
		39745					
6.	TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

Educational Services
Sector 61

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in 2) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from instructional programs and courses at the pre-primary through elementary/secondary level for children and adults, in order to provide for basic and fundamental skills needed to prepare for advanced studies; or to qualify for an occupation or range of occupations.

Line 3l - Report receipts from all other personal, protective, and transportation training, including pilot/flight training and commercial driver's license (CDL) training.

Line 3m - Report receipts from all other occupational, technical and trade; professional development; and management training programs and courses; including beauty and cosmetology schools.

Line 4 - Report receipts from instructional programs and credit courses at the "higher education" level, that emphasizes either: education on higher theoretical and technical subjects to qualify for specific occupations or professions with high skills requirements; to prepare for further studies and research; or to satisfy an advanced research qualification.

Line 5c - Report receipts from instruction in football, baseball, skating, tennis, swimming, gymnastics, yoga, fitness, martial arts, etc.

Line 7 - Report receipts from services not covered by tuition or lab fees to current or prospective students. Include health services, athletic facilities use, and other services for which supplemental student fees are paid.

Line 8 - Report receipts from non-instructional services provided in support of educational systems or processes, usually on a fee for service or contract basis. Include educational testing and examination services and student exchange program services.

Line 9 - Report receipts from providing assistance on educational objectives to individuals or organizations, and on curricula and other educational matters.

Line 16 - Report receipts from providing facilities and services to host conferences and workshops.

Line 18 - Report receipts from the outright sale of intellectual property (e.g., copyrights, patents) in perpetuity.

Line 19 - Report receipts from the contract production of works that may result in creation of intellectual property that can be protected by copyright or as industrial property (i.e., by patent or trademark).

Line 20 - Report receipts from granting permission to use content protected by copyright or as industrial property (i.e., by patent or trademark) that is owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 24 - Program service revenue includes income earned by the organization for providing a government agency with a service, facility, or product that benefited that government agency directly rather than benefiting the public as a whole. Include revenue from program services which are the basis of your exemption from taxes. Report unrelated program service business revenues on **lines 1** through **23**.

Line 26 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 27**.

Line 27 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Basic education and personal improvement programs and courses <i>(Include tuition receipts for literacy programs, GED, second language programs, and educational camps for students who excel)</i>	30020				
2. Driver education training <i>(Report CDL training on line 3l)</i>	30068				
3. Occupational, technical, and trade; professional development; and management training programs and courses					
a. Education <i>(Include training in instructional techniques and professional development for educators)</i>	30031				
b. Visual and performing arts and communications technologies	30032				
c. Humanities, including literature, history, philosophy, etc.	30033				
d. Social and behavioral sciences and law	30034				
e. Business, management, and public administration	30035				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
3. Occupational, technical, and trade; professional development; and management training programs and courses - Continued					
f. Physical and life sciences and technologies	30036				
g. Computer and information sciences and mathematics	30037				
h. Architecture, engineering, and related technologies	30038				
i. Agriculture, natural resources, and conservation	30039				
j. Health, parks, recreation, and fitness	30041				
k. Professional development and management training programs and courses	30042				
l. All other personal, protective, and transportation services	30043				
m. Other occupational, technical and trade; professional development; and management training programs and courses - <i>Describe</i> ↴					
	30044				
n. Sum lines 3a through 3m	30030				
4. Higher academic, career/technical, and advanced research qualification programs and credit courses	30050				
5. Leisure and recreation activities instruction and training					
a. Dance, music, and theatre	30061				
b. Visual arts, crafts, and photography	30062				
c. Sports, exercise, and nature appreciation	30063				
d. Games and other hobbies	30064				
e. Pleasure reading and writing	30065				
f. Home and domestic skills	30066				
g. Other leisure and recreational activities instruction and training - <i>Describe</i> ↴					
	30069				
6. Exam preparation and tutoring services					
a. Exam preparation courses	30071				
b. Academic tutoring and customized learning programs	30072				
c. Sum lines 6a and 6b	30070				
7. Student services	30080				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
8. Educational support services	30090				
9. Educational consulting services	30100				
10. Child day care services	30590				
11. Prerecorded educational courses, programs, or supplements using software or other media	30110				
12. Special events, interschool athletics, and recreation (<i>On a fee-for-admissions basis</i>)	30120				
13. Meals and beverages, prepared and served or dispensed, for immediate consumption	39460				
14. Rental of non-residential space in buildings or other facilities	39550				
15. Rental of supplies and equipment	39500				
16. Conference services	30130				
17. Personal care services (<i>Include fees for hair, nail, skin care</i>)	30140				
18. Outright sale of original works of intellectual property	39250				
19. Contract production services for intellectual property	30150				
20. Licensing of rights to use intellectual property	39400				
21. Resale of merchandise - <i>Describe</i> ↴					
	39648				
22. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39746				
23. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 22, line B	39850				
24. Program service revenue including government fees and contracts	39940				
25. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
26. Investment income, including interest and dividends	39920				
27. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				

ED-61101

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
28. All other revenue - Describe if more than 10 percent of total receipts or revenue									
		39964							
29. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 2, line C1		39990							

Health Care and Social Assistance
Sector 62

1 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 **2**). 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.)

Note - Report receipts from individuals, government programs (e.g., Medicare, Medicaid), and insurance and health plans for providing medical goods and services to patients. Practitioners receiving payments for health services NOT billed separately (i.e., capitation fees and percentages of department billings) should estimate their receipts by service category.

Line 1 - Report receipts from medical services, related to ICD-9 major category, provided in support of medical treatment for patients, based on primary diagnosis. Include visits and consultations services, surgical and non-surgical procedures, facilities services, medical laboratory and diagnostic imaging services, and anesthesia services.

Line 3 - Report receipts from meals, snacks, beverages, and other food items (ready for consumption with little or no further cooking or other preparation).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Patient care, related to ICD-9 major category, based on primary diagnosis						
a. Infectious and parasitic diseases (001-139)	30171					
b. Neoplasms (tumors) (140-239)	30172					
c. Endocrine, nutritional and metabolic diseases, and immunity disorders (240-279)	30173					
d. Diseases of the blood and blood-forming organs (280-289)	30174					
e. Mental disorders (290-319)	30175					
f. Diseases of the nervous system and sense organs (320-389)	30176					
g. Diseases of the circulatory system (390-459)	30177					
h. Diseases of the respiratory system (460-519)	30178					
i. Diseases of the digestive system (520-579)	30179					
j. Diseases of the genitourinary system (reproductive and urinary system organs) (580-629)	30181					
k. Complications of pregnancy, childbirth, and the puerperium (630-679)	30182					
l. Diseases of the skin and subcutaneous tissue (680-709)	30183					
m. Diseases of the musculoskeletal system and connective tissue (710-739)	30184					
n. Congenital (present at birth) anomalies (740-759)	30185					
o. Certain conditions originating in the perinatal period (infant) (760-779)	30186					
p. Symptoms, signs, and ill-defined conditions (780-799)	30187					
q. Injury and poisoning (800-999)	30188					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
			Estimates are acceptable. Report dollars OR percents.					
			\$ Bil.	Mil.	Thou.	Dol.	Percent	
		0720	0721				0722	
1.	Patient care, related to ICD-9 major category, based on primary diagnosis - Continued							
r.	Supplementary classification of factors influencing health status and contact with health services (V01-V91) - Describe ↴							
		30189						
s.	Supplementary classification of external causes of injury and poisoning (E800-E999) - Describe ↴							
		30191						
t.	All other patient care - Describe ↴							
		30192						
u.	Sum lines 1a through 1t	30170						
2.	Rental or lease of goods and/or equipment							
a.	Medical equipment	39512						
b.	All other goods and/or equipment	39513						
c.	Sum lines 2a and 2b	39500						
3.	Meals and beverages, prepared and served or dispensed, for immediate consumption	39460						
4.	Resale of merchandise							
a.	Pharmaceuticals	39649						
b.	Optical goods	39651						
c.	Orthopedic appliances	39652						
d.	Hearing aids	39621						
e.	All other resale of medical equipment and supplies	39658						
f.	All other merchandise - Describe ↴							
		39654						
g.	Sum lines 4a through 4f	39600						

HC-62104

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722	
5. All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴							
		39748					
6. TOTAL OPERATING RECEIPTS - Sum of lines should equal ? if reporting in dollars		39850					1 0 0

1 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 **1**). 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 1a - Report receipts for clinical oral evaluations, routine preventative services, diagnostic imaging, laboratory examinations, and procedures performed at an oral pathology laboratory.

Line 1b - Report receipts for preventative procedures, such as fluoride treatments, scaling and polishing, and passive dental appliances. Report preventative services bundled with consultation services on **line 1a**.

Line 2 and line 3 - Include pre-procedure consultation, diagnostic, anesthesia, post-procedure care, and prescription medicine services when bundled with these services.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Dental visits and consultations						
a. Consultation and diagnostic services	30221					
b. Preventative services	30222					
c. Sum lines 1a and 1b	30220					
2. Dental surgical intervention services						
a. Surgical periodontal services	30231					
b. Implant services	30233					
c. Surgical oral and maxillofacial services	30234					
d. Surgical endodontic services	30235					
e. Other surgical intervention services - Describe ↴						
	30236					
f. Sum lines 2a through 2e	30230					
3. Dental non-surgical intervention services						
a. Restorative dental services	30241					
b. Non-surgical endodontic services	30242					
c. Non-surgical periodontal services	30243					
d. Prosthodontic (fixed and removable) services	30247					
e. Orthodontics	30246					
f. Maxillofacial prosthetics	30248					
g. Other non-surgical intervention services - Describe ↴						
	30249					
h. Sum lines 3a through 3g	30240					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
4. Medical and diagnostic testing	30250						
5. Anesthesia services	30260						
6. Resale of merchandise - <i>Describe</i> ↴ 	39698						
7. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39749						
8. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1	0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing an intermittent/part-time bundle of medical and support services which are specified by a physician and delivered within the client's residence. Report receipts from services and equipment billed separately on **lines 2** through **10**

Line 1a - Depending on patient need, the bundle includes physical, occupational, and speech therapy; and may include skilled nursing care, medical social services, and home-aide services.

Line 1b - Depending on patient need, the bundle may include: skilled nursing care, medical social services, and home-aide services.

Line 2 - Report receipts, billed separately, for the services of a skilled nurse to patients for periods ranging from intermittent to 24-hour live-in care, in accord with physician instruction. Report skilled nursing services provided as part of a bundle on **lines 1a** and **1b**.

Line 3 - Report receipts, billed separately, from the care of the terminally ill, normally in the patient's residence (e.g., supportive medical, social, homemaker, and spiritual services).

Line 4 - Report receipts, billed separately, from home delivery and administration of intravenous life-sustaining nutrients, chemotherapy, antibiotics, and other medications that are needed to effectively treat certain conditions of patients that do not respond to products ingested orally.

Line 5 - Report receipts, billed separately, from home delivery and administration of respiratory medications and sleep disorder products to patients with conditions such as chronic obstructive pulmonary disease (COPD), asthma, lung cancer, and sleep apnea.

Line 6 - Report receipts, billed separately, from the provision of physical, occupational, and speech therapy services in accord with physician instruction, to treat patients at home who are recovering from injury, joint replacement, stroke, and other debilitating conditions.

Line 7 - Report receipts, billed separately, from providing therapeutic counseling in support of caregivers, family and other advocates of patients. May include emotional, financial, and social counseling.

Line 8a - Report receipts, billed separately, from personal care services only (no medical care) for elderly and disabled adults. Personal care services include assistance with bathing, eating, grooming, and assistance with self-administered medicines.

Line 8b - Report receipts, billed separately, from assistance to elderly and disabled adults with household cleaning, laundry, cooking, and shopping.

Line 9a - Report receipts, billed separately, from the rental or lease of medical equipment, such as hospital beds, wheelchairs, infusion and respiratory equipment, and supplies used by patients in their residences. Services may include delivery, set up, instruction, and maintenance of equipment.

Line 14 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 15**.

Line 15 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Census use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Home health care bundled service					
a. With rehabilitative services	30271				
b. Without rehabilitative services	30272				
c. Sum lines 1a and 1b	30270				
2. Home nursing care services	30310				
3. Home hospice (end of life) care services	30280				
4. Home infusion therapy services	30290				
5. Home respiratory therapy services	30300				
6. Home physical, occupational, and speech therapy services	30550				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
7. Home support counseling services	30740				
8. Non-medical home aide services					
a. Home aide services for elderly and disabled adults - Personal care services . . .	31562				
b. Home aide services for elderly and disabled adults - Homemaker services . . .	31563				
c. Home aide services for the general population, excluding children, youth, families, and elderly and disabled adults	31620				
9. Rental or lease of goods and/or equipment					
a. Medical equipment	39512				
b. All other goods and/or equipment	39513				
c. Sum lines 9a and 9b	39500				
10. Resale of merchandise					
a. Prescription drugs	39655				
b. Non-prescription drugs, vitamins, supplements, and herbal remedies	39656				
c. Optical goods	39651				
d. Orthopedic appliances	39652				
e. Hearing aids	39621				
f. All other resale of medical equipment and supplies	39658				
g. Resale of all other merchandise - <i>Describe</i> ↴					
	39654				
h. Sum lines 10a through 10g	39600				
11. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39751				
12. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
13. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				

HC-62106

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
14.	Investment income, including interest and dividends	39920							
15.	Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930							
16.	All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴								
		39966							
17.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 1, line C1	39990							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts from emergency ambulance transport by ground or water.

Line 1b(1) - Report receipts from emergency ambulance services in fixed wing air ambulance.

Line 1b(2) - Report receipts from emergency ambulance services in rotary wing air ambulance.

Line 2a - Report receipts from non-emergency ambulance transport by ground or water.

Line 3 - Report receipts from planning and stationing of ambulances and/or emergency medical personnel and equipment at entertainment and special event sites to provide ambulance transport and/or first-aid assistance if needed. Report receipts from providing actual transportation and medical assistance in an ambulance on the appropriate detail lines under **lines 1** and **2**.

Line 10 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 11**.

Line 11 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Emergency ambulance services					
a. Surface ambulance	30760				
b. Air ambulance					
(1) Fixed wing	30771				
(2) Rotary wing	30772				
(3) Sum lines 1b(1) and 1b(2)	30770				
2. Non-emergency ambulance services					
a. Surface ambulance	30790				
b. Air ambulance					
(1) Fixed wing	30801				
(2) Rotary wing	30802				
(3) Sum lines 2b(1) and 2b(2)	30800				
3. Standby ambulance and/or first-aid services	30370				
4. Other ambulance services - Describe ↴					
	30360				
5. Rental or lease of goods and/or equipment					
a. Medical equipment	39512				
b. All other goods and/or equipment	39513				
c. Sum lines 5a and 5b	39500				

HC-62107

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
6.	Resale of merchandise - <i>Describe</i> ↴ 	39600				
7.	All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39778				
8.	OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 7, line B	39850				
9.	Contributions, gifts, and grants					
a.	Government	39900				
b.	Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
10.	Investment income, including interest and dividends	39920				
11.	Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
12.	All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39967				
13.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 7, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts of all red blood cells, either collected directly or extracted from whole blood collection. Include leukocyte-reduced and non-leukocyte-reduced red blood cells.

Line 1b - Report receipts from the collection, processing, and distribution of all plasma derivatives, excluding cryoprecipitate (cryo).

Line 1c - Report receipts from all other human blood services including blood sold by type, platelets, white blood cells (leukocytes), and cryoprecipitate (cryo) anti- hemophilic factors.

Line 2a - Report receipts from collections, testing, processing, storing, and delivering organs to the using organization for human health services and the operation of registries. May include animal organs for xenotransplantation.

Line 2b - Report receipts from collecting, processing, storing, and delivering human tissue, to the using organization for human health services and the operation of registries. May include animal tissue for xenotransplantation.

Line 2c - Report receipts from collecting, processing, storing, and delivering human sperm and embryo to the using organization for human health services and the operation of registries.

Line 5 - Report receipts for assisting patients, medical providers, and third party payers, such as employers and insurance providers, in recommending resolutions that are cost effective and medically optimal. Include services provided through workers compensation, utilization management services, and managing prescription drug programs for third party payers.

Line 6 - Report receipts for health examinations and screening services, except by offices of health practitioners. Includes health screening services conducted for insurance companies to help determine a person's insurance risk; mini, basic, and full paramedical insurance examination service; health examination services provided at industrial sites. Excludes health examination and screening services conducted by offices of health practitioners.

Line 7 - Report receipts from monitoring and responding to personal health emergencies using an electronic system whereby a person can access police, fire, and medical assistance. Include pacemaker monitoring services.

Line 9a - Report receipts from the rental or lease of medical equipment, such as hospital beds, wheelchairs, infusion and respiratory equipment, and supplies used by patients in their residences. Services may include delivery, set up, instruction, and maintenance of equipment.

Line 14 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 15**.

Line 15 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Human blood services					
a. Human red blood cell (erythrocytes) collection, processing, and distribution services	30381				
b. Human blood plasma collection, processing, and distribution services	30382				
c. All other human blood services - <i>Describe</i> ↴ <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>	30383				
d. Sum lines 1a through 1c	30380				
2. Human organ, tissue, and cell bank services					
a. Organ bank services	30391				
b. Tissue bank services	30392				
c. Reproductive and stem cell bank services	30393				
d. Sum lines 2a through 2c	30390				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
3. Home infusion therapy services	30290				
4. Home respiratory therapy services	30300				
5. Medical case management services	30400				
6. Health screening services, except by health practitioners	30410				
7. Personal emergency health monitoring and response service	30420				
8. Rental of medical equipment with operator	30810				
9. Rental or lease of goods and/or equipment					
a. Medical equipment	39512				
b. All other goods and/or equipment	39513				
c. Sum lines 9a and 9b	39500				
10. Resale of merchandise					
a. Prescription drugs	39655				
b. Non-prescription drugs, vitamins, supplements, and herbal remedies	39656				
c. Optical goods	39651				
d. Orthopedic appliances	39652				
e. Hearing aids	39621				
f. All other resale of medical equipment and supplies	39658				
g. All other merchandise - Describe ↴ _____	39654				
h. Sum lines 10a through 10g	39600				
11. All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴ _____	39752				
12. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
13. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (Include commissioned fundraising)	39910				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
14. Investment income, including interest and dividends	39920				
15. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
16. All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39968				
17. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 2, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Note - Report receipts from individuals, government programs (e.g., Medicare, Medicaid), and insurance and health plans for providing medical goods and services to patients. Practitioners receiving payments for health services NOT billed separately (i.e., capitation fees and percentages of department billings) should estimate their receipts by service category.

Line 1 - Report receipts from medical services, related to ICD-9 major category, provided in support of medical treatment for patients, based on primary diagnosis. Include visits and consultations services, surgical and non-surgical procedures, facilities services, medical laboratory and diagnostic imaging services, and anesthesia services.

Line 3 - Report receipts from meals, snacks, beverages, and other food items (ready for consumption with little or no further cooking or other preparation).

Line 8 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 9**.

Line 9 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Census use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Patient care, related to ICD-9 major category, based on primary diagnosis					
a. Infectious and parasitic diseases (001-139)	30171				
b. Neoplasms (tumors) (140-239)	30172				
c. Endocrine, nutritional and metabolic diseases, and immunity disorders (240-279)	30173				
d. Diseases of the blood and blood-forming organs (280-289)	30174				
e. Mental disorders (290-319)	30175				
f. Diseases of the nervous system and sense organs (320-389)	30176				
g. Diseases of the circulatory system (390-459)	30177				
h. Diseases of the respiratory system (460-519)	30178				
i. Diseases of the digestive system (520-579)	30179				
j. Diseases of the genitourinary system (reproductive and urinary system organs) (580-629)	30181				
k. Complications of pregnancy, childbirth, and the puerperium (630-679)	30182				
l. Diseases of the skin and subcutaneous tissue (680-709)	30183				
m. Diseases of the musculoskeletal system and connective tissue (710-739)	30184				
n. Congenital (present at birth) anomalies (740-759)	30185				
o. Certain conditions originating in the perinatal period (infant) (760-779)	30186				
p. Symptoms, signs, and ill-defined conditions (780-799)	30187				
q. Injury and poisoning (800-999)	30188				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
1.	Patient care, related to ICD-9 major category, based on primary diagnosis - Continued					
	r. Supplementary classification of factors influencing health status and contact with health services (V01-V91) - Describe ↴					
		30189				
	s. Supplementary classification of external causes of injury and poisoning (E800-E999) - Describe ↴					
		30191				
	t. All other patient care - Describe ↴					
		30192				
	u. Sum lines 1a through 1t	30170				
2.	Rental or lease of goods and/or equipment					
	a. Medical equipment	39512				
	b. All other goods and/or equipment	39513				
	c. Sum lines 2a and 2b	39500				
3.	Meals and beverages, prepared and served or dispensed, for immediate consumption	39460				
4.	Resale of merchandise					
	a. Pharmaceuticals	39649				
	b. Optical goods	39651				
	c. Orthopedic appliances	39652				
	d. Hearing aids	39621				
	e. All other resale of medical equipment and supplies	39658				
	f. All other merchandise - Describe ↴					
		39654				
	g. Sum lines 4a through 4f	39600				
5.	All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴					
		39791				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
6.	OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 7, line B	39850				
7.	Contributions, gifts, and grants					
a.	Government	39900				
b.	Private, including individuals, community efforts, and fundraising (Include commissioned fundraising)	39910				
8.	Investment income, including interest and dividends	39920				
9.	Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
10.	All other revenue - Describe if more than 10 percent of total receipts or revenue ↴					
		39965				
11.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 7, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts from laboratory testing to diagnose disease based on the gross, microscopic, chemical, immunological, and molecular examination of organs, tissues, and whole body (autopsy), using the tools of histopathology, cytopathology, surgical pathology, electron microscopy, and forensic pathology.

Line 1b - Report receipts from laboratory tests to diagnose disease based on the analysis of body fluids (e.g., blood and urine) and tissues using the tools of chemistry, microbiology, hematology, and molecular pathology, etc.

Line 1c - Report receipts from laboratory services consisting of a combination of anatomical and clinical pathology test disciplines.

Line 4 - Report receipts from meals, snacks, beverages, and other food items (ready for consumption with little or no further cooking or other preparation).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Laboratory services					
a. Anatomic pathology	30821				
b. Clinical pathology services	30822				
c. General pathology services	30827				
d. Sum lines 1a through 1c	30820				
2. Diagnostic imaging services					
a. X-ray/radiography imaging, including fluoroscopy and mammography	30831				
b. Magnetic resonance imaging (MRI)	30832				
c. Nuclear medicine scanning, including PET/CT	30833				
d. Computed tomography (CT) scanning	30834				
e. Photoacoustic and thermography imaging	30835				
f. Ultrasound imaging	30836				
g. Endoscopy	30837				
h. Electroencephalography (EEG), magnetoencephalography (MEG), electrocardiography (EKG)	30838				
i. Other diagnostic imaging services - Describe ↴					
	30839				
j. Sum lines 2a through 2i	30830				
3. Rental or lease of goods and/or equipment					
a. Medical equipment	39512				
b. All other goods and/or equipment	39513				
c. Sum lines 3a and 3b	39500				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
4.	Meals and beverages, prepared and served or dispensed, for immediate consumption	39460							
5.	Resale of merchandise - <i>Describe</i> ↴ 	39600							
6.	All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39792							
7.	OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 4, line B	39850							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from medical services, related to ICD-9 major category, provided in support of medical treatment for patients, based on primary diagnosis. Include visits and consultations services, surgical and non-surgical procedures, facilities services, medical laboratory and diagnostic imaging services, and anesthesia services. Report receipts from governments (e.g., Medicare, Medicaid), insurance carriers, health plans, and patients for medical services to individuals.

Line 3a - Report receipts from providing assistance with activities of daily living (ADLs) bundled with nursing services to residents of healthcare facilities, who require daily nursing care, but where rehabilitative services are not provided.

Line 3b - Report receipts from providing assistance with activities of daily living (ADLs) bundled with nursing services to residents of healthcare facilities, who require daily nursing care and physical or mental rehabilitation.

Line 4 - Report receipts from providing daily assisted living services to residents of intellectual and developmental disability facilities or to mentally ill residents in care facilities.

Line 5 - Report receipts from providing a bundled service for terminally ill residents of custodial health care facilities. Bundled services may include palliative care, rental of room space, meals, assisted daily living, and certain medical services. Exclude services billed or sold separately.

Line 6a - Report receipts from providing intermittent/part-time medical and support services which are specified by a physician and delivered within the client's residence. Depending on patient need this may include skilled nursing care, medical social services, home-aide services, physical, occupational, and speech therapy services. Exclude receipts from physician services or from medical equipment services billed separately.

Line 6b - Report receipts from the care of the terminally ill, normally in the patient's residence (e.g., supportive medical, social, homemaker, and spiritual services).

Line 7 - Report receipts or revenue from contract research only. Report grants received for research on the appropriate detail lines under **line 14**.

Line 10 - Report receipts from meals, snacks, beverages, and other food items (ready for consumption with little or no further cooking or other preparation). Include sales that are charged separately from medical services provided.

Line 14 - Include grants received for research. Report receipts from contract research on **line 7**.

Line 15 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 16**.

Line 16 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Line 17 - Exclude receipts from government programs (e.g., Medicare, Medicaid).

Description of sales, shipments, receipts, or revenue	Census use	2012				
		Estimates are acceptable				
		\$ Bil.	Mil.	Thou.	Dol.	
0723	0720	0721				
1. Hospital patient care (including inpatient and outpatient), related to ICD-9 major category, based on primary diagnosis						
a. Infectious and parasitic diseases (001-139)	30171					
b. Neoplasms (tumors) (140-239)	30172					
c. Endocrine, nutritional and metabolic diseases, and immunity disorders (240-279)	30173					
d. Diseases of the blood and blood-forming organs (280-289)	30174					
e. Mental disorders (290-319)	30175					
f. Diseases of the nervous system and sense organs (320-389)	30176					
g. Diseases of the circulatory system (390-459)	30177					
h. Diseases of the respiratory system (460-519)	30178					
i. Diseases of the digestive system (520-579)	30179					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
		0720	0721						
1.	Hospital patient care (including inpatient and outpatient), related to ICD-9 major category, based on primary diagnosis - Continued								
j.	Diseases of the genitourinary system (reproductive and urinary system organs) (580-629)	30181							
k.	Complications of pregnancy, childbirth, and the puerperium (630-679)	30182							
l.	Diseases of the skin and subcutaneous tissue (680-709)	30183							
m.	Diseases of the musculoskeletal system and connective tissue (710-739)	30184							
n.	Congenital (present at birth) anomalies (740-759)	30185							
o.	Certain conditions originating in the perinatal period (infant) (760-779)	30186							
p.	Symptoms, signs, and ill-defined conditions (780-799)	30187							
q.	Injury and poisoning (800-999)	30188							
r.	Supplementary classification of factors influencing health status and contact with health services (V01-V91) - Describe ↴								
		30189							
s.	Supplementary classification of external causes of injury and poisoning (E800-E999) - Describe ↴								
		30191							
t.	All other patient care - Describe ↴								
		30192							
u.	Sum lines 1a through 1t	30170							
2.	Acute long-term care services	30840							
3.	Daily assisted living and skilled nursing services								
a.	Skilled nursing services without rehabilitation services	30510							
b.	Skilled nursing services with rehabilitation services	30520							
4.	Daily assisted living services with mental rehabilitation services for the intellectually and developmentally disabled or the mentally ill (Exclude substance abuse)	30490							
5.	Residential facility hospice care services	30540							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
6. Home health care services					
a. Home health care services	30270				
b. Home hospice (end of life) care services	30280				
7. Research and development - <i>Describe</i> ↴					
	37190				
8. Rental or lease of goods and/or equipment					
a. Medical equipment	39512				
b. All other goods and/or equipment	39513				
c. Sum lines 8a and 8b	39500				
9. Rents and commissions from departments and concessions not owned and operated by this institution (<i>Exclude gross sales or billings</i>)	39590				
10. Meals and beverages, prepared and served or dispensed, for immediate consumption (<i>Include cafeteria sales</i>)	39460				
11. Resale of merchandise					
a. Pharmaceuticals	39649				
b. Medical equipment	39657				
c. All other merchandise - <i>Describe</i> ↴					
	39654				
d. Sum lines 11a through 11c	39600				
12. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39753				
13. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 12, line B	39850				
14. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
15. Investment income, including interest and dividends	39920				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
16.	Gains (losses) from assets sold <i>(Report losses by including a dash prior to the dollar amount.)</i>	39930							
17.	Appropriations from general government revenues and intergovernmental transfers <i>(Only governmental or military institutions should report here.)</i>	39950							
18.	All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴								
		39969							
19.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 2, line C1	39990							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing services to residents in independent living facilities who do not require daily assistance with medical or personal care. Services may include periodic personal care assistance. Include the provision of independent living apartments for the elderly. Report receipts from halfway homes or disciplinary youth camps on **line 3d(1)**, and receipts from daily assisted living services to orphans and foster children on **line 2**.

Line 2 - Report receipts from providing daily assisted living services to residents in care facilities who require help with activities of daily living (ADLs) (e.g., bathing, dressing, grooming, or eating) without providing rehabilitation or counseling services. Include daily assisted living services to orphans or foster children.

Line 3a - Report receipts from providing daily assisted living services bundled with mental and physical rehabilitation services to residents of intellectual and developmental disability facilities or to mentally ill residents in care facilities. Report inpatient treatment for substance abuse on **lines 3b(1)** and **3b(2)**.

Line 3b - Report receipts from providing daily assisted living services to residents of healthcare facilities that are suffering an addiction or dependency on alcohol or drugs. Services may include detoxification, substance abuse counseling, treatments, and therapies, and other designated medical care. Report receipts for outpatient substance abuse services on **line 5**.

Line 3c - Report receipts from providing daily assisted living services bundled with physical, speech, and/or occupational rehabilitation services to physically disabled residents of care facilities.

Line 3d - Report receipts from providing daily assisted living services bundled with counseling services to residents of care facilities who require behavioral remediation. Counseling services include programs to develop daily life management, personal finance management, and household and job seeking skills. Include halfway homes or disciplinary youth camps.

Line 4a - Report receipts from providing assistance with activities of daily living (ADLs) bundled with nursing services to residents of healthcare facilities, who require daily nursing care, but where rehabilitative services are not provided.

Line 4b - Report receipts from providing assistance with activities of daily living (ADLs) bundled with nursing services to residents of healthcare facilities, who require daily nursing care and physical or mental rehabilitation.

Line 5 - Report receipts from providing rehabilitation services for substance abuse on an outpatient basis. Examples include detoxification and substance abuse counseling, treatments, and therapies.

Line 6 - Report receipts from providing short term care in a health care facility, usually for temporary illnesses, or to periodically relieve regular caregivers of the burden of day-to-day care.

Line 11 - Report receipts from assuring a prospective or actual resident of a health care facility that space will be available in the future at the same facility, usually in return for advanced payment and/or monthly payments.

Line 12 - Report receipts from meals, snacks, beverages, and other food items (ready for consumption with little or no further cooking or other preparation).

Line 18 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 19**.

Line 19 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable				
		\$ Bil.	Mil.	Thou.	Dol.	
0723	0720	0721				
1. Independent living services	30450					
2. Daily assisted living services without rehabilitation and counseling services (Include children and adults. Exclude nursing facilities.)	30460					
3. Daily assisted living services with rehabilitation and therapy/counseling services (Exclude nursing facilities)						
a. Mental rehabilitation services for the intellectually and developmentally disabled or the mentally ill (Exclude substance abuse)						
(1) Children	30491					
(2) Adults	30492					
(3) Sum lines 3a(1) and 3a(2)	30490					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	DoI.
0723	0720	0721			
3. Daily assisted living services with rehabilitation and therapy/counseling services - Continued					
b. Detoxification and substance abuse therapy					
(1) Children	30721				
(2) Adults	30722				
(3) Sum lines 3b(1) and 3b(2)	30720				
c. Daily assisted living services with physical, speech, and/or occupational rehabilitation services					
(1) Children	30731				
(2) Adults	30732				
(3) Sum lines 3c(1) and 3c(2)	30730				
d. Daily assisted living services with counseling services					
(1) Children	30501				
(2) Adults	30502				
(3) Sum lines 3d(1) and 3d(2)	30500				
4. Daily assisted living and skilled nursing services					
a. Skilled nursing services without rehabilitation services	30510				
b. Skilled nursing services with rehabilitation services					
(1) Physical, speech, and/or occupational rehabilitation services	30521				
(2) Mental rehabilitation services (<i>Exclude substance abuse</i>)	30522				
(3) Sum lines 4b(1) and 4b(2)	30520				
5. Outpatient rehabilitation services for substance abuse	30710				
6. Respite care services	30530				
7. Residential facility hospice care services	30540				
8. Home hospice (end of life) care services	30280				
9. Adult day care services for elderly and disabled adults	31565				
10. Child day care services	30590				
11. Right to occupy (life lease) services (<i>Include entrance fees for continuing care retirement community.</i>)	30570				
12. Meals and beverages, prepared and served or dispensed, for immediate consumption (<i>Include cafeteria sales</i>)	39460				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
	13. Rental of non-residential space in buildings or other facilities	39550				
	14. Resale of merchandise - <i>Describe</i> ↴ 	39659				
	15. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39754				
	16. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 1, line B	39850				
	17. Contributions, gifts, and grants					
	a. Government	39900				
	b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
	18. Investment income, including interest and dividends	39920				
	19. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
	20. All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39971				
	21. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 1, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing a wide variety of non-medical social assistance services to children, youth, and families, including disabled children. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**. Report receipts from providing child day care services on **line 9**.

Line 1c and **line 2f** - Report receipts from providing advice and support by offering non-medical counseling and developmental services to promote the physical, emotional, and life skills development.

Line 1c(1) - Report receipts from providing access to a gathering of children, youth, or families with a common problem or concern to offer advice, emotional support, guidance, and feedback to each other.

Line 1c(2) - Report receipts from providing information and referrals to children, youth, and families on topics such as abuse, contraception, sexually transmitted disease, and other community resources.

Line 1c(3) - Report receipts from providing immediate help by telephone in the form of non-judgmental, active listening, and information and referral, that assist the child or youth callers in dealing with an immediate problem.

Line 2b - Report receipts from providing assistance with activities of daily living (ADLs) at the homes of elderly and disabled adults, to enable them to continue living alone or with relatives, rather than in an institution. Include receipts for delivery of meals to the home (e.g., "meals-on-wheels").

Line 3 - Report receipts from providing social assistance services to the general population. Include counseling and information services, home-aid services, and vocational rehabilitation; exclude services for children, youth, families, and elderly and disabled adults. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**.

Line 8 - Report receipts from providing children and youth with opportunities for social interaction by offering various programs that support physical, emotional, and intellectual development. Examples include tutoring, after-school programs, overnight camping trips, team sports, and other recreational programs.

Line 9 - Report receipts from providing daily/recurring custodial care and supervision for children, including disabled children, who need assistance in a protective setting during the day. Services may be provided in the day-care center, child's home, or in other private residence. Report preschool receipts, including preschool combined with child day care, on **line 10**.

Line 11 - Report receipts from providing a bundle of services offered by civic and social organizations to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. Exclude receipts from services to members of religious congregations, services to members of performing arts organizations, services to members of other cultural organizations, or membership or initiation fees that are either refundable upon termination of the membership or are a transferrable asset.

Line 12 - Report receipts from providing seminars, workshops, and other training to promote social assistance.

Line 18 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 19**.

Line 19 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Social assistance services for children, youth, and families					
a. Adoption services	30860				
b. Foster care and guardianship arrangement services	30870				
c. Counseling and information services for children, youth, and families					
(1) Self-help group services	30891				
(2) Information and referral services	30892				
(3) Hotline/Crisis intervention services (Include youth telephone hotline services)	30893				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Social assistance services for children, youth, and families - Continued					
c. Counseling and information services for children, youth, and families - Continued					
(4) Other counseling and information services for children, youth, and families - Describe ↴					
	30894				
(5) Sum lines 1c(1) through 1c(4)	30890				
d. Other social assistance services for children, youth, and families - Describe ↴					
	31540				
2. Social assistance services for elderly and disabled adults					
a. Prepared meals for elderly and disabled adults, on-site (i.e., at senior centers)	31561				
b. Non-medical home aide services for elderly and disabled adults - Personal care services	31562				
c. Non-medical home aide services for elderly and disabled adults - Homemaker services	31563				
d. Vocational rehabilitation services for elderly and disabled adults	31564				
e. Adult day care services for elderly and disabled adults	31565				
f. Social interaction services for elderly and disabled adults, on-site (Include senior centers)	31566				
g. Counseling and information services for elderly and disabled adults	31567				
h. Other social assistance services for elderly and disabled adults - Describe ↴					
	31568				
i. Sum lines 2a through 2h	31560				
3. Social assistance services for the general population, excluding children, youth, families, and elderly and disabled adults - Describe ↴					
	31570				
4. Food, clothing, and related assistance services (Exclude prepared meals for elderly and disabled adults)	30630				
5. Shelter and related assistance services (Include homeless shelters)	30640				
6. Emergency relief services	31610				
7. Social assistance services for immigrants and refugees	30620				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
8. Children and youth recreational programs	31550				
9. Child day care services	30590				
10. Pre-primary grade instructional programs <i>(Include preschool programs combined with child day care)</i>	30690				
11. Civic and social organization membership services <i>(Include initiation fees and dues)</i>	32510				
12. Training services related to social assistance	30680				
13. Outpatient rehabilitation services for substance abuse	30710				
14. Resale of merchandise - <i>Describe</i> ↴ 	39662				
15. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39756				
16. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
17. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising <i>(Include commissioned fundraising)</i>	39910				
18. Investment income, including interest and dividends	39920				
19. Gains (losses) from assets sold <i>(Report losses by including a dash prior to the dollar amount.)</i>	39930				
20. All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 	39973				
21. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing a wide variety of non-medical social assistance services to children, youth, and families, including disabled children. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**. Report receipts from providing child day care services on **line 9**.

Line 1c, line 2f, and line 3c - Report receipts from providing advice and support by offering non-medical counseling and developmental services to promote the physical, emotional, and life skills development.

Line 1c(1) and line 3c(1) - Report receipts from providing access to a group gathering with a common problem or concern to offer advice, emotional support, guidance, and feedback to each other.

Line 1c(2) - Report receipts from providing information and referrals to children, youth, and families on topics such as abuse, contraception, sexually transmitted disease, and other community resources.

Line 1c(3) - Report receipts from providing immediate help by telephone in the form of non-judgmental, active listening, and information and referral, that assist the child or youth callers in dealing with an immediate problem.

Line 2b - Report receipts from providing assistance with activities of daily living (ADLs) at the homes of elderly and disabled adults, to enable them to continue living alone or with relatives, rather than in an institution. Include receipts for delivery of meals to the home (e.g., "meals-on-wheels").

Line 3 - Report receipts from providing social assistance services to the general population. Include counseling and information services, home-aid services, and vocational rehabilitation; exclude services for children, youth, families, and elderly and disabled adults. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**.

Line 3a - Report receipts from providing assistance with activities of daily living (ADLs) to people in their homes, except for elderly and disabled adults, to enable them to continue living alone or with relatives, rather than in an institution. Include receipts for delivery of meals to the home (e.g., "meals-on-wheels").

Line 3c(3) - Report receipts from providing crisis intervention and protective services for adults who have been abused, neglected, or exploited, and are unable to take steps to correct their situation.

Line 8 - Report receipts from providing children and youth with opportunities for social interaction by offering various programs that support physical, emotional, and intellectual development. Examples include tutoring, after-school programs, overnight camping trips, team sports, and other recreational programs.

Line 9 - Report receipts from providing daily/recurring custodial care and supervision for children, including disabled children, who need assistance in a protective setting during the day. Services may be provided in the day-care center, child's home, or in other private residence. Report preschool receipts, including preschool combined with child day care, on **line 10**.

Line 11 - Report receipts from providing a bundle of services offered by civic and social organizations to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. Exclude receipts from services to members of religious congregations, services to members of performing arts organizations, services to members of other cultural organizations, or membership or initiation fees that are either refundable upon termination of the membership or are a transferrable asset.

Line 12 - Report receipts from providing seminars, workshops, and other training to promote social assistance.

Line 18 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 19**.

Line 19 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Social assistance services for children, youth, and families					
a. Adoption services	30860				
b. Foster care and guardianship arrangement services	30870				
c. Counseling and information services for children, youth, and families					
(1) Self-help group services	30891				
(2) Information and referral services	30892				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
		0720	0721						
1.	Social assistance services for children, youth, and families - Continued								
c.	Counseling and information services for children, youth, and families - Continued								
(3)	Hotline/Crisis intervention services (Include youth telephone hotline services)	30893							
(4)	Other counseling and information services for children, youth, and families - Describe ↴								
		30894							
(5)	Sum lines 1c(1) through 1c(4)	30890							
d.	Other social assistance services for children, youth, and families - Describe ↴								
		31540							
2.	Social assistance services for elderly and disabled adults								
a.	Prepared meals for elderly and disabled adults, on-site (i.e., at senior centers)	31561							
b.	Non-medical home aide services for elderly and disabled adults - Personal care services	31562							
c.	Non-medical home aide services for elderly and disabled adults - Homemaker services	31563							
d.	Vocational rehabilitation services for elderly and disabled adults	31564							
e.	Adult day care services for elderly and disabled adults	31565							
f.	Social interaction services for elderly and disabled adults, on-site (Include senior centers)	31566							
g.	Counseling and information services for elderly and disabled adults	31567							
h.	Other social assistance services for elderly and disabled adults - Describe ↴								
		31568							
i.	Sum lines 2a through 2h	31560							
3.	Social assistance services for the general population, excluding children, youth, families, and elderly and disabled adults								
a.	Home aide services	31620							
b.	Vocational rehabilitation services	31590							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
3. Social assistance services for the general population, excluding children, youth, families, and elderly and disabled adults - Continued					
c. Counseling and information services, excluding children, youth, families, and elderly and disabled adults					
(1) Self-help group services	31581				
(2) Information and referral services	31582				
(3) Hotline/Crisis intervention services	31583				
(4) Other counseling and information services - <i>Describe</i> ↴					
	31584				
(5) Sum lines 3c(1) through 3c(4)	31580				
d. Other social assistance services, excluding children, youth, families, and elderly and disabled adults - <i>Describe</i> ↴					
	31600				
4. Food, clothing, and related assistance services (<i>Exclude prepared meals for elderly and disabled adults</i>)	30630				
5. Shelter and related assistance services (<i>Include homeless shelters</i>)	30640				
6. Emergency relief services	31610				
7. Social assistance services for immigrants and refugees	30620				
8. Children and youth recreational programs	31550				
9. Child day care services	30590				
10. Pre-primary grade instructional programs (<i>Include preschool programs combined with child day care</i>)	30690				
11. Civic and social organization membership services (<i>Include initiation fees and dues</i>)	32510				
12. Training services related to social assistance	30680				
13. Outpatient rehabilitation services for substance abuse	30710				
14. Resale of merchandise - <i>Describe</i> ↴					
	39663				
15. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39757				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
16. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
17. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (Include commissioned fundraising)	39910				
18. Investment income, including interest and dividends	39920				
19. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
20. All other revenue - Describe if more than 10 percent of total receipts or revenue ↴					
	39974				
21. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing a wide variety of non-medical social assistance services to children, youth, and families, including disabled children. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**.

Line 2 - Report receipts from providing non-medical social assistance services for elderly and disabled adults.

Line 2b - Report receipts from providing assistance with activities of daily living (ADLs) at the homes of elderly and disabled adults, to enable them to continue living alone or with relatives, rather than in an institution. Include receipts for delivery of meals to the home (e.g., "meals-on-wheels").

Line 3 - Report receipts from providing social assistance services to the general population. Include counseling and information services, home-aid services, and vocational rehabilitation; exclude services for children, youth, families, and elderly and disabled adults. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**.

Line 3a - Report receipts from providing assistance with activities of daily living (ADLs) to people in their homes, except for elderly and disabled adults, to enable them to continue living alone or with relatives, rather than in an institution. Include receipts for delivery of meals to the home (e.g., "meals-on-wheels").

Line 3c(2) - Report receipts from providing information and referrals on topics, such as HIV/AIDS, substance abuse, pregnancy and parenting, health matters, contraception, and sexually transmitted diseases.

Line 4b - Report receipts from providing food supplies and other household goods to needy individuals.

Line 5c - Report receipts from providing low-cost permanent housing construction or housing repairs to the poor.

Line 5d - Report receipts from providing short to long-term (6 to 24 months) subsidized housing to low-income individuals and families.

Line 6 - Report receipts from providing food, shelter, clothing, medical relief, transportation, and other material goods to victims of domestic or international disasters.

Line 8 - Report receipts from providing a bundle of services offered by civic and social organizations to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. Exclude receipts from services to members of religious congregations, services to members of performing arts organizations, services to members of other cultural organizations, or membership or initiation fees that are either refundable upon termination of the membership or are a transferrable asset.

Line 9 - Report receipts from providing seminars, workshops, and other training to promote social assistance.

Line 15 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 16**.

Line 16 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable				
		\$ Bil.	Mil.	Thou.	Dol.	
0723	0720	0721				
1. Social assistance services for children, youth, and families	30850					
2. Social assistance services for elderly and disabled adults						
a. Prepared meals for elderly and disabled adults, on-site (i.e., at senior centers)	31561					
b. Non-medical home aide services for elderly and disabled adults - Personal care services	31562					
c. Non-medical home aide services for elderly and disabled adults - Homemaker services	31563					
d. Vocational rehabilitation services for elderly and disabled adults	31564					
e. Adult day care services for elderly and disabled adults	31565					
f. Social interaction services for elderly and disabled adults, on-site (Include senior centers)	31566					
g. Counseling and information services for elderly and disabled adults	31567					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
2. Social assistance services for elderly and disabled adults - Continued					
h. Other social assistance services for elderly and disabled adults - <i>Describe</i> ↴					
	31568				
i. Sum lines 2a through 2h	31560				
3. Social assistance services for the general population, excluding children, youth, families, and elderly and disabled adults					
a. Home aide services	31620				
b. Vocational rehabilitation services	31590				
c. Counseling and information services, excluding children, youth, families, and elderly and disabled adults					
(1) Self-help group services	31581				
(2) Information and referral services	31582				
(3) Hotline/Crisis intervention services	31583				
(4) Other counseling and information services - <i>Describe</i> ↴					
	31584				
(5) Sum lines 3c(1) through 3c(4)	31580				
d. Other social assistance services, excluding children, youth, families, and elderly and disabled adults - <i>Describe</i> ↴					
	31600				
4. Food, clothing, and related assistance services					
a. Prepared on-site meals (<i>Exclude the elderly and disabled</i>)	30631				
b. Food hampers (providing food and other household goods)	30632				
c. Collection and distribution services of donated food and other supplies	30633				
d. Sum lines 4a through 4c	30630				
5. Shelter and related assistance services (<i>Include homeless shelters</i>)					
a. Temporary shelter services for the homeless	30641				
b. Temporary shelter services for the abused and victims of domestic violence	30642				
c. Volunteer housing services	30643				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
5. Shelter and related assistance services - Continued					
d. Transitional housing services	30644				
e. Sum lines 5a through 5d	30640				
6. Emergency relief services	31610				
7. Social assistance services for immigrants and refugees	30620				
8. Civic and social organization membership services (<i>Include initiation fees and dues</i>)	32510				
9. Training services related to social assistance	30680				
10. Outpatient rehabilitation services for substance abuse	30710				
11. Resale of merchandise - <i>Describe</i> ↴					
	39664				
12. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39758				
13. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
14. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
15. Investment income, including interest and dividends	39920				
16. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
17. All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴					
	39975				
18. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from providing a wide variety of non-medical social assistance services to children, youth, and families, including disabled children. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**. Report receipts from providing child day care services on **line 9**.

Line 1c(1) - Report receipts from providing access to a gathering of children, youth, or families with a common problem or concern to offer advice, emotional support, guidance, and feedback to each other.

Line 1c(2) - Report receipts from providing information and referrals to children, youth, and families on topics such as abuse, contraception, sexually transmitted disease, and other community resources.

Line 1c(3) - Report receipts from providing immediate help by telephone in the form of non-judgmental, active listening, and information and referral, that assist the child or youth callers in dealing with an immediate problem.

Line 2 - Report receipts from providing non-medical social assistance services for elderly and disabled adults. Examples include prepared meals, home-aide services, vocational rehabilitation services, adult daycare services, social interaction services, and counseling and information services.

Line 3 - Report receipts from providing social assistance services to the general population. Include counseling and information services, home-aid services, and vocational rehabilitation; exclude services for children, youth, families, and elderly and disabled adults. Report receipts from providing food services, shelter services, or emergency relief services on **lines 4** through **6**.

Line 8 - Report receipts from providing children and youth with opportunities for social interaction by offering various programs that support physical, emotional, and intellectual development. Examples include tutoring, after-school programs, overnight camping trips, team sports, and other recreational programs.

Line 9 - Report receipts from providing daily/recurring custodial care and supervision for children, including disabled children, who need assistance in a protective setting during the day. Services may be provided in the day-care center, child's home, or in other private residence. Report preschool receipts, including preschool combined with child day care, on **line 12**.

Line 10 - Report receipts from providing a bundle of services offered by civic and social organizations to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. Exclude receipts from services to members of religious congregations, services to members of performing arts organizations, services to members of other cultural organizations, or membership or initiation fees that are either refundable upon termination of the membership or are a transferrable asset.

Line 11 - Report receipts from providing seminars, workshops, and other training to promote social assistance.

Line 18 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 19**.

Line 19 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
		0720	0721						
1.	Social assistance services for children, youth, and families								
a.	Adoption services	30860							
b.	Foster care and guardianship arrangement services	30870							
c.	Counseling and information services for children, youth, and families								
(1)	Self-help group services	30891							
(2)	Information and referral services	30892							
(3)	Hotline/Crisis intervention services (Include youth telephone hotline services)	30893							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Social assistance services for children, youth, and families - Continued					
c. Counseling and information services for children, youth, and families - Continued					
(4) Other counseling and information services for children, youth, and families - Describe ↴					
	30894				
(5) Sum lines 1c(1) through 1c(4)	30890				
d. Other social assistance services for children, youth, and families - Describe ↴					
	31540				
2. Social assistance services for elderly and disabled adults	31560				
3. Social assistance services for the general population, excluding children, youth, families, and elderly and disabled adults	31570				
4. Food, clothing, and related assistance services (Exclude prepared meals for elderly and disabled adults)	30630				
5. Shelter and related assistance services (Include homeless shelters)	30640				
6. Emergency relief services	31610				
7. Social assistance services for immigrants and refugees	30620				
8. Children and youth recreational programs	31550				
9. Child day care services	30590				
10. Civic and social organization membership services (Include initiation fees and dues)	32510				
11. Training services related to social assistance	30680				
12. Pre-primary grade instructional programs (Include preschool programs combined with child day care)	30690				
13. Outpatient rehabilitation services for substance abuse	30710				
14. Resale of merchandise - Describe ↴					
	39661				
15. All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴					
	39793				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
16. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 7, line B		39850				
17. Contributions, gifts, and grants						
a. Government		39900				
b. Private, including individuals, community efforts, and fundraising (Include commissioned fundraising)		39910				
18. Investment income, including interest and dividends		39920				
19. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)		39930				
20. All other revenue - Describe if more than 10 percent of total receipts or revenue						
		39983				
21. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 7, line C1		39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts from providing daily/recurring custodial care and supervision for children, including disabled children, who need assistance in a protective setting during the day at the child's home or other private residence. Includes services such as recreation, meals, and transportation. Report preschool receipts, including preschool combined with child day care, on **line 2**.

Line 1b - Report receipts from providing daily/recurring custodial care and supervision for children, including disabled children, who need assistance in a protective setting during the day at a day-care center. Includes services such as recreation, meals, transportation, and support for professional medical services. Report preschool receipts, including preschool combined with child day care, on **line 2**.

Line 2 - Report receipts from providing programs that combine education with child care and are designed to introduce very young children (at least 3 years old) to a school-type environment.

Line 3 - Report receipts from providing children and youth with opportunities for social interaction by offering various programs that support physical, emotional, and intellectual development. Examples include tutoring, after-school programs, overnight camping trips, team sports, and other recreational programs.

Line 4 - Report receipts from providing a wide variety of non-medical, social assistance services to children, youth, and families. Examples include adoption services, foster care and guardianship services, temporary shelter services, and counseling and information services.

Line 10 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 11**.

Line 11 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Child day care services					
a. Child daycare services, in-home	30591				
b. Child daycare services, in daycare center	30592				
c. Sum lines 1a and 1b	30590				
2. Pre-primary grade instructional programs (Include preschool programs combined with child day care)	30690				
3. Children and youth recreational programs	31550				
4. Social assistance services for children, youth, and families - Describe ↴					
	30850				
5. Adult day care services for elderly and disabled adults	31565				
6. Resale of merchandise - Describe ↴					
	39661				
7. All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴					
	39794				
8. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 2, line B	39850				

HC-62406

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
9.	Contributions, gifts, and grants								
	a. Government	39900							
	b. Private, including individuals, community efforts, and fundraising <i>(Include commissioned fundraising)</i>	39910							
10.	Investment income, including interest and dividends	39920							
11.	Gains (losses) from assets sold <i>(Report losses by including a dash prior to the dollar amount.)</i>	39930							
12.	All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴								
		39984							
13.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 9, line C1	39990							

Arts, Entertainment, and Recreation
Sector 71

1 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 **2**). 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 - Report receipts from the sale of tickets for admission to individual live sporting events. Receipts are from individual tickets, season tickets, personal seat licensing, and leasing of luxury suites or boxes. Personal seat licenses are a one-time fee that may be charged to purchase season tickets. Include admission to games of baseball, basketball, football, hockey, soccer, tennis, ice skating competitions, etc.

Line 2 - Report receipts from making a live public appearance or speech under contract to promoters, venue owners, and others. Include performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report licensing of rights to use intellectual property on the appropriate detail lines under **line 5**.

Line 3 - Report receipts from producing and presenting live sporting events under contract to individuals and business, or public entities (e.g., promoters, venue owners). Contracts may contain restrictions that define the time, manner, and geographical limits under which the client can commercially exploit the performance by selling admissions to the public. Examples of live sporting events under contract are: contract hockey, football, baseball, basketball, soccer, athlete or team services, tennis player services, and contract car and truck race driver and team services. Include receipts from prize money. Exclude receipts from technical (non-player) services. Report receipts from granting broadcast and other media rights to sporting events on **line 6**.

Line 4 - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Line 5a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment.

Line 5b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 6 - Report receipts from granting the right of access to a sporting event, facility, or activity for the purpose of commercially exploiting sounds, images, and other information of the event, facility, or activity. The contracts define the type of exploitation permitted, and may specify the ownership of intellectual property rights relating to the sounds, images, and other information. Exclude licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events.

Line 7a - Report receipts from providing advertising time or space in broadcasts and other media. Include the creation and design of advertisements when bundled with the provision of advertising time or space.

Line 7b - Report receipts from leased display advertising media space. Include installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services, such as storage and rotation.

Line 7c - Report receipts from granting the right to name a performing arts or spectator sports venue. This right is typically sold to companies and serves to increase exposure of a company's brand name.

Line 7d - Report receipts from granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by another entity. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.

Line 7e - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.

Line 7f - Report receipts from granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service (i.e., pouring rights).

Line 8 - Report receipts from providing advice and guidance to individual athletes and teams, designed to instruct and motivate in order to improve their competitiveness. The service may include one or more of the following components: instruction in the skills of a specific sport, assignment and monitoring of exercises and nutritional advice to improve general physical fitness, and provision of emotional and mental support to improve motivation.

Line 11a and **line 11b** - Report net receipts from providing access to pari-mutuel wagers on future, uncertain events, such as races and sporting events (e.g., pari-mutuel wagering on horse races, dog races, and jai-alai games). Report receipts from wagers using gambling machines on **line 11c**.

Line 11c - Report net receipts from electronic and mechanical gambling machines (e.g., slot machines, video lottery terminals, coin-operated gambling machines). Exclude table games that use terminals to allow gamblers to enter their bets, keno games that operate as a lottery, gambling conducted over the Internet, and hosting gambling machines for a fee or commission.

Line 15 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, and providing a location for the display of advertising messages. Report rental of parking spaces on **line 12**.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Admissions to live sports events	30910					
2. Contract live public appearances and speeches	30940					
3. Contract live sporting events	30930					
4. Sports and performing arts event management services	31530					
5. Licensing of rights to use intellectual property						
a. Protected by copyright	31480					
b. Protected by trademark	31470					
6. Sporting event broadcast and other media rights						
a. Broadcast rights	31461					
b. Other media rights	31462					
c. Sum lines 6a and 6b	31460					
7. Advertising services						
a. Advertising space and time in print, broadcast, and other media . .	31251					
b. Leased display advertising media space	31252					
c. Venue naming rights	31253					
d. Sponsorship rights	31254					
e. Endorsement services	31255					
f. Exclusivity rights	31256					
g. Other advertising services	31257					
h. Sum lines 7a through 7g	31250					
8. Sports coaching services	31310					
9. Athletic instruction	31320					
10. Race animal training	31350					
11. Gambling services						
a. Pari-mutuel sports gambling, on the event premises	31201					
b. Pari-mutuel sports gambling, away from the event premises	31202					
c. Gambling machines	31190					
12. Parking services	33680					

AE-71102

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
13. Meals and beverages, prepared and served or dispensed, for immediate consumption						
a. Meals and non-alcoholic beverages	39461					
b. Alcoholic beverages	39462					
c. Sum lines 13a and 13b	39460					
14. Rental of material and equipment, including equipment for spectator sports and performing arts productions	39500					
15. Rental of non-residential space in buildings or other facilities	39550					
16. Resale of merchandise	39666					
17. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39761					
18. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in ❷) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from individuals and/or groups attending live performances of theatrical, musical, dance, and other performing artists and companies. Include admissions through the sale of general public tickets, seasonal subscriptions, personal seat licenses, box leases, bundles of admissions with food and beverage services, backstage passes, etc. Include admission and coverage charges as well as membership fees paid primarily for the right of admission.

Line 2 - Report receipts from the sale of tickets for admission to individual live sporting events. Receipts are from individual tickets, season tickets, personal seat licensing, and leasing of luxury suites or boxes. Personal seat licenses are a one-time fee that may be charged to purchase season tickets. Include admission to games of baseball, basketball, football, hockey, soccer, tennis, ice skating competitions, etc.

Line 3 - Report receipts from producing and presenting a live performance in the performing arts under contract to promoters, venue owners, and others. Include performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report licensing of rights to use intellectual property on the appropriate detail lines under **line 11**.

Line 4 - Report receipts from producing and presenting live sporting events under contract to individuals and business, or public entities (e.g., promoters, venue owners). Contracts may contain restrictions that define the time, manner, and geographical limits under which the client can commercially exploit the performance by selling admissions to the public. Examples of live sporting events under contract are: contract hockey, football, baseball, basketball, soccer, athlete or team services, tennis player services, and contract car and truck race driver and team services. Include receipts from prize money. Exclude receipts from technical (non-player) services. Report receipts from granting broadcast and other media rights to sporting events on **line 12**.

Line 5 - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Line 6 - Report receipts from managing and coordinating various career-related activities (i.e., bookings for performances and public appearances) of artists, athletes, entertainers, and other public figures. Include receipts from representation services bundled with career management services that can not be reported separately.

Line 7 - Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations. Include receipts from legal and other professional representation. Report bundled career management and representation services on **line 6**.

Line 8 - Report receipts from the sale of copyrighted intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Include intellectual properties for sale that are implicitly or explicitly protected by copyright (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Exclude the sale of paintings, sculptures, and other fine art with only conventional end-use rights (i.e., sales to consumers for own-use).

Line 9 - Report receipts from contract production services in artistic and literary fields that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, and photographic and fine art).

Line 10 - Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols, names) owned by the contractee.

Line 11a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include licenses to use property that is implicitly or explicitly protected by copyright laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, and photographic and fine art).

Line 11b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 12 - Report receipts from granting the right of access to a sporting event, facility, or activity for the purpose of commercially exploiting sounds, images, and other information of the event, facility, or activity. The contracts define the type of exploitation permitted, and may specify the ownership of intellectual property rights relating to the sounds, images, and other information. Exclude licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events.

Line 13a - Report receipts from providing advertising time or space in broadcasts and other media. Include the creation and design of advertisements when bundled with the provision of advertising time or space.

Line 13b - Report receipts from leased display advertising media space. Include installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services, such as storage and rotation.

Line 13c - Report receipts from granting the right to name a performing arts or spectator sports venue. This right is typically sold to companies and serves to increase exposure of a company's brand name.

Line 13d - Report receipts from granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by another entity. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.

Line 13e - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 13f - Report receipts from granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service (i.e., pouring rights).

Line 13g - Report receipts from providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Include the creation of advertising messages.

Line 14 - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude receipts from membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from membership fees paid primarily for right of admission on the appropriate detail lines under **line 1**. Report receipts from the rental of meeting rooms, halls, etc., on **line 16**.

Line 16 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, providing a location for the display of advertising messages, and rental of parking spaces.

Line 22 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 23**.

Line 23 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Census use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Admissions to live performing arts performances					
a. Theatrical performances, non-musical	30901				
b. Musical theater and opera performances	30902				
c. Symphony and classical music performances	30903				
d. Popular music performances	30904				
e. Dance performances, musical and non-musical	30905				
f. Public appearances and speeches	30906				
g. Other live performing arts performances, including fairs and festivals	30907				
h. Sum lines 1a through 1g	30900				
2. Admissions to live sports events	30910				
3. Contract live performing arts performances	30920				
4. Contract live sporting events	30930				
5. Sports and performing arts event management services	31530				
6. Career management services	31280				
7. Representation services					
a. Performance contracts	31271				
b. Sponsorship and endorsement contracts	31272				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
7.	Representation services - Continued					
	c. Other contracts - <i>Describe</i> ↴					
		31273				
	d. Sum lines 7a through 7c	31270				
8.	Outright sale of intellectual property protected by copyright	31500				
9.	Contract production services for intellectual property protected by copyright, excluding live performing arts	31510				
10.	Contract design services for intellectual property protected by trademark	31520				
11.	Licensing of rights to use intellectual property					
	a. Protected by copyright	31480				
	b. Protected by trademark	31470				
12.	Sporting event broadcast and other media rights	31460				
13.	Advertising services					
	a. Advertising space and time in print, broadcast, and other media	31251				
	b. Leased display advertising media space	31252				
	c. Venue naming rights	31253				
	d. Sponsorship rights	31254				
	e. Endorsement services	31255				
	f. Exclusivity rights	31256				
	g. Other advertising services	31257				
	h. Sum lines 13a through 13g	31250				
14.	Membership services	32510				
15.	Meals and beverages, prepared and served or dispensed, for immediate consumption					
	a. Meals and non-alcoholic beverages	39461				
	b. Alcoholic beverages	39462				
	c. Sum lines 15a and 15b	39460				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
16. Rental of non-residential space in buildings or other facilities					
a. Rental of retail space in or at sports venues or other entertainment or recreation venues	39551				
b. Rental of space for food service	39552				
c. Other rental of non-residential space in buildings or other facilities	39557				
d. Sum lines 16a through 16c	39550				
17. Resale of merchandise	39667				
18. All other operating receipts - Describe if more than 10 percent of total receipts ↴					
	39762				
19. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
20. Contributions, gifts, and grants - Government					
a. National Endowment for the Arts	39901				
b. All other federal, state, county, and municipal	39902				
c. Sum lines 20a and 20b	39900				
21. Contributions, gifts, and grants - Private					
a. Individuals	39911				
b. Foundations	39912				
c. Business and industry	39913				
d. Other, including labor unions, etc.	39914				
e. Sum lines 21a through 21d	39910				
22. Investment income, including interest and dividends	39920				
23. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
24. All other revenue - Describe if more than 10 percent of total revenue ↴					
	39977				
25. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in ❷) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from individuals and/or groups attending live performances of theatrical, musical, dance, and other performing artists and companies. Include admissions through the sale of general public tickets, seasonal subscriptions, personal seat licenses, box leases, bundles of admissions with food and beverage services, backstage passes, etc. Include admission and coverage charges as well as membership fees paid primarily for the right of admission.

Line 2 - Report receipts from producing and presenting a live performance in the performing arts under contract to promoters, venue owners, and others. Include performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report licensing of rights to use intellectual property on the appropriate detail lines under **line 6**, and technical (non-performance) services on **line 7**.

Line 3 - Report receipts from the sale of copyrighted intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Include intellectual properties for sale that are implicitly or explicitly protected by copyright (e.g., book, screen, film, stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Report sale of paintings, sculptures, and other fine art with only conventional end-use rights (i.e., sales to consumers for own-use) on **line 8**.

Line 4 - Report receipts from contract production services in artistic and literary fields that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, and photographic and fine art).

Line 5 - Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols, names) owned by the contractee.

Line 6a - Report receipts from granting permission to use copyrighted intellectual property owned or controlled by this establishment. Include licenses to use property protected by copyrights (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property. Include temporary transfers of rights through licensing and permanent transfer of individual or some rights (e.g., book and/or film rights) through sale of such rights. Report permanent transfers of all rights granted through outright sale of intellectual property on **line 3**.

Line 6b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 7 - Report receipts from providing technical and artistic support services during the production of an audiovisual or sound recording work owned by others. This work is performed on a contract or fee basis. Include production management, director, cameramen, grips, sound engineer, extras, lighting, special effects, set placement and removal, captioning, foreign language dubbing, and narrator and session musician services.

Line 8 - Report receipts from the sale of original and copies of original paintings, sculptures, and other fine arts created by artists. Report original works for outright sale with all attendant property rights on **line 3**.

Line 9 - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space or time in print, electronic publications, or in broadcasts. Include the provision of display space on various surfaces, such as billboards and transit vehicles. Include the creation of advertising messages and agent services involved in buying and selling space or time for advertising messages. Include the sale of venue naming rights, sponsorship rights, endorsement services, and exclusivity rights.

Line 10 - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Line 11 - Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations.

Line 13 - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude receipts from membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from membership fees paid primarily for right of admission on the appropriate detail lines under **line 1**. Report receipts from the rental of meeting rooms, halls, etc., on **line 16**.

Line 16 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, providing a location for the display of advertising messages, and rental of parking spaces.

Line 22 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 23**.

Line 23 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Admissions to live performing arts performances					
a. Theatrical performances, non-musical	30901				
b. Musical theater and opera performances	30902				
c. Symphony and classical music performances	30903				
d. Popular music performances	30904				
e. Dance performances, musical and non-musical	30905				
f. Public appearances and speeches	30906				
g. Other live performing arts performances	30907				
h. Sum lines 1a through 1g	30900				
2. Contract live performing arts performances					
a. Theatrical performances, non-musical	30921				
b. Musical theater and opera performances	30922				
c. Symphony and classical music performances	30923				
d. Popular music performances	30924				
e. Dance performances, musical and non-musical	30925				
f. Public appearances and speeches	30926				
g. Other contract live performing arts performances	30927				
h. Sum lines 2a through 2g	30920				
3. Outright sale of intellectual property protected by copyright	31500				
4. Contract production services for intellectual property protected by copyright, excluding live performing arts	31510				
5. Contract design services for intellectual property protected by trademark	31520				
6. Licensing of rights to use intellectual property					
a. Protected by copyright	31480				
b. Protected by trademark	31470				
7. Support services for production of audiovisual works and studio sound recordings	30970				
8. Sale of paintings, sculptures, and other fine arts - <i>Describe</i> ↴					
	30950				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
9. Advertising services	31250				
10. Sports and performing arts event management services	31530				
11. Representation services					
a. Performance contracts	31271				
b. Sponsorship and endorsement contracts	31272				
c. Other contracts - <i>Describe</i> ↴					
	31273				
d. Sum lines 11a through 11c	31270				
12. Fine arts and theatrical performance instruction	31290				
13. Membership services	32510				
14. Meals and beverages, prepared and served or dispensed, for immediate consumption					
a. Meals and non-alcoholic beverages	39461				
b. Alcoholic beverages	39462				
c. Sum lines 14a and 14b	39460				
15. Rental of material and equipment	39500				
16. Rental of non-residential space in buildings or other facilities	39550				
17. Resale of merchandise	39665				
18. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴					
	39781				
19. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 1, line B	39850				
20. Contributions, gifts, and grants - Government					
a. National Endowment for the Arts	39901				
b. All other federal, state, county, and municipal	39902				
c. Sum lines 20a and 20b	39900				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
21. Contributions, gifts, and grants - Private					
a. Individuals	39911				
b. Foundations	39912				
c. Business and industry	39913				
d. Other, including labor unions, etc.	39914				
e. Sum lines 21a through 21d	39910				
22. Investment income, including interest and dividends	39920				
23. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
24. All other revenue - Describe if more than 10 percent of total revenue ↴					
	39976				
25. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in ❷) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from individuals and/or groups attending live performances of theatrical, musical, dance, and other performing artists and companies. Include admissions through the sale of general public tickets, seasonal subscriptions, personal seat licenses, box leases, bundles of admissions with food and beverage services, backstage passes, etc. Include admission and coverage charges as well as membership fees paid primarily for the right of admission.

Line 2 - Report receipts from producing and presenting a live performance in the performing arts under contract to promoters, venue owners, and others. Include performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report licensing of rights to use intellectual property on the appropriate detail lines under **line 7**, and technical (non-performance) services on **line 8**.

Line 4 - Report receipts from the sale of copyrighted intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Include intellectual properties for sale that are implicitly or explicitly protected by copyright (e.g., book, screen, film, stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Report sale of paintings, sculptures, and other fine art with only conventional end-use rights (i.e., sales to consumers for own-use) on **line 9**.

Line 5 - Report receipts from contract production services in artistic and literary fields that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, and photographic and fine art).

Line 6 - Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols, names) owned by the contractee.

Line 7a - Report receipts from granting permission to use copyrighted intellectual property owned or controlled by this establishment. Include licenses to use property protected by copyrights (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property. Include temporary transfers of rights through licensing and permanent transfer of individual or some rights (e.g., book and/or film rights) through sale of such rights. Report permanent transfers of all rights granted through outright sale of intellectual property on **line 4**.

Line 7b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 8 - Report receipts from providing technical and artistic support services during the production of an audiovisual or sound recording work owned by others. This work is performed on a contract or fee basis. Include production management, director, cameramen, grips, sound engineer, extras, lighting, special effects, set placement and removal, captioning, foreign language dubbing, and narrator and session musician services.

Line 9 - Report receipts from the sale of original and copies of original paintings, sculptures, and other fine arts created by artists. Report original works for outright sale with all attendant property rights on **line 4**.

Line 10 - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space or time in print, electronic publications, or in broadcasts. Include the provision of display space on various surfaces, such as billboards and transit vehicles. Include the creation of advertising messages and agent services involved in buying and selling space or time for advertising messages. Include the sale of venue naming rights, sponsorship rights, endorsement services, and exclusivity rights.

Line 11 - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Line 12 - Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations.

Line 14 - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude receipts from membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from membership fees paid primarily for right of admission on the appropriate detail lines under **line 1**. Report receipts from the rental of meeting rooms, halls, etc., on **line 17**.

Line 17 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, providing a location for the display of advertising messages, and rental of parking spaces.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Admissions to live performing arts performances					
a. Theatrical performances, non-musical	30901				
b. Musical theater and opera performances	30902				
c. Symphony and classical music performances	30903				
d. Popular music performances	30904				
e. Dance performances, musical and non-musical	30905				
f. Public appearances and speeches	30906				
g. Other live performing arts performances	30907				
h. Sum lines 1a through 1g	30900				
2. Contract live performing arts performances					
a. Theatrical performances, non-musical	30921				
b. Musical theater and opera performances	30922				
c. Symphony and classical music performances	30923				
d. Popular music performances	30924				
e. Dance performances, musical and non-musical	30925				
f. Public appearances and speeches	30926				
g. Other contract live performing arts performances	30927				
h. Sum lines 2a through 2g	30920				
3. Contract performing arts performances for film and television	31040				
4. Outright sale of intellectual property protected by copyright	31500				
5. Contract production services for intellectual property protected by copyright, excluding live performing arts	31510				
6. Contract design services for intellectual property protected by trademark	31520				
7. Licensing of rights to use intellectual property					
a. Protected by copyright					
(1) To film intellectual property	31481				
(2) To record intellectual property	31482				
(3) To perform intellectual property	31483				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
7. Licensing of rights to use intellectual property - Continued					
a. Protected by copyright - Continued					
(4) To broadcast intellectual property	31485				
(5) To publish intellectual property	31486				
(6) To reproduce intellectual property	31487				
(7) Other	31488				
(8) Sum lines 7a(1) through 7a(7)	31480				
b. Protected by trademark	31470				
8. Support services for production of audiovisual works and studio sound recordings	30970				
9. Sale of paintings, sculptures, and other fine arts - <i>Describe</i> ↴					
	30950				
10. Advertising services	31250				
11. Sports and performing arts event management services	31530				
12. Representation services					
a. Performance contracts	31271				
b. Sponsorship and endorsement contracts	31272				
c. Other contracts - <i>Describe</i> ↴					
	31273				
d. Sum lines 12a through 12c	31270				
13. Fine arts and theatrical performance instruction	31290				
14. Membership services	32510				
15. Meals and beverages, prepared and served or dispensed, for immediate consumption					
a. Meals and non-alcoholic beverages	39461				
b. Alcoholic beverages	39462				
c. Sum lines 15a and 15b	39460				
16. Rental of material and equipment	39500				
17. Rental of non-residential space in buildings or other facilities	39550				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
18.	Resale of merchandise	39665							
19.	All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴								
	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	39782							
20.	TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850							

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from the access or attendance to museums, historical and heritage sites, zoos, aquariums, botanical gardens, and natural areas, e.g., national parks. Include both single-admission and multiple-admission tickets, and season passes. Admission receipts may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Receipts for this product include admission charges, surcharges for admission to special events, and membership fees paid primarily for the right of admission. Report receipts from separate admissions paid to attend films on **line 9** and live performances on **line 10**.

Line 2 - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude receipts from membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from membership fees paid primarily for right of admission on the appropriate detail lines under **line 1**. Report receipts from the rental of meeting rooms, halls, etc., on **line 19**.

Line 3 - Report receipts from providing exhibitions to other institutions for a fee or commission.

Line 7 - Report receipts from providing formal instruction by means of trips and tours that are designed to accomplish an educational objective. The trip or tour may be comprised of a complete course of instruction or be designed as a component of a course of instruction. Report travel tours with a cultural, historic, or natural theme, that are not part of a formal course of instruction on **line 8**.

Line 8 - Report receipts from providing tour packages designed to expose the tourist to the culture, history, or natural environment of the destination(s). Tour packages are combinations of transportation, accommodation, meals, and guide services. Receipts may include the provision of additional services, such as the arrangement of visas and entrance to attractions. Include cruise packages. Include customized tour packages when sold as a bundle. Exclude local sightseeing tours.

Line 11 - Report receipts from providing technical services to repair or stabilize the condition of artistic, historical, and cultural works or artifacts, and protect them from future deterioration.

Line 12a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment.

Line 12b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 13 - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space or time in print, electronic publications, or in broadcasts. Include the provision of display space on various surfaces, such as billboards and transit vehicles. Include the creation of advertising messages and agent services involved in buying and selling space or time for advertising messages. Include the sale of venue naming rights, sponsorship rights, endorsement services, and exclusivity rights.

Line 18 - Report receipts from the rental of goods. Include receipts from the rental of artistic, cultural, historical, or natural works. The works may be part of the collection of a museum, gallery or other institution, or owned by a commercial establishment. The works may be rented to such institutions or to individuals.

Line 19 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, and providing a location for the display of advertising messages. Report rental of parking spaces on **line 15**.

Line 24 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 25**.

Line 25 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Census use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Admissions to cultural institutions					
a. Museums	30961				
b. Historic sites	30962				
c. Botanical gardens	30963				
d. Zoological and similar institutions	30964				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Admissions to cultural institutions - Continued					
e. Nature parks and other natural areas	30965				
f. Sum lines 1a through 1e	30960				
2. Membership services	32510				
3. Traveling exhibits	30980				
4. Guided tours and educative services	30990				
5. School visits, children's parties, and similar children's programs	31000				
6. Overnight recreational camps	31010				
7. Academic trips and tours	31020				
8. Packaged tours, with a cultural, historic, or natural theme	31030				
9. Admissions to film exhibitions	31050				
10. Admissions to live performing arts performances	30900				
11. Conservation services	31060				
12. Licensing of rights to use intellectual property					
a. Protected by copyright	31480				
b. Protected by trademark	31470				
13. Advertising services	31250				
14. Amusement park and arcade-type rides, games, and attractions - Describe ↴					
<div style="border: 1px solid black; height: 20px; width: 100%;"></div>	31390				
15. Parking services	33680				
16. Recreational vehicle and tent sites for travelers	39440				
17. Meals and beverages, prepared and served or dispensed, for immediate consumption	39460				
18. Rental of art works and other goods	39500				
19. Rental of non-residential space in buildings or other facilities					
a. Rental of retail space	39551				
b. Rental of space for food service	39552				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
19. Rental of non-residential space in buildings or other facilities - Continued					
c. Rental of other non-residential space in buildings or other facilities	39557				
d. Sum lines 19a through 19c	39550				
20. Resale of merchandise	39668				
21. All other operating receipts - Describe if more than 10 percent of total receipts ↴					
	39763				
22. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ②, line B	39850				
23. Contributions, gifts, and grants					
a. Government	39900				
b. Private	39910				
24. Investment income, including interest and dividends	39920				
25. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
26. All other revenue - Describe if more than 10 percent of total revenue ↴					
	39978				
27. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal ②, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in ❷) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts from providing access to downhill and cross-country ski trails. Include admissions, sale of lift tickets and trail passes, annual membership fees that give access to lifts and trails, and nonrefundable initiation fees. Report corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report ski equipment rental on **line 14**. Report admissions to races and competitions, as a spectator, on **line 16**.

Line 1b - Report receipts from providing access to and use of bowling lanes, for the purpose of playing five or ten-pin bowling. Include admissions and use fees, annual membership fees, and nonrefundable initiation fees. Report access to lawn bowling centers on **line 1d**. Report corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report admissions to competitions, as a spectator, on **line 16**. Report membership in bowling leagues and associations on **line 20**.

Line 1c - Report receipts from admission to dance halls, discotheques, clubs, and similar places where music is played and patrons can dance. A beverage may be included in the price of admission. Include admission fees that may be referred to as a cover charge, annual membership fees, and nonrefundable initiation fees. Exclude admission to live musical and dance performances in concert halls, etc. Report corporate packages, birthday party packages, and similar party packages on **line 7**.

Line 1d - Report receipts from admissions to all other amusement and recreational industries not elsewhere provided for including; amusement ride or coin operated non-gambling device; archery or shooting ranges; billiard or pool parlors; boating clubs; dance halls; miniature golf courses; recreational day camps; recreational sports clubs; and riding stables. Include use fees, annual membership fees, and non-refundable initiation fees.

Line 2 - Report receipts from providing access to use the greens and other sporting facilities of a golf course or country club. Include green fees, whether for single or multiple rounds of golf, annual membership fees, nonrefundable initiation fees, and any separate charges to use tennis, swimming, or other sport and recreational facilities. Exclude caddy services. Report receipts from corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report rental of golf carts and golfing equipment on **line 14**. Report admissions to tournaments, as a spectator, on **line 16**.

Line 2a - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude membership fees paid primarily for right of admission and membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from the rental of meeting rooms, halls, etc., on **line 12**.

Line 3 - Report receipts from providing fitness and recreational sporting services or instruction in fitness and recreational sports facilities. Include fitness center membership fees, nonrefundable initiation fees, admission fees, and any separate fees to use tennis courts, swimming pools, skating rinks, weight rooms, squash courts, or other facilities. Report receipts from corporate packages, birthday party packages, and similar party packages on **line 7**. Report spa services charged for separately on **line 9**. Report prepared and served meals and beverages sold separately for immediate consumption on the appropriate detail lines under **line 23**. Report admissions to races and competitions, as a spectator, on **line 16**. Report fitness classes and sessions with personal trainers charged for separately on **line 19**.

Line 3a - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude membership fees paid primarily for right of admission and membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from the rental of meeting rooms, halls, etc., on **line 12**.

Line 5 - Report receipts from providing space to dock a pleasure craft at a marina or other facility for a given period of time. Include launching and storing a pleasure craft, and supplying utility services to a pleasure craft at marinas, such as sewage pumping, water supply, television service, telephone service, etc. Include annual marina and yacht club membership fees, nonrefundable initiation fees, transient fees, and any separate admission charges to use tennis, swimming, or other facilities. Report receipts from the sale of fuel on **line 24b**, pleasure craft rental on **line 14**, and pleasure craft repair on **line 15a**.

Line 6 - Report receipts from the right to participate in sports tournaments and competitions as an individual or as a member of a team.

Line 7 - Report receipts from providing a bundle of entertainment and recreational services for a group of people, based on access to the facilities and services offered by facilities, such as skiing facilities, golf courses, bowling centers, amusement arcades. The service includes the use of the facility's attractions, such as rides and games, additional entertainment, such as clowns, and/or food and beverage services.

Line 8 - Report receipts from providing direction to good locations for fishing and hunting, and advice on technique. The guide accompanies the client to the location and usually provides meals.

Line 12 - Report receipts from the rental or leasing of space in buildings or other facilities, for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the display of advertising messages, and rental of parking spaces. Report receipts from providing a location for the placement of coin-operated machines on **line 13**.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 13 - Report receipts from providing a location for the placement of coin-operated machines, such as vending machines, video games, children's mechanical rides, for a fee or commission paid by the owners or lessors of the machines. Exclude providing a location for the placement of coin-operated gambling machines, such as slot machines and video lottery terminals.

Line 17 - Report receipts from providing coin-operated recreational games and rides. Players may win prizes from these devices (e.g., video games, pinball games, and air hockey games). Exclude receipts from providing games and rides bundled with admission to an amusement arcade or theme park. Report receipts from carnival games on **line 18**, and receipts from gaming machines, such as slot machines and video lottery terminals on **line 21**.

Line 18 - Report receipts from providing games in which a prize is won, commonly known as carnival or midway games. These games are usually played in amusement arcades and agricultural fairs (e.g., ring toss games, dart games, air gun games, and rope ladder games).

Line 20 - Report receipts to access a sports facility provided by amateur sports teams, leagues, and associations. Include annual club membership fees, nonrefundable initiation fees, and any separate charges to use facilities or participate in the sport. Report receipts from rental of equipment on **line 14**. Report receipts from admissions to events, as a spectator, on **line 16**.

Line 21 - Report net receipts from electronic and mechanical gambling machines (e.g., slot machines, video lottery terminals, coin-operated gambling machines). Exclude table games that use terminals to allow gamblers to enter their bets, keno games that operate as a lottery, gambling conducted over the Internet, and hosting gambling machines for a fee or commission.

Line 28 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 29**.

Line 29 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Amusement and recreational services					
a. Skiing facility services	31071				
b. Bowling center services	31072				
c. Admissions to dance halls and clubs	31073				
d. Other amusement and recreational services	31074				
2. Golf course and country club services					
a. Memberships	31081				
b. Greens/guest fees	31082				
c. Sum lines 2a and 2b	31080				
3. Fitness and recreational sports center services					
a. Memberships	31091				
b. Admissions	31092				
c. Sum lines 3a and 3b	31090				
4. Personal training services	33763				
5. Pleasure craft docking, launching, storage, and utilities services					
a. Pleasure craft dockage services	31101				
b. Pleasure craft launching services	31102				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
5. Pleasure craft docking, launching, storage, and utilities services - Continued					
c. Water, sewage, and other utilities for pleasure craft	31103				
d. Pleasure craft storage services	31104				
e. Sum lines 5a through 5d	31100				
6. Registration for sports tournaments and matches	31110				
7. Corporate and party event services	31400				
8. Hunting and fishing guide services	31410				
9. Spa services	31420				
10. Room or unit accommodation for travelers	39430				
11. Recreational vehicle and tent sites for travelers	39440				
12. Rental of non-residential space in buildings or other facilities	39550				
13. Hosting of vending machines, video games, and other non-gambling coin-operated machines	39561				
14. Rental of sports and recreational equipment	39504				
15. Repair and maintenance of sports and recreational equipment					
a. Pleasure craft	32102				
b. Other sports and recreational equipment	32104				
c. Sum lines 15a and 15b	32100				
16. Admissions to live sports events	30910				
17. Coin-operated games and rides					
a. Video games	31131				
b. Other coin-operated games and rides	31132				
c. Sum lines 17a and 17b	31130				
18. Carnival games and rides	31140				
19. Athletic instruction	31320				
20. Amateur sports team and club services	31450				
21. Gambling machines	31190				
22. Child day care services	30590				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
			Estimates are acceptable			
			\$ Bil.	Mil.	Thou.	Dol.
		0720	0721			
23.	Meals and beverages, prepared and served or dispensed, for immediate consumption					
a.	Meals and non-alcoholic beverages	39461				
b.	Alcoholic beverages	39462				
c.	Sum lines 23a and 23b	39460				
24.	Resale of merchandise					
a.	Resale of equipment for sports and recreational activities	39617				
b.	Resale of fuel	39669				
c.	Resale of other merchandise	39671				
d.	Sum lines 24a through 24c	39600				
25.	All other operating receipts - Describe if more than 10 percent of total receipts ↴					
		39764				
26.	OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 2, line B	39850				
27.	Contributions, gifts, and grants					
a.	Government	39900				
b.	Private	39910				
28.	Investment income, including interest and dividends	39920				
29.	Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
30.	All other revenue - Describe if more than 10 percent of total revenue ↴					
		39979				
31.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 2, line C1	39990				

1 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 **2**). 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 - Report receipts from access or attendance to amusement parks, theme parks, and arcades. Include both single-admission and multiple-admission tickets, and season passes. Include surcharges for admission to special events. Admissions may include benefits.

Line 2 - Report receipts from providing coin-operated recreational games and rides. Players may win prizes from these devices (e.g., video games, pinball games, and air hockey games). Exclude receipts from providing games and rides bundled with admission to an amusement arcade or theme park. Exclude receipts from gaming machines, such as slot machines and video lottery terminals. Report receipts from carnival games on **line 3**.

Line 3 - Report receipts from providing games in which a prize is won, commonly known as carnival or midway games. These games are usually played in amusement arcades and agricultural fairs (e.g., ring toss games, dart games, air gun games, and rope ladder games).

Line 7 - Report receipts from providing a bundle of entertainment and recreational services for a group of people, based on access to the facilities and services offered by facilities, such as amusement parks, theme parks, amusement arcades. The service includes the use of the facility's attractions, such as rides and games, additional entertainment, such as clowns, and/or food and beverage services.

Line 10 and Line 11 - Report receipts from arranging, assembling, and marketing tour packages, including customized group tour packages, to travel agents, tour wholesalers, or individuals. Include transportation, tourist visas, lodging and hotel transfers, with or without other services, such as activities, cruises, attractions, and meals. Include city sightseeing tours.

Line 12a - Report receipts from providing advertising time or space in broadcasts and other media. Include the creation and design of advertisements when bundled with the provision of advertising time or space.

Line 12b - Report receipts from leased display advertising media space. Include installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services, such as storage and rotation.

Line 12c - Report receipts from granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service (i.e., pouring rights).

Line 12d - Report receipts from granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by another entity. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.

Line 12e - Report receipts from providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Include the creation of advertising messages. Include the sale of venue naming rights and endorsement services. Exclude public relations services.

Line 13 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, and providing a location for the display of advertising messages. Report rental of parking spaces on **line 17**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Admissions to amusement parks, arcades, and family entertainment centers	31120					
2. Coin-operated games and rides						
a. Video games	31131					
b. Other coin-operated games and rides	31132					
c. Sum lines 2a and 2b	31130					
3. Carnival games and rides	31140					
4. Mechanical rides and attractions	31150					
5. Water rides and attractions	31160					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
6. Other amusement park and arcade rides, games, and attractions	31170					
7. Corporate and party event services	31400					
8. Room or unit accommodation for travelers	39430					
9. Recreational vehicle and tent sites for travelers	39440					
10. Packaged tours - Domestic	33279					
11. Packaged tours - International	33281					
12. Advertising services						
a. Advertising space and time in print, broadcast, and other media	31251					
b. Leased display advertising media space	31252					
c. Exclusivity rights	31256					
d. Sponsorship rights	31254					
e. Other advertising services	31257					
f. Sum lines 12a through 12e	31250					
13. Rental of non-residential space in buildings or other facilities	39550					
14. Rental of personal goods						
a. Rental of sports and recreational equipment	39504					
b. Rental of other personal goods	39505					
c. Sum lines 14a and 14b	39500					
15. Rental of storage lockers	39530					
16. Rental of coin-operated amusement machines	39507					
17. Parking services	33680					
18. Meals and beverages, prepared and served or dispensed, for immediate consumption						
a. Meals and non-alcoholic beverages	39461					
b. Alcoholic beverages	39462					
c. Sum lines 18a and 18b	39460					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
19. Resale of merchandise							
a. Books, newspapers, and periodicals	39672						
b. Packaged food and beverages	39609						
c. Apparel and memorabilia merchandise	39674						
d. Resale of other merchandise	39675						
e. Sum lines 19a through 19d	39600						
20. All other operating receipts - Describe if more than 10 percent of total receipts ↴							
	39765						
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850						1 0 0

1 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 **2**). 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 - Report net receipts from wagers on table games in which the bettor plays against people, rather than machines. Table games may use mechanical devices, such as terminals, for placing bets, but there is always a live dealer or similar person present who controls the operation of the game.

Line 2 - Report net receipts from electronic and mechanical gambling machines (e.g., slot machines, video lottery terminals, coin-operated gambling machines). Exclude gambling conducted over the Internet. Report table games that use terminals to allow gamblers to enter their bets on the appropriate detail lines under **line 1**, keno games that operate as a lottery on the appropriate detail lines under **line 5**, and hosting gambling machines for a fee or commission on **line 7**.

Line 3 - Report net receipts from pari-mutuel wagers on future, uncertain events, such as races and sporting events. The house pools the bets of all gamblers, takes a commission, and then distributes the remaining money to the winners. Exclude gambling conducted over the Internet. Report receipts from lotteries, even if tied to sporting events, on the appropriate detail lines under **line 5**.

Line 4 - Report net receipts from providing access to and making/taking wagers on sporting and other events where there is an uncertain outcome. Include gambling where the establishment sets the odds or line, and the player bets against the house (e.g., wagering on football, baseball, basketball, and hockey, and bookmaking for events, such as political elections).

Line 5 - Report net receipts from providing access to and making/taking wagers on games of chance that sell tokens, such as a ticket, some of which will win a prize. Include lottery receipts in which the gambler can pick a particular set of numbers, or have a set randomly selected, to be entered in a future drawing. Include receipts from instant-win tickets, break-apart tickets, scratch-and-win tickets, keno games, bingo games, raffles, and charitable gaming. Include receipts from lottery tickets on the Internet, as long as the drawing is held at a later time. Report receipts from the sale of lottery tickets for a fee or commission on **line 6**.

Line 6 - Report net receipts from the sale of games of chance tickets for others (e.g., instant lotteries, traditional lotteries, lottos) for a fee or commission (i.e., lottery agents).

Line 7 - Report net receipts from providing a location for the placement of coin-operated gambling machines, such as slot machines and video lottery terminals, for a fee or commission paid by the owners or lessors of the machines. Exclude receipts from providing a location for the placement of coin-operated non-gambling machines (e.g., vending machines, video games, and children's mechanical rides). Report receipts from operating coin-operated gambling machines on **line 2**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Table wagering games						
a. Table wagering games, played against the house	31181					
b. Table wagering games, played against other bettors	31182					
c. Sum lines 1a and 1b	31180					
2. Gambling machines	31190					
3. Pari-mutuel sports gambling						
a. On the event premises	31201					
b. Away from the event premises	31202					
c. Sum lines 3a and 3b	31200					
4. Sports and other bookmaking	31210					
5. Lotteries						
a. Instant lotteries	31221					
b. Lottos	31222					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
5. Lotteries - Continued						
c. Bingo	31224					
d. Charitable gaming	31225					
e. Other lotteries - Describe ↴ <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	31226					
f. Sum lines 5a through 5e	31220					
6. Sale of tickets to lotteries and other games of chance to gamblers, for a fee or commission	31230					
7. Hosting of coin-operated gambling machines	39562					
8. Admissions to live performing arts performances	30900					
9. Room or unit accommodation for travelers	39430					
10. Meals and beverages, prepared and served or dispensed, for immediate consumption						
a. Meals and non-alcoholic beverages	39461					
b. Alcoholic beverages	39462					
c. Sum lines 10a and 10b	39460					
11. Resale of merchandise	39676					
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴ <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	39766					
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

Other Services (Except Public Administration)
Sector 81

1 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 **1**). 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.)

Receipts from providing services to clients outside your enterprise.

Line 1a - Report receipts from washing or cleaning the exteriors and interiors of automobiles or light-duty trucks. Service may be provided by automatic machines, manual labor, access to self-service facilities, or any combination.

Line 1b - Report receipts from providing body repair services. Include the installation of replacement parts for automobiles or light-duty trucks. Body repair services may include structural body repairs, painting, glass repair and replacement, conversions, upholstery repair, or minor dent repair.

Line 2a - Report receipts from washing or cleaning the exteriors and interiors of heavy trucks and buses. Report washing or cleaning services for automobiles and light-duty trucks on **line 1a**.

Line 2b - Report receipts from providing body repair services. Include the installation of replacement parts, for heavy trucks and buses. Report body repair services for automobiles and light-duty trucks on **line 1b**.

Line 3a - Report receipts from providing maintenance and repair services. Include the installation of replacement parts, for computers, computer peripheral equipment, and other data processing equipment. Include parts or software bundled with maintenance and repair services. Include upgrading an existing computer system.

Line 3b - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for office equipment (e.g., fax machines, shredders, and copy machines).

Line 3c - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for communications and navigation equipment (e.g., telecommunications routers and switches, broadcasting equipment, two-way radios, cellular telephones, GPS devices, and handheld computers (PDA's)).

Line 3d - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for consumer electronic equipment (e.g., televisions, computer monitors, home sound systems, and DVD players).

Line 4a - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for commercial grade machinery and equipment used primarily in commercial or service industry establishments. Include maintenance and repair of equipment used in retail stores, hair salons, and restaurants.

Line 4b - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for industrial machinery and equipment used primarily to manufacture or repair goods or to process or transform materials.

Line 5b - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for personal and household goods (e.g., non-electric toys, blinds, carpets, cookware, dinnerware, utensils, and trophies).

Line 6a - Report receipts from providing laundry and dry cleaning services. Include ironing services for motels, hospitals, clinics, or other business institutions that already own their linen or uniforms and need laundry services to keep the items clean. Include time-scheduled pick-up, cleaning, maintenance, replacement when necessary, and delivery service.

Line 6b - Report receipts from providing digital photo and photofinishing services. Include the developing of electronic media, negatives, printing, re-sizing, and other effects. These services may be provided on-site or off-site and to film or digital photos.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair services for cars and light trucks						
a. Washing and cleaning services for cars and light trucks	31710					
b. Body repair services for cars and light trucks	31720					
c. Scheduled, factory-recommended, and preventative maintenance services for cars and light trucks	31740					
d. Other repair services for cars and light trucks - <i>Describe</i> ↴						
	31780					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Maintenance and repair services for heavy trucks and buses						
a. Washing and cleaning services for heavy trucks and buses	31810					
b. Body repair services for heavy trucks and buses	31820					
c. Scheduled, factory-recommended, and preventative maintenance services for heavy trucks and buses	31840					
d. Other repair services for heavy trucks and buses - <i>Describe</i> ↴						
	31880					
3. Maintenance and repair of electronic and precision equipment						
a. Computer hardware and peripheral equipment	31900					
b. Office equipment, excluding computer hardware and peripheral equipment	31950					
c. Communications and navigation equipment	32610					
d. Consumer electronics	31910					
e. Other electronic and precision equipment - <i>Describe</i> ↴						
	31980					
4. Maintenance and repair of commercial and industrial machinery and equipment						
a. Commercial and service industry machinery and equipment	32010					
b. Industrial machinery and equipment	32020					
5. Maintenance and repair of personal and household goods						
a. Appliances and powered household equipment	32050					
b. Other personal and household goods - <i>Describe</i> ↴						
	32130					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
6.	Other services						
	a. Laundry and/or dry cleaning services - <i>Describe type of service</i> ↴						
		32650					
	b. Digital photo and photofinishing services	32440					
	c. All other services - <i>Describe type of service</i> ↴						
		32660					
7.	Resale of merchandise - <i>Describe</i> ↴						
		39677					
8.	All other operating receipts - <i>Describe principal activity and estimated receipts</i> ↴						
		39767					
9.	TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 ❷). 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 1b(1) - Report receipts from providing body repair services, major or minor, for automobiles and light-duty trucks. Include installation of replacement parts. Body repair services may include frame or structural body repairs, restorations, customizations, collision, bumper and door, headlamp and mirror mechanism, and minor dent repair. Include body service repair work sublet to others or performed for others. Report receipts from providing body repair services, major and minor for heavy trucks and buses on **line 3b(1)**.

Line 1b(2) - Report receipts from providing painting services for automobiles and light-duty trucks. Painting services may include pinstriping, graphics, customized paint, paint touch ups, and paint restoration. Include paint service work sublet to others or performed for others. Report receipts from providing painting services for heavy trucks and buses on **line 3b(2)**.

Line 1b(3) - Report receipts from providing glass repair and replacement services for automobiles and light-duty trucks. Include installation of replacement parts. Glass repair and replacement services may also include window tinting and mirror glass replacement. Report flat glass or residential or business glass repair or replacement on line 5. Include glass repair and replacement service work sublet to others or performed for others. Report receipts from providing glass repair and replacement services for heavy trucks and buses on **line 3b(3)**.

Line 1b(4) - Report receipts from providing body conversion services for automobiles and light-duty trucks. Include installation of replacement parts. Body conversion services may include body conversions to handicap accessible equipment, or specialty service use. Include body conversion service work sublet to others or performed for others. Report receipts from providing body conversion services for heavy trucks and buses on **line 3b(4)**.

Line 1b(5) - Report receipts from providing automotive upholstery services for automobiles and light-duty trucks, including installation of replacement parts. Automotive upholstery services may include interior replacement and repair, interior restoration, interior customization, and convertible top replacement and repair. Include automotive upholstery work sublet to others or performed for others.

Line 1c - Report receipts from providing wheel and alignment services for automobiles and light-duty trucks. Include installation of replacement parts. Wheel and alignment services may include repair to suspension, struts, shocks, axles, ball joints, steering, and front ends. Report receipts from providing wheel and alignment services for heavy trucks and buses on **line 3c**.

Line 1e - Report receipts from providing powertrain, transmission, and engine services for automobiles and light-duty trucks. Include installation of replacement parts. Include also repair to clutches, belts, and rebuilding motors and transmissions. Include transmission, powertrain, and engine repair service work sublet to others or performed for others. Report receipts from providing transmission, powertrain, and engine repair services for heavy trucks and buses on **line 3e**.

Line 1g - Report receipts from providing electrical/electronic system repair services for automobiles and light-duty trucks. Include installation of replacement parts. Include repair of starters, alternators, automotive computers, and door and window mechanisms. Report receipts from providing electrical/electronic system repair services for heavy trucks and buses on **line 3g**.

Line 3a - Report receipts from washing or cleaning the exteriors and interiors of heavy trucks and buses. Report washing or cleaning services for automobiles or light-duty trucks on the appropriate detail lines under **line 1a** and washing or cleaning services for motor homes, travel trailers, and campers on **line 2**.

Line 3j - Report receipts from providing other repair services. Include installation of replacement parts, for heavy trucks and buses. Report other repair services for automobiles and light-duty trucks on **line 1h(5)**, and other repair services for motor homes, travel trailers, and campers on **line 2**.

Line 4b - Report receipts from providing maintenance and repair services. Include installation of replacement parts, for powered watercraft and powered sports vehicles (e.g, all-terrain-vehicles, snowmobiles, outboard motorboats, jet skis, and powered golf carts).

Line 7c - Report receipts from the sales of new cars, trucks, and other transportation vehicles. Report the sales of new parts on **line 7e** unless installing new parts, then report under type of service part installed and type of vehicle in **lines 1, 2, 3, and 4**.

Line 8 - Report all other operating receipts not already reported on another line. Report repair or services to vehicles by type of vehicle and type of repair on **lines 1, 2, 3, or 4**. Report other types of repair, not provided for vehicles, on **line 5**. Report merchandise sales by type of merchandise on **line 7**. Report parts included in installation under type of vehicle and type of installation under **lines 1, 2, 3, or 4**. All other operating receipts are reported here.

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair services for cars and light trucks						
a. Washing and cleaning services for cars and light trucks						
(1) Detailing services	31711					
(2) Automatic washing and waxing services	31712					
(3) Hand washing, with or without waxing services	31713					
(4) Self-service washing and waxing	31715					
(5) Self-service vacuuming services	31716					
(6) Sum lines 1a(1) through 1a(5)	31710					
b. Body repair services for cars and light trucks						
(1) Body repair services, major and minor	31721					
(2) Painting services	31722					
(3) Glass repair and replacement services	31723					
(4) Body conversion services	31724					
(5) Automotive upholstery repair	31726					
(6) Other body repair services - Describe ↴ <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>	31727					
(7) Sum lines 1b(1) through 1b(6)	31720					
c. Wheel and alignment services for cars and light trucks	31730					
d. Scheduled, factory-recommended, and preventative maintenance services for cars and light trucks						
(1) Oil change services	31741					
(2) Other scheduled, factory-recommended, and preventative maintenance services	31742					
(3) Sum lines 1d(1) and 1d(2)	31740					
e. Powertrain, engine, and transmission repair services for cars and light trucks	31750					
f. Brake repair services for cars and light trucks	31760					
g. Electrical/electronic system repair services for cars and light trucks	31770					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair services for cars and light trucks - Continued						
h. Other repair services for cars and light trucks						
(1) Muffler and exhaust systems repair services	31781					
(2) Tire repair services	31784					
(3) Heating, air conditioning, and radiator system repair services	31785					
(4) Regulatory safety inspections and emissions testing services	31786					
(5) Other repair services - <i>Describe</i> ↴						
	31787					
(6) Sum lines 1h(1) through 1h(5)	31780					
2. Maintenance and repair services for motor homes, travel trailers, and campers	31790					
3. Maintenance and repair services for heavy trucks and buses						
a. Washing and cleaning services for heavy trucks and buses	31810					
b. Body repair services for heavy trucks and buses						
(1) Body repair services, major and minor	31821					
(2) Painting services	31822					
(3) Glass repair and replacement services	31823					
(4) Body conversion services	31824					
(5) Other body repair services - <i>Describe</i> ↴						
	31825					
(6) Sum lines 3b(1) through 3b(5)	31820					
c. Wheel and alignment services for heavy trucks and buses	31830					
d. Scheduled, factory-recommended, and preventative maintenance services for heavy trucks and buses	31840					
e. Powertrain, engine, and transmission repair services for heavy trucks and buses	31850					
f. Brake repair services for heavy trucks and buses	31860					
g. Electrical/electronic system repair services for heavy trucks and buses	31870					
h. Tire repair services for heavy trucks and buses	31881					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Maintenance and repair services for heavy trucks and buses - Continued						
i. Regulatory safety inspections and emissions testing services for heavy trucks and buses	31882					
j. Other repair services for heavy trucks and buses - <i>Describe</i> ↴						
	31880					
4. All other vehicle repair						
a. Maintenance and repair services for motorcycles	32111					
b. Maintenance and repair services for powered watercraft and powered sports vehicles	32114					
5. All other maintenance and repair services - <i>Describe</i> ↴						
	32160					
6. Rental or lease of goods and/or equipment	39500					
7. Resale of merchandise						
a. Parts and supplies for road vehicles not included in repair work . . .	39678					
b. Packaged food and beverages	39679					
c. New cars, trucks, and other transportation vehicles - <i>Describe</i> ↴						
	39681					
d. Used cars, trucks, and other transportation vehicles - <i>Describe</i> ↴						
	39682					
e. Other merchandise - <i>Describe</i> ↴						
	39683					
8. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39768					
9. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850					1 0 0

1 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 **2**). 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 1b - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for communications and navigation equipment (e.g., telecommunications routers and switches, broadcasting equipment, two-way radios, cellular telephones, GPS devices, and handheld computers (PDA's)).

Line 1c - Report receipts from providing maintenance and repair services. Include the installation of replacement parts for office equipment (e.g., fax machines, shredders, and copy machines).

Line 1d(2) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for home sound equipment (e.g., home stereos, sound systems, and external speakers).

Line 1e - Report receipts from providing maintenance and repair services, including installation of replacement parts, for precision electronic medical equipment (e.g., X-ray equipment, computerized axial tomography (CT/CAT) scanners, and magnetic resonance imaging (MRI) devices).

Line 2a - Report receipts from providing maintenance and repair services, including installation of replacement parts, for machinery and equipment used to manufacture goods or to process or transform materials. Includes parts bundled with maintenance and repair services.

Line 2b(1) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for machinery and equipment used primarily in farming or harvesting of crops and livestock, such as farm tractors, combines, harvesters, plows, and other agricultural equipment.

Line 2b(2) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for off-road machinery and equipment used primarily in the construction industry, such as bulldozers, backhoes, front-end loaders, cranes, and off-road construction equipment.

Line 2b(3) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for machinery and equipment used primarily in the extraction of ores, hydrocarbons, or minerals from the earth.

Line 2b(4) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for machinery and equipment used primarily in forestry (e.g., skidders and grapple booms). Includes parts bundled with maintenance and repair services.

Line 2c - Report receipts from providing maintenance and repair services, including installation of replacement parts, for commercial grade machinery and equipment used primarily in commercial or service industry establishments. Include maintenance and repair of equipment used in retail stores, hair salons, and restaurants.

Line 2d - Report receipts from providing maintenance and repair services, including installation of replacement parts, for machinery and equipment used primarily to manufacture or repair goods or to process or transform materials.

Line 2e(1) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for commercial-grade or commercial-type equipment used to maintain cold temperatures. Include maintenance and repair services for commercial refrigerators, display counters and cabinets that use a cooling mechanism, commercial refrigeration units on warehouses, storage rooms, truck trailers, rail cars, or intermodal containers.

Line 2g - Report receipts from cleaning commercial and industrial machinery and equipment using steam, water, chemicals, or compressed air. Includes post-cleaning water extraction.

Line 4a - Report receipts from providing technical expertise to solve problems for the client in using software, hardware, or the entire computer system. Include auditing and assessing computer operations, data recovery, and disaster recovery.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair of electronic and precision equipment						
a. Computer hardware and peripheral equipment						
(1) Computer hard-drives, including back-ups and recoveries	31901					
(2) Computer hardware, excluding hard-drives	31902					
(3) Computer peripheral equipment (Include computer monitors, scanners, and printers)	31903					
(4) Sum lines 1a(1) through 1a(3)	31900					
b. Communications and navigation equipment	32610					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair of electronic and precision equipment - Continued						
c. Office equipment, excluding computer hardware and peripheral equipment	31950					
d. Consumer electronics						
(1) Televisions	31911					
(2) Home sound equipment	31912					
(3) Other consumer electronics	31913					
(4) Sum lines 1d(1) through 1d(3)	31910					
e. Precision electronic medical equipment	31970					
f. Other electronic and precision equipment	31980					
2. Maintenance and repair of commercial and industrial machinery and equipment						
a. Manufacturing and metalworking machinery and equipment	32620					
b. Agricultural, construction, mining, and forestry machinery and equipment						
(1) Agricultural machinery and equipment	32001					
(2) Construction machinery and equipment	32002					
(3) Mining machinery and equipment	32003					
(4) Forestry machinery and equipment	32004					
(5) Sum lines 2b(1) through 2b(4)	32000					
c. Commercial and service industry machinery and equipment	32010					
d. Industrial machinery and equipment	32020					
e. General purpose machinery and equipment						
(1) Commercial refrigeration equipment	32031					
(2) Other general purpose machinery and equipment	32032					
(3) Sum lines 2e(1) and 2e(2)	32030					
f. Other business machinery and equipment	32040					
g. Cleaning services for commercial and industrial machinery and equipment	32630					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
3. All other maintenance and repair services - <i>Describe</i> ↴							
	32160						
4. Other services							
a. Information technology (IT) technical support services	37520						
b. Resale of merchandise							
(1) Resale of parts and supplies not included in repair work	39684						
(2) Resale of new equipment - <i>Describe</i> ↴							
	39685						
(3) Resale of used equipment - <i>Describe</i> ↴							
	39686						
(4) Resale of other merchandise - <i>Describe</i> ↴							
	39687						
(5) Sum lines 4b(1) through 4b(4)	39600						
c. Rental or lease of goods and/or equipment	39500						
d. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴							
	39783						
5. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850						1 0 0

1 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 **2**). 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 1a(1) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for household-type lawn, garden, or snow removal equipment (e.g., lawnmowers, chainsaws, edgers, blowers, pressure washers, tillers, and snow removal equipment).

Line 1a(2) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for major household-type appliances (e.g., refrigerators, ovens, range-tops, microwave ovens, dishwashers, washing machines, and dryers).

Line 1a(3) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for other home-type appliances or equipment (e.g., portable generators, space heaters, room air conditioners, dehumidifiers, sewing machines, trash compactors, vacuum cleaners, ice machines or icemakers, water purification equipment, grills or barbecues, coffee makers, blenders, can openers, electric razors, hair dryers, and curling irons).

Line 1b - Report receipts from providing maintenance and repair services, including installation of replacement parts, for home furniture (e.g., re-upholstery service, refinishing service, and restoring service for furniture).

Line 1e - Report receipts from providing maintenance and repair services, including installation of replacement parts, for garments. Include tailoring and alteration of garments and repair or maintenance services for leather clothing.

Line 1f(1) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for fishing or camping equipment (e.g., fishing poles, camping tents, sleeping bags, and related equipment).

Line 1f(2) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for water sports equipment (e.g., scuba equipment, water skis, rafts, and surfboards).

Line 1g(3) - Report receipts from providing maintenance and repair services, including installation of replacement parts, for unpowered boats and trailers (e.g., canoes, kayaks, rowboats, paddleboats, sailboats and for boat trailers and other non-motorized trailers).

Line 1g(4) - Report receipts from providing maintenance and repair services. Include installation of replacement parts, for powered watercraft and powered sports vehicles (e.g, all-terrain-vehicles, snowmobiles, outboard motorboats, jet skis, and powered golf carts).

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair of personal and household goods						
a. Appliances and powered household equipment						
(1) Household-type lawn, garden, and snow removal equipment	32051					
(2) Major household-type appliances	32052					
(3) Other appliances and household equipment (Include household-type power hand tools)	32053					
(4) Sum lines 1a(1) through 1a(3)	32050					
b. Household furniture	32060					
c. Footwear	32070					
d. Watches and jewelry	32080					
e. Garments	32090					
f. Sports and recreation equipment						
(1) Fishing and camping equipment	32101					
(2) Water sports equipment (Exclude powered and non-powered watercraft)	32102					
(3) Personal firearms	32103					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Maintenance and repair of personal and household goods - Continued						
f. Sports and recreation equipment - Continued						
(4) Other sports and recreational equipment	32104					
(5) Sum lines 1f(1) through 1f(4)	32100					
g. Recreational transportation equipment						
(1) Motorcycles	32111					
(2) Bicycles	32112					
(3) Non-powered boats and trailers	32113					
(4) Powered watercraft and powered sports vehicles	32114					
(5) Sum lines 1g(1) through 1g(4)	32110					
h. Musical instruments	32120					
i. Other personal and household goods	32130					
2. All other maintenance and repair services - <i>Describe</i> ↴						
	32160					
3. Other services						
a. Resale of merchandise						
(1) Resale of parts and supplies not included in repair work	39684					
(2) Resale of new equipment - <i>Describe</i> ↴						
	39685					
(3) Resale of used equipment - <i>Describe</i> ↴						
	39686					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
3. Other services - Continued							
a. Resale of merchandise - Continued							
(4) Resale of other merchandise - Describe ↴							
	39687						
(5) Sum lines 3a(1) through 3a(4)	39600						
b. Rental or lease of goods and/or equipment	39500						
c. All other operating receipts - Describe if more than 10 percent of total receipts ↴							
	39784						
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal ② if reporting in dollars	39850						1 0 0

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1 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 1). 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 - Report receipts from the cutting, trimming, layering, texture modification, coloring, tinting, and styling of hair. May include shampooing and blow drying.

Line 6 - Report receipts from providing modification of the body by tanning, application of tattoos, removal of tattoos, piercing, and other body modification services. Exclude medical or surgical procedures for body modification.

Line 9 - Report receipts from providing non-medical services to assist clients in attaining or maintaining a desired weight, or managing their diet to attain or maintain a desired weight. Include weight loss and diet management programs. Report resale of diet and weight reducing food supplements on **line 11**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
1. Hair care services							
a. Hair cut and styling services	32206						
b. Permanent hair texture modification	32202						
c. Hair coloring and tinting	32203						
d. Other hair care services	32207						
e. Sum lines 1a through 1d	32200						
2. Nail care services							
a. Manicure services	32211						
b. Pedicure services	32212						
c. Other nail care services	32213						
d. Sum lines 2a through 2c	32210						
3. Skin care services							
a. Temporary makeup services	32221						
b. Permanent makeup services	32222						
c. Facial services	32223						
d. Masks and body wrap services	32224						
e. Other skin care services	32225						
f. Sum lines 3a through 3e	32220						
4. Hair removal services							
a. Permanent	32231						
b. Temporary	32232						
c. Sum lines 4a and 4b	32230						

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
5. Massage services						
a. Therapeutic	32241					
b. Other	32242					
c. Sum lines 5a and 5b	32240					
6. Tattoo and body modification services						
a. Tanning services	32251					
b. Tattoo services	32252					
c. Tattoo removal services	32253					
d. Piercing services	32254					
e. Other body modification services	32255					
f. Sum lines 6a through 6e	32250					
7. Other beauty and personal care services - Describe ↴						
	32260					
8. Rental of non-residential space in buildings or other facilities						
a. Rental of booths and chairs in beauty and personal care establishments	39556					
b. Other rental of space	39557					
c. Sum lines 8a and 8b	39550					
9. Weight loss services						
a. Non-medical weight loss programs	32271					
b. Non-medical diet management services	32272					
c. Sum lines 9a and 9b	32270					
10. Seminars and courses on beauty and personal care	32280					
11. Resale of diet/weight reducing food supplements	39688					
12. Resale of cosmetic products	39689					
13. Resale of other merchandise	39691					

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
14. All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39771					
15. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from providing access to laundry machines, such as washers and dryers. Laundry machines may be operated by coin, card, or by the store attendant.

Line 2 - Report receipts from professional dry cleaning services using special solvents or water-based agents to clean garments and household textiles. Include stain removal, steam pressing, ironing, packaging services, and all other chemical treatments, such as mothproofing. Report drop-off services for dry cleaning services on **line 4a**.

Line 3 - Report receipts from providing laundry and ironing services for motels, hospitals, clinics, or other business institutions that already own their linen or uniforms and need laundry services to keep the items clean. Include time-scheduled pick-up, cleaning, maintenance, replacement when necessary, and delivery service. Report drop-off services for commercial laundry services on **line 4b**.

Line 4 - Report receipts from acting as a retail agent for other laundries and dry cleaners, including drop-off and pick-up services for items requiring cleaning. Report receipts from performing dry cleaning work on **line 2**, and receipts from performing commercial laundry work on **line 3**.

Line 7 - Report receipts from all other laundry services including steam pressing and ironing services.

Line 8 - Report receipts from providing rental space for vending machines, video games, and other coin-operated and self-service machines.

Line 9 - Report receipts from providing restoration and repair services of garments and textiles that have been damaged by smoke, flood, or mildew. Include stain removal, odor treatment, steam pressing, and ironing.

Line 10 - Report receipts from providing hem, tear, seam repair, tailoring, button replacement, and all other alteration services.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Coin-operated laundry and drycleaning operations						
a. Access to laundry machines	32294					
b. Washer services	32291					
c. Dryer services	32292					
d. Dry cleaning machine services	32293					
e. Sum lines 1a through 1d	32290					
2. Dry cleaning services (Include household textiles)						
a. General dry cleaning	32301					
b. Specialty dry cleaning	32302					
c. Sum lines 2a and 2b	32300					
3. Commercial laundry services	32310					
4. Retail laundry and dry cleaning services (Include drop-off and pick-up services)						
a. Dry cleaning services	32321					
b. Commercial laundry services	32322					
c. Sum lines 4a and 4b	32320					

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
5. Rental of uniforms, linens, and other textiles						
a. Linen supply garments, including gowns, coats, aprons, etc.	32331					
b. Linen supply flatwork and full dry linens	32332					
c. Industrial garments, excluding "clean room" operations	32333					
d. Industrial "clean room" garments	32334					
e. Industrial wiping cloths	32335					
f. Industrial mats, including launderable and unlaunderable	32336					
g. Industrial mops, cloths, and miscellaneous dust control items	32337					
6. Laundry and dry-cleaning agency services						
a. Non-commercial laundry services	32411					
b. Steam pressing and ironing services	32412					
c. Seasonal apparel and textile storage services	32413					
d. Sum lines 6a through 6c	32410					
7. Other laundry services - <i>Describe</i> ↴						
	32530					
8. Rental of space for hosting coin-operated machines	39563					
9. Garment and textile restoration and repair services	32170					
10. Garment alteration and repair services	32090					
11. Shoe repair services	32070					
12. Resale of merchandise	39692					
13. All other operating receipts - <i>Describe if more than 10 percent of total receipts</i> ↴						
	39772					
14. TOTAL OPERATING RECEIPTS - Sum of lines should equal ① if reporting in dollars	39850					1 0 0

1 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 **7**). 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 - Report receipts from providing care and handling of human remains prior to the final disposition of the body by burial, cremation, or other means.

Line 1a - Report receipts from funeral planning, arranging administrative matters, and coordinating the various steps and facilities involved. Include securing permits and death certificates, preparing notices, sheltering the remains, coordinating arrangements for or performing memorial services, and coordinating with a cemetery, crematory, or other third party for final disposition.

Line 1b - Report receipts from preparing the deceased body for visitation and final disposition, by washing, embalming, and/or grooming. Include final dressing, placement of the deceased in a casket, or preparation for cremation.

Line 1c - Report receipts from local transportation services. Include receipts from the local transportation of friends, relatives, and goods, to and from associated sites and functions.

Line 3 - Report receipts from providing burial of the human body. Include digging the grave, preparing the grave site for services or burial, final closing of the grave, and similar services provided for niches, mausoleum, or other similar facilities for storing ashes. Also include exhumation.

Line 4 - Report receipts from providing rental, lease, or sales of sites for the final disposition of human remains, such as grave sites, niches, or spaces in mausoleums. May include maintenance of the site. Report maintenance of the site by a separate maintenance contract on **line 5**.

Line 5 - Report receipts from providing care and maintenance of individual grave sites, mausoleums, and niches.

Line 8 - Report receipts from providing a package of services for the preparation and disposition of human remains. Include preparation of the body, arrangement and/or management of services, and cremation or burial of the remains. Report receipts providing care and handling of human remains prior to the final disposition on **line 1**.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721					0722
1. Pre-burial services for human remains							
a. Funeral planning and coordination services (Include performing memorial service)	32351						
b. Body preparation services	32352						
c. Local transportation of human remains	32353						
d. Long distance transportation of human remains	32354						
e. Other pre-burial services for human remains	32355						
f. Sum lines 1a through 1e	32350						
2. Cremation services for human remains	32180						
3. Interment of human remains	32360						
4. Graves, plots, and other spaces for human remains							
a. Rented or leased	32371						
b. Sales	32372						
c. Sum lines 4a and 4b	32370						
5. Cemetery maintenance services	32380						
6. Pet funeral services	36654						

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
7. Resale of funeral goods						
a. Caskets	32391					
b. Urns and other containers for cremated human remains	32392					
c. Cemetery goods	32393					
d. Floral arrangements	32395					
e. Other funeral goods	32396					
f. Sum lines 7a through 7e	32390					
8. Packaged funeral services for the preparation and disposition of human remains	32400					
9. Resale of other merchandise - Describe ↴						
	39693					
10. All other operating receipts - Specify if more than 10 percent of total receipts ↴						
	39773					
11. TOTAL OPERATING RECEIPTS - Sum of lines should equal 1 if reporting in dollars	39850					1 0 0

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1 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 2). 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 - Report receipts from providing parking for automobiles, motorcycles, and bicycles. Include the provision of space only and the provision of space bundled with an automobile parking service (valet service). Include the collection of fees for parking on streets, roads, and public places. Exclude rental services of lock-up garages or garage premises for vehicles by the month or year.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Parking services						
a. Off-street parking services						
(1) Hourly or daily	33691					
(2) Weekly or monthly, in buildings	33692					
(3) Weekly or monthly, on lots	33693					
(4) Sum lines 1a(1) through 1a(3)	33690					
b. On-street parking services	33700					
c. Valet parking services	33710					
d. Management fees for the operation of parking facilities	33720					
2. Resale of merchandise	39694					
3. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39785					
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal 2 if reporting in dollars	39850					1 0 0

1 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 **2**). 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 - Report receipts from providing photofinishing services. Include the developing of negatives, printing, re-sizing, and other effects. These services may be provided on-site or off-site. The services may be provided to film or digital photos.

Line 7 - Report receipts from operating coin-operated machines, such as photo-taking machines, binoculars, telescopes, and lockers. Include machines in which paper money and credit cards are accepted as payment. Exclude receipts from coin-operated entertainment, gambling, laundry, and vending machines.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722	
1. Digital photo and photofinishing services	32440					
2. Dating services	32450					
3. Social event planning and coordination services	32460					
4. Escort services, social	33730					
5. Public washroom and shower services	33750					
6. Footwear repair	32070					
7. Operation of coin-operated machines	32490					
8. Other personal services						
a. Bail bond services	33761					
b. Consumer buying services	33762					
c. Personal fitness trainers	33763					
d. Embroidery and monogramming services	33764					
e. Other personal services - Describe ↴						
	33765					
f. Sum lines 8a through 8e	33760					
9. Resale of other merchandise	39694					
10. All other operating receipts - Describe if more than 10 percent of total receipts ↴						
	39786					
11. TOTAL OPERATING RECEIPTS - Sum of lines should equal 2 if reporting in dollars	39850					1 0 0

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from services offered to members in exchange for payment of nonrefundable initiation fees and/or annual membership fees. Services may include the right to participate in member events and decision-making activities of the organization, the use of organization facilities, the provision of organization newsletters and publications, and arranging for and providing access to specific goods and services at discounted prices.

Line 2a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 2b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 4 - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space in print or electronic publications, or time in broadcasts; display space on various surfaces, such as billboards and transit vehicles; creation of advertising messages; agent services involved in buying and selling space or time for advertising messages; and the sale of venue naming rights, endorsement services, and exclusivity rights.

Line 5 - Report receipts from providing social assistance (e.g., child care, counseling, community food, temporary shelter, relief, vocational rehabilitation) and related services to individuals and families.

Line 11 - Program service revenue includes income earned by the organization for providing a government agency with a service, facility, or product that benefited that government agency directly rather than benefiting the public as a whole. Include revenue from program services which are the basis of your exemption from taxes. Report unrelated program service business revenues on **lines 1** through **10**.

Line 13 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 14**.

Line 14 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Membership services					
a. Labor union	32511				
b. Civic and social organization	32512				
c. Performing arts society and club	32513				
d. Cultural institution (except performing arts society and club)	32514				
e. Business and professional association	32515				
f. Other membership (including religious congregation) services	32516				
g. Sum lines 1a through 1f	32510				
2. Licensing of rights to use intellectual property					
a. Protected by copyright	39401				
b. Protected by trademark	39403				
3. Publishing directories, periodicals, and books - Describe ↴					
	32520				
4. Advertising services (Include sales of advertising)	31250				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Do.
0723	0720	0721			
5. Social assistance - <i>Describe</i> ↴ 					
	32540				
6. Meals and beverages, prepared and served or dispensed, for immediate consumption	39460				
7. Resale of merchandise	39695				
8. Rental of non-residential space in buildings or other facilities	39550				
9. All other operating receipts - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 					
	39775				
10. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 9, line B	39850				
11. Program service revenue including government fees and contracts	39940				
12. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (<i>Include commissioned fundraising</i>)	39910				
13. Investment income, including interest and dividends	39920				
14. Gains (losses) from assets sold (<i>Report losses by including a dash prior to the dollar amount.</i>)	39930				
15. All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ 					
	39981				
16. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 9, line C1	39990				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts or revenue by source (reported in **2**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from services offered to members in exchange for payment of nonrefundable initiation fees and/or annual membership fees. Services may include the right to participate in member events and decision-making activities of the organization, the use of organization facilities, the provision of organization newsletters and publications, and arranging for and providing access to specific goods and services at discounted prices.

Line 3 - Report receipts from providing training in the organization, management, and operation of membership organizations.

Line 8a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 8b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 11 - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space in print or electronic publications, or time in broadcasts; display space on various surfaces, such as billboards and transit vehicles; creation of advertising messages; agent services involved in buying and selling space or time for advertising messages; and the sale of venue naming rights, endorsement services, and exclusivity rights.

Line 12 - Report receipts from the renting or leasing of space in buildings or other facilities, for non-residential uses, such as office space, industrial space, self-storage space, retail stores, concession stands, or food service. Include fees from short-term rental of space for meetings, conventions, weddings, parties, and similar events.

Line 14 - Report receipts from providing social assistance (e.g., child care, counseling, community food, temporary shelter, relief, vocational rehabilitation) and related services to individuals and families.

Line 18 - Program service revenue includes income earned by the organization for providing a government agency with a service, facility, or product that benefited that government agency directly rather than benefiting the public as a whole. Include revenue from program services which are the basis of your exemption from taxes. Report unrelated program service business revenues on **lines 1** through **17**.

Line 20 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 21**.

Line 21 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
1. Membership services					
a. Labor union	32511				
b. Civic and social organization	32512				
c. Performing arts society and club	32513				
d. Cultural institution (except performing arts society and club)	32514				
e. Business and professional association	32515				
f. Other membership (including religious congregation) services	32516				
g. Sum lines 1a through 1f	32510				
2. Condominium and homeowners' association assessments	32550				
3. Training services, membership organization activities	32560				
4. Testing and examination services	32570				
5. Organizing seminars, conferences, trade shows, and other special events	32580				
6. Ticket Sales (or event admissions)	32640				

1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2012			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
7. Meals and beverages, prepared and served or dispensed, for immediate consumption					
a. Meals and non-alcoholic beverages	39461				
b. Alcoholic beverages	39462				
c. Sum lines 7a and 7b	39460				
8. Licensing of rights to use intellectual property					
a. Protected by copyright	39401				
b. Protected by trademark	39403				
9. Gaming services (Include net charitable gaming income.) - Describe ↴					
	32590				
10. Publishing directories, periodicals, and books - Describe ↴					
	32520				
11. Advertising services (Include sales of advertising)	31250				
12. Rental of non-residential space in buildings or other facilities	39550				
13. Lodging or rental of residential space	39450				
14. Social assistance - Describe ↴					
	32540				
15. Resale of merchandise	39696				
16. All other operating receipts - Describe if more than 10 percent of total receipts or revenue ↴					
	39776				
17. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ⑦, line B	39850				
18. Program service revenue including government fees and contracts	39940				
19. Contributions, gifts, and grants					
a. Government	39900				
b. Private, including individuals, community efforts, and fundraising (Include commissioned fundraising)	39910				
20. Investment income, including interest and dividends	39920				

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1 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		Cen- sus use	2012						
			Estimates are acceptable						
			\$ Bil.	Mil.	Thou.	Dol.			
0723		0720	0721						
21.	Gains (losses) from assets sold <i>(Report losses by including a dash prior to the dollar amount.)</i>	39930							
22.	All other revenue - <i>Describe if more than 10 percent of total receipts or revenue</i> ↴ [Redacted]	39982							
23.	TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 2, line C1	39990							