## Accountants'

 Guide to the 1997 Economic Census...

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## The Economic Census. Put it on your calendar.



We realize your time is valuable. Most businesses can complete their economic census form in about an hour. The information you provide will help build economic indicators, like the GDP, that America uses to chart its future.

In December 1997, 5 million businesses will receive an economic census form. If you get one, fill it out. Send it in by February 12. Your company's response is confidential, It's important, and it's required by law.

Make sure your business is counted. Help us provide the information America needs.
To learn more, visit our web site: www.census.gov/econ97.
For assistance or questions about your form, call 1-800-233-6136.


## Make Sure Your Business is Counted

## Questions Frequently Asked About the Economic Census

## What is the economic census?

## What is the legal authority for the economic census?

Will my client receive a
census form?

When will the forms be mailed? When are they due?

The Economic Census gathers detailed information about the Nation's economy once every 5 years.

In December 1997, the Census Bureau will mail economic census questionnaires to more than 5 million businesses, possibly including your business clients with paid employees. We will combine the important information that these businesses provide with that supplied by other businesses, and publish summary reports on industries and geographic areas from the national to the local level.

These reports are central to the work of economic policymakers, the business community, researchers, and directly or indirectly, the general public.

The 1997 Economic Census introduces the North American Industrial Classification System (NAICS). Census forms will reflect the old Standard Industrial Classification System, but data will be published on the NAICS basis. The 1997 Economic Census reports will be the first in North America based on this new classification system.

There are nearly 500 versions of the census form, each tailored to the particular industries or types of activity. The content of the forms was developed in consultation with representative trade associations and other data users; data suppliers; accounting organizations; and the Office of Management and Budget.

Title 13, United States Code, requires firms to complete census questionnaires sent to them.

Title 13 directs the Census Bureau to publish no data that reveal the identity or activities of any individual or company. Individual responses may be seen only by sworn Census Bureau employees, and are exempt from the Freedom of Information Act. The law also protects from disclosure any photocopies of the census questionnaires that a company retains in its own records.

All large companies will receive census forms.
Your client probably will not receive a form -
If it has no employees. Fifteen million companies with no employees will not receive a census form. This alleviates the burden on small businesses.

If it is an entity owned by another company. In that case, the census form requiring information on your client's activity most likely will go to the "parent" company.

The economic census measures activity at the "establishment" level, generally, a single physical location. Companies operating more than one establishment will receive a separate form for each physical location. All of these questionnaires will be mailed to the company headquarters.
(This differs from reporting for financial and income tax purposes, where the reporting unit may be a legal entity consisting of more than one establishment.)

In some industries, companies will receive separate forms that consolidate certain activities on a statewide basis. In such cases, a separate form covering each state in which the company operates will cover all of the establishments in the state.

The Census Bureau will mail economic census questionnaires in mid-December 1997. Completed reports are due February 12, 1998.

What period is covered?

Can my client's company be excused?

Can I use estimates?

## What If I do not have

 some records for my client's business?What if the form does not apply?

## Can I submit the completed form electronically?

How do I request an extension?

How will the 1997 forms differ from the ones my client's firm completed for 1992?

Each form requests data for calendar year 1997. Your fiscal year is acceptable if it includes both March and October of 1997. However, employment and payroll still should relate to the calendar year.

No. Federal law requires every company that receives a census form to complete and return it.

Yes. We accept estimates where the information requested is not readily available from actual business records.

Your client may need to supply certain operating statistics, such as product lines, kinds of service, or merchandise lines, from records that are not available to you. In such cases, give your client a copy of the form to supply the required data, and then consolidate the information onto one form.

Please, remind your client that estimates are acceptable, as indicated above.

If you receive a form that does not seem to apply to your client's operations, complete all items that do apply and return the form along with a description of the activity actually performed.

Yes, in some cases. Electronic reporting can reduce your client's cost to complete the economic census, and we are offering electronic options in selected industries. Available formats include EDI (Electronic Data Interchange) and diskette-based reporting. The best tools are available for retail trade, foodservices and accommodations businesses.

If you are interested in reporting for your client on electronic media (regardless of industry) please contact:

Electronic Reporting Staff
U.S. Cenus Bureau

Washington, DC 20233-6100
Telephone: 301-457-4125
email: ers@census.gov

If you require additional time to complete the economic census form for your client, call the toll-free help line: 1-800-233-6136

- Please, do not call to request an extension before your clients receive census forms.
- Have ready the 11-digit Census File Number (CFN).

Many census forms have been shortened and ask fewer questions.
The company summary report, Form ES-9100, has been dropped.
Questions on some forms are changed to accomodate the North American Industrial Classification System.

The questionnaires for various sectors have been made more standardized.
For the first time, sample forms are available on the Internet.

Make a file copy of the completed census forms for your client's records before returning them to the Census Bureau!

## What Will My Client Receive, and When?

Economic census forms will be mailed in December 1997. The due date is February 12, 1998.
The economic census mailing package will contain:
An inventory list of all establishments that constitute your client's company and its subsidiaries. The list will identify the specific forms that must be completed for its economic activity in 1997. If any corrections are necessary, you may convey them to us by telephone or email, or by returning a corrected list via FAX.

A separate questionnaire for each establishment of your client's company. The numbers and types of report forms your client's company receives will depend on the company's size and diversity.
(Remember: businesses without paid employees will not receive a form.)

# How Can I Use the World Wide Web to Learn More About the 1997 Economic Census, so I am Better Able to Complete the Census Forms my Client's Company May Receive? 

The Census Bureau's web site has a page devoted to the economic census:
http://www.census.gov/econ97.
You can use this site to learn more about the economic census and about why it is important to the Nation and to your client. The economic census web page provides links to

Key dates in the economic census
Sample forms
Questions and answers about the economic census
Information about the new North American Industry Classification System
The latest census results, for 1997 (when available) and 1992
There also is a link to the Economic Briefing Room, which provides up-to-the-minute information about the U.S. economy.

## System Requirements

The 1997 Economic Census web page provides a link to sample copies of every questionnaire being used in the census. The list is organized by form number within sector.
Sample forms are stored as page images in PDF format. You need an Internet browser to retrieve the files, and PDF reader software (available for free downloading from the World Wide Web) to view the files. Once files are downloaded to the reader you can view them on screen, or print them on a local printer. Most census forms are legal length ( $8-1 / 2^{\prime \prime}$ by $14^{\prime \prime}$ ). If your printer has letter size paper ( $8-1 / 2^{\prime \prime}$ by $11^{\prime \prime}$ ) you can print the forms on a single sheet by checking "Shrink to fit" at the bottom of the print window.
Remember: please complete and return ONLY the forms we send to your client, even if the company is involved in a different activity. And, please do not complete a census form until we send one to your client.

## Major Data Items at a Glance

Collected at the establishment level, by industry group

| Item | Service-sector industries (except wholesale) | Wholesale trade | Manufacturing, mining, construction |
| :---: | :---: | :---: | :---: |
| Employment: |  |  |  |
| All employees |  |  |  |
| Production or construction workers |  |  |  |
| Worker hours |  |  | M M |
| By principal activity |  |  |  |
| Labor costs: |  |  |  |
| Total payroll |  |  |  |
| Worker wages |  |  |  |
| Supplemental costs |  |  |  |
| Measures of output: Total value |  |  |  |
| Detailed products or lines of service |  |  |  |
| Class of customer | RS |  |  |
| Type of structure |  |  | C |
| Expenses: Total |  |  |  |
| Cost of materials, parts, etc. |  |  |  |
| Cost of fuels |  |  |  |
| Energy consumed |  |  | M |
| Cost of electricity |  |  |  |
| Products bought for resale |  |  | M M M |
| Purchased services |  |  |  |
| Advertising |  |  | M |
| Rental payments |  |  |  |
| Legal services |  |  | M |
| Accounting services |  |  | M |
| Data processing services |  |  | M |
| Refuse removal |  |  | M |
| Communication services |  |  |  |
| Purchased repairs |  |  | [C) M |
| Assets, Capital expenditures, inventories: |  |  |  |
| Capital expenditures, total |  |  |  |
| Structures |  |  | M |
| Equipment |  |  | M |
| Depreciable assets, gross value |  |  |  |
| Value of inventories |  |  |  |
| Data are collected for this industry group Construction only <br> Manufacturing only <br> Mining only <br> Retail trade only <br> Services only |  |  |  |

## Basic Data Items

There are nearly 500 different 1997 Economic Census forms, each tailored to specific industries and activities. The sample forms on the following pages, which cover services and construction, illustrate the format that is common to nearly every census form.

You can retrieve sample copies of any census questionnaire from the Census Bureau's World Wide Web site, www.census.gov/econ97 (see page 5). The number and types of forms that we send to your client's company will be determined by the number of establishments it operates and its principal activities. Your client will receive a separate census form for each physical location (establishment). The examples below are for illustration only. Since some concepts differ across industries, each individual form or questionnaire package provides detailed instructions.

## Item Description

Number of employees as of March 12, 1997
Manufacturing, mining, and construction forms also may ask for workers and worker hours by quarter.
Annual payroll (in thousands of dollars)
Manufacturing, mining, and construction forms also may ask for worker wages by quarter.
Measure of output (value, in thousands of dollars)

Sales - retail trade; drinking places and foodservices and accommodations; wholesale trade
Receipts/revenue - service industries; finance and insurance industries, and real estate and rental and leasing industries; transportation, information; utilities
Value of shipments - manufacturing; mineral industries
Value of construction work done construction
Detailed output measures (value, in thousands of dollars)

Merchandise lines - retail trade; drinking places and foodservices and accommodations
Commodity lines - wholesale trade
Receipts/revenue lines - service industries; finance and insurance industries, and real estate and rental and leasing industries; transportation, information; utilities
Products - manufacturing; mineral industries
Type of construction - construction industries

## Estimates

Estimates are acceptable for any of the information requested if actual data records are not available.

## Sample Inquiry

(Examples shown are from a retail trade questionnaire)

| Item 6. EMPLOYMENT | Number |
| :---: | :---: |
| Number of paid employees for pay period including March 12, 1997 (Include both fulland part-time employees) | 032 |
| Item 5. PAYROLL | Mil. ' ${ }^{\text {, Thou.\| }}$ Dol. |
| Payroll in 1997, BEFORE DEDUCTIONS <br> a. Annual | 030 |
| b. First quarter (January-March) | 031 |



## How Do Businesses <br> Use Census Data?








| Please enter your 11-digit Census File Number from the address label on page 1 | Census File Number |  |
| :---: | :---: | :---: |
| HOW TO REPORT |  | Percent |
| PERCENTAGES Example: If figure is $38.8 \%-$ REPO |  | 39 \% |
| Item 13. KIND OF BUSINESS IN 1992 <br> What percent of the amount that you reported in item 12c (the total dollar value of business done in 1992) was due to - | 201 |  |
|  | Code | Percent of total business done |
| a. each of the following construction activities? (As reported in item 12a) |  |  |
| Building sprinkler system installation contractor | 7102 | \% |
| Heating, ventilation, and air conditioning contractor | 7101 | \% |
| Mechanical contractor | 7107 | \% |
| Plumbing contractor | 7108 | \% |
| Refrigeration contractor | 7109 | \% |
| Septic system installation contractor | 7110 | \% |
| Steam fitting and piping contractor | 7111 | \% |
| Sheet metal contractor | 7613 | \% |
| Other kinds of construction - Refer to list of construction activities - Specify kind(s) of construction and enter code(s) |  | \% |
| b. each of the following other business activities? (As reported in item 12b) |  |  |
| Engineering services | 9914 | \% |
| Manufacturing - products manufactured and sold to others - Specify kind | 9915 | \% |
| Retail trade - Specify kind | 9920 | \% |
| Wholesale trade - Specify kind | 9922 | \% |
| Other business activities - Specify kind | 9999 | \% |
| The sum of the percentages reported should equal 100\%. |  | 100 \% |

Item 14. TYPE OF CONSTRUCTION
What percent of the amount you reported in item 12a(4) (the dollar value of construction work done by this establishment in 1992)
involved the following types of construction? Report these percentages in column (1) of the table below. Then in columns (2), (3), and (4)
allocate this percent according to the three categories of construction. The sum of columns (2) through (4) should equal the entry in column (1). allocate this percent according to the three categories of construction. The sum of columns (2) through (4) should equer
Refer to the Instruction Guide for a step by step example and for definitions of the three categories of construction.


Item 17. STATES IN WHICH CONSTRUCTION WORK WAS DONE IN 1992
What percent of the amount that you reported in item 12a(4) (the dollar value of construction work done by this establishment in 1992) occurred in each State?

| Code | State | Percent | Code | State | Percent | Code | State | Percent | Code | State | Percent | Code | State | Percent | Code | State | Percent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 701 | Ala. | \% | 712 | Fla. | \% | 722 | La. | \% | 731 | Nebr. | \% | 740 | Okla. | \% | 750 | Vt. | \% |
| 702 | Alaska | \% | 713 | Ga. | \% | 723 | Maine | \% | 732 | Nev. | \% | 741 | Oreg. | \% | 751 | Va . | \% |
| 704 | Ariz. | \% | 715 | Hawaii | \% | 724 | Md. | \% | 733 | N.H. | \% | 742 | Pa . | \% | 753 | Wash. | \% |
| 705 | Ark. | \% | 716 | Idaho | \% | 725 | Mass. | \% | 734 | N.J. | \% | 744 | R.I. | \% | 754 | W. Va. | \% |
| 706 | Calif. | \% | 717 | III. | \% | 726 | Mich. | \% | 735 | N. Mex. | \% | 745 | S.C. | \% | 755 | Wis. | \% |
| 708 | Colo. | \% | 718 | Ind. | \% | 727 | Minn. | \% | 736 | N.Y. | \% | 746 | S. Dak. | \% | 756 | Wyo. | \% |
| 709 | Conn. | \% | 719 | Iowa | \% | 728 | Miss. | \% | 737 | N.C. | \% | 747 | Tenn. | \% | Total construction work done |  | 100\% |
| 710 | Del. | \% | 720 | Kans. | \% | 729 | Mo. | \% | 738 | N. Dak. | \% | 748 | Tex. | \% |  |  |  |
| 711 | D.C. | \% | 721 | Ky. | \% | 730 | Mont. | \% | 739 | Ohio | \% | 749 | Utah | \% |  |  |  |

Item 18. ASSETS, CAPITAL EXPENDITURES, AND DEPRECIATION IN 1992
What was the dollar value of assets, capital expenditures, and depreciation for this establishment in 1992?
Please read lines $a-g$ in the table below before starting to answer. Report the value for buildings, etc. in column (1); for
construction equipment, etc. in column (2); and the total in column (3). The sum of columns (1) and (2) should equal the total in column (3). The sum of lines a through d minus line e should equal line $f$.
a. Gross value of depreciable assets (usually original costs) at the BEGINNING of 1992
b. Capital expenditures for NEW depreciable assets in 1992 (excluding new automobiles, trucks, etc. intended primarily for highway use)
c. Capital expenditures for NEW

Cautomobiles, trucks, etc. automobiles, trucks, etc. use in 1992
d. Capital expenditures of USED depreciable assets in 1992 depreciable assets in 1992
(including used automobiles, trucks, etc.)
e. Gross value of depreciable assets sold, retired, scrapped, destroyed, etc. in 1992
f. Gross value of depreciable assets at the END of 1992 (should equal lines $a+b+c+d-e$ )
g. Depreciation charges for 1992

Item 19. INVENTORIES OF THIS ESTABLISHMENT AT END OF YEAR
What was the value of inventories for this establishment at the end of 1991 and 1992 for materials and supplies?

NOTE: Exclude work in progress and finished units not sold.
Dollar Value of Depreciable Assets

| Dollar Value of Depreciable Assets |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Buildings, job-site trailers, additions, and related facilities Excludes land (1) |  |  |  | Construction equipment and tools; machinery; office equipment, furniture and fixtures; and vehicles (2) |  |  |  | TOTAL <br> Sum columns (1) and (2) <br> (3) |  |  |  |
| Key | Mil. | Thou. | $\begin{aligned} & \text { Mark } \\ & \text { (X) if } \\ & \text { "0" } \end{aligned}$ | Key | Mil. | Thou. | $\begin{aligned} & \text { Mark } \\ & (X) \text { if } \\ & \text { "0" } \end{aligned}$ | Key | Mil. | Thou. | Mark (X) if "0" |
| 811 |  |  | $\square 0$ | 812 |  |  | $\square 0$ | 813 |  |  | $\square 0$ |
| 814 |  |  | $\square 0$ | 815 |  |  | $\square 0$ | 816 |  |  | $\square 0$ |
|  |  |  |  | 817 |  |  | $\square 0$ | 818 |  |  | $\square 0$ |
| 819 |  |  | $\square 0$ | 820 |  |  | $\square 0$ | 821 |  |  | $\square 0$ |
| 822 |  |  | $\square 0$ | 823 |  |  | $\square 0$ | 824 |  |  | $\square 0$ |
| 825 |  |  | $\square 0$ | 826 |  |  | $\square 0$ | 827 |  |  | $\square 0$ |
| 828 |  |  | $\square 0$ | 829 |  |  | $\square 0$ | 830 |  |  | $\square 0$ |
| MENT AT END OF YEAR is establishment at and supplies? |  |  |  | End of 1991 |  |  |  | End of 1992 |  |  |  |
|  |  |  |  | Key | Mil. | Thou. | Mark (X) if " 0 " | Key | Mil. | Thou. | Mark (X) if " 0 " |
| ed units not sold. |  |  |  | 831 |  |  | $\square 0$ | 832 |  |  | $\square 0$ |


| Item 20. OWNERSHIP OR CONTROL - If more space is needed, attach a separate sheet. |  |  |  |
| :---: | :---: | :---: | :---: |
| a. Does another domestic company own more than $\mathbf{5 0} \%$ of the voting stock of this company OR have the power to direct the management and policies of this company? | Name | El Num |  |
| $097 \quad 1 \square$ Yes - Enter owning or controlling $\longrightarrow$ | Number and street |  |  |
| ${ }_{2} \square \text { No ZIP Code, and EI number }$ | City | State | ZIP Code |
| b. Does this company own more than $50 \%$ of the voting stock of any other domestic companies OR have the power to direct the management and policies of any other domestic companies? | Name | El Num |  |
| $098 \quad 1 \square \text { Yes - Enter owned or controlled } \longrightarrow \longrightarrow$ | Number and street |  |  |
| $2 \square$ No ZIP Code, and El number | City | State | ZIP Code |

COMMENTS - Please use this space for any explanation that may be essential in understanding your reported data.


## How to use this booklet

## In December, more than 5 million businesses nationwide will receive 1997 Economic Census forms.

 This booklet will help you complete census forms for your clients.These topics are covered:

- How the economic census will be conducted.
- The legal requirement to report and the guarantee of confidentiality.
- Changes since the last census was conducted.

We answer some of the questions accountants ask most frequently about the economic census-

- Will my client receive a form?
- Can my client be excused?
- How can I get an extension for my client?
- Can I use estimates?
- What non-financial data will I need to get from my client?

The table on page 6 lists the statistics that companies in various industries will be required to report.

Basic measures (employment, payroll, and sales or receipts), are requested on nearly every form. Other items, such as assets, inventories, and product shipments, are collected only from certain industries.

If your client receives a census form, it will relate to the specific industry or activities in which the business operates. In this booklet, however, we are supplying samples from the service sector and the construction sector.

Many of your clients may choose to complete the census form on their own. In such cases, the information in this booklet may come in handy, if they call on you for assistance.

If you need help with Economic Census forms, call our toll-free help line:

1-800-233-6136

You also may call this number to request a filing extension after your clients receive their census forms.

Be sure to have your client's Census File Number ready when you call.

If you publish a newsletter for your business clients, you can alert them:

- Economic Census forms are coming in December
- Response is required by law
- Completed forms are due February 12, 1998

If you maintain a web site, you can link to the Economic Census web site, www.census.gov/econ97. This page contains details your clients will need:

- Samples of all economic census forms
- Key dates
- Information about the new North American Industry Classification System
- Links to Economic Census results

The Census Bureau prepared this booklet with the help of the America Institute of Certified Public Accountants (AICPA), the National Society of Accountants (NSA). We wish to thank these organizations for their continuing guidance and support over the years.

To request additional copies of this booklet, write:

## 1997 Economic Census

U.S. Census Bureau

Room 2565-3
Washington, DC 20233-6100

Telephone: 301-457-2547
FAX: 301-457-2058
email: econ97@census.gov

## Important Notes

- Census forms will arrive in December 1997.
- The economic census covers activity during calendar year 1997.
- Forms are due February 12, 1998.
- Response is required by law.
- All data are confidential.
- Reasonable estimates are acceptable.
- Make a file copy of the completed economic census form for your client's records.
- To request an extension, call 1-800-233-6136 after January 1, 1998.


[^0]:    ## U.S. Department of Commerce <br> William M. Daley, Secretary

    Economics and Statistics Administration
    Lee Price, Under Secretary for Economic Affairs
    bureau ofthe census
    Martha Farnsworth Riche, Director

