



# 2012 ECONOMIC CENSUS

## Holding Companies

FORM

**MN-55101** (01-11-2012)

OMB No. 0607-0934: Approval Expires 12/31/2013

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**MN-55101**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

- **OR** -

**Mail** your completed form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**    0022  No - Enter current EIN (9 digits) → 0025

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**2 PHYSICAL LOCATION**

**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B

0032  No - Enter physical location

0035	Number and street									
0036	City, town, village, etc.				0037	State	0038	ZIP Code		

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CONTINUE WITH **2** ON PAGE 2

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**2** PHYSICAL LOCATION - Continued

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

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

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

- 0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

- 0011  In operation
- 0013  Temporarily or seasonally inactive
- 0014  Ceased operation - *Give date at right* → 

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>
- 0015  Sold or leased to another corporation - *Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below* → 

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

 0018

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0060 Name of new owner or operator	0061 EIN (9 digits)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

0016  Other - *Specify* →  0815

**4** MONTHS IN OPERATION

Mark "X" if None      2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . . 0002 

<input type="text"/>	<input type="text"/>
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HOW TO REPORT DOLLAR FIGURES



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

If a figure is **\$2,035,628.79**: **Report** →

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

2012		
\$ Bil.	Mil.	Thou.
<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>
<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text" value="2"/>	<input style="width: 30px; height: 30px;" type="text" value="036"/>
EXAMPLE		

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

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Report income, earnings, or revenue **of this establishment only.**

- *Bank Holding Companies should report earnings for the parent company only and not on a consolidated basis.*
- *Holding companies should report earnings for the holding company only (customarily in the form of interest and dividends from holdings) and not on a consolidated basis.*
- *All other establishments should report sales, receipts, or revenue (exclude billings) from customers **outside** your enterprise originating from this location (do not report sales, receipts, or revenue from other establishments within your own enterprise).*

	Mark "X" if None	2012		
		\$ Bil.	Mil.	Thou.
Income, earnings, or revenue . . . . . 0100	<input type="checkbox"/>			

**6** Not Applicable.

**7 EMPLOYMENT AND PAYROLL**

**Include:**

- *Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 1.*

**Exclude:**

- *Temporary staffing obtained from a staffing service.*
- *Contractors, subcontractors, or independent contractors.*
- *Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.*
- *Purchased or managed services, such as janitorial, guard, or landscape services.*
- *Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.*

For further clarification, see information sheet(s).

	Mark "X" if None	2012				
		Number				
<b>A.</b> Number of employees for pay period including March 12 . . . . . 0320	<input type="checkbox"/>					

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

	Mark "X" if None	2012		
		\$ Bil.	Mil.	Thou.
<b>1.</b> Annual payroll . . . . . 0300	<input type="checkbox"/>			
<b>2.</b> First quarter payroll (January-March 2012) . . . . . 0310	<input type="checkbox"/>			

**8-18** Not Applicable.

**19 KIND OF BUSINESS OR ACTIVITY**

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012? If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

**Mark "X" only ONE box.**

**Holding companies, excluding bank and financial holding companies**

- 0700 551 112 00 1  Holding company NOT engaged in direct management of held company(ies)
- 551 114 00 7  Holding company engaged in direct management of held company(ies)

**Bank and financial holding companies (Registered with the Board of Governors of the Federal Reserve.)**

- 551 111 00 1  Bank holding company
- 551 112 00 4  Financial holding company

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

**Corporate managing offices and other kind of business activity**

- 0700 551 114 00 1  Corporate, subsidiary, or regional managing office engaged in management of, or providing more than one centralized administrative support functions to, other establishments of the company (*Offices engaged in only one type of specific activity should select another kind of business or activity.*)
- 777 551 01 1  Pension fund, retirement plan, profit sharing plan, or employee stock investment/ownership plan - *Describe type of plan* ↴
- 0701
- 777 551 01 2  Health and/or welfare fund or employee benefit plan - *Describe type of plan* ↴
- 0701
- 777 551 01 3  Payroll holding account - *Describe where employees actually work* ↴
- 0701
- 533 110 90 1  Franchise leasing/licensing
- 777 551 01 4  Other kind of administrative or support services - *Describe primary services performed* ↴
- 0701
- 773 000 00 2  Other kind of business or activity - *Describe type of business or activity* ↴
- 0701

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**20 and 21** Not Applicable.

**HOW TO REPORT PERCENTS**

Percents should be **rounded to whole** percents.

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

2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
			39

**22** 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 5). 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.

CONTINUE WITH **22** ON PAGE 5

CONTINUE ON PAGE 5

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

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

**Line 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 9**.

**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.

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Description of sales, shipments, receipts, or revenue	2012			
	Report in thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Sale of merchandise - Describe major product sold if value is more than 10 percent of total receipts or revenue				
<input style="width: 400px; height: 30px;" type="text"/>				
34400				
<b>2.</b> Interest and dividends, including from subsidiaries				
<b>a.</b> Interest . . . . .				
34441				
<b>b.</b> Dividends . . . . .				
34442				
<b>c. Add lines 2a and 2b</b> . . . . .				
34440				
<b>3.</b> Loans . . . . .				
34430				
<b>4.</b> Gains (losses) from securities and other assets sold or traded (Report losses by including a dash prior to the value.) . . . . .				
34450				
<b>5.</b> Administrative and management services . . . . .				
34470				
<b>6.</b> Rental and leasing of non-residential space in buildings or other facilities . . . . .				
39550				
<b>7.</b> Franchising . . . . .				
34420				

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CONTINUE WITH **22** ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>8.</b> Licensing of rights to use intellectual property				
<b>a.</b> Protected by patent . . . . . 39404				
<b>b.</b> Protected by trademark . . . . . 39403				
<b>c.</b> Protected by copyright . . . . . 39401				
<b>9.</b> All other revenue - Describe principal activity and estimated receipts ↴				
[Redacted] 36501				
<b>10. TOTAL REVENUE - <i>Sum of lines should equal 8 if reporting in dollars</i></b> . . . . . 39850				100

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**23-29** Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

**30** CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

 Yes

 No

- Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report

Title

Area code	Number	Extension

Area code	Number

E-mail address

Date completed	Month	Day	Year

**Thank you for completing your 2012 ECONOMIC CENSUS form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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