### Report Online - It's fast and secure!

**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

**Mail your completed form to:**

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

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**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:**

- 0123456789

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### 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?

- **Yes - Go to **  
- **No - Enter current EIN (9 digits) **

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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.)

- **Yes - Go to line B**
- **No - Enter physical location**

**Number and street**

- **City, town, village, etc.**
- **State**
- **ZIP Code**

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**CONTINUE WITH ** ON PAGE 2
**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.)

- [ ] Yes
- [ ] No
- [ ] No legal boundaries
- [ ] Do not know

**C. In what type of municipality is this establishment physically located?**

(Mark "X" only ONE box.)

- [ ] City, village, or borough
- [ ] Town or township
- [ ] Other
- [ ] 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.)

- [ ] In operation
- [ ] Temporarily or seasonally inactive
- [ ] Ceased operation - Give date at right
- [ ] Sold or leased to another operator - Give date at right

**AND enter name and address of new owner or operator and Employer Identification Number (EIN) below.**

- [ ] Name of new owner or operator:
- [ ] EIN (9 digits):
- [ ] Mailing address (Number and street, P.O. Box, etc.):
- [ ] City, town, village, etc.
- [ ] State
- [ ] ZIP Code

- [ ] Other - Specify

**4 MONTHS IN OPERATION**

Number of months in operation during 2012 (If none, mark "X" and go to 50.)

**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

**EXAMPLE**

Mark "X" if None 2012

<table>
<thead>
<tr>
<th></th>
<th>$ Bil.</th>
<th>Mil.</th>
<th>Thou.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>
### 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).

<table>
<thead>
<tr>
<th>Income, earnings, or revenue</th>
<th>0100</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
</tbody>
</table>

### 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).

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

<table>
<thead>
<tr>
<th>Mark “X” if None</th>
<th>0320</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td></td>
</tr>
</tbody>
</table>

**B. Payroll before deductions**

(Exclude employer’s cost for fringe benefits.)

1. **Annual payroll**

<table>
<thead>
<tr>
<th>Mark “X” if None</th>
<th>0300</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
</tbody>
</table>

2. **First quarter payroll (January-March 2012)**

<table>
<thead>
<tr>
<th>Mark “X” if None</th>
<th>0310</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
</tbody>
</table>

### 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

CONTINUE WITH 4 ON PAGE 4
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

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

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 4). 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.
### 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.

<table>
<thead>
<tr>
<th>Description of sales, shipments, receipts, or revenue</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bil.</td>
</tr>
<tr>
<td>1. Sale of merchandise - Describe major product sold if value is more than 10 percent of total receipts or revenue</td>
<td>34400</td>
</tr>
<tr>
<td>2. Interest and dividends, including from subsidiaries</td>
<td></td>
</tr>
<tr>
<td>a. Interest</td>
<td></td>
</tr>
<tr>
<td>b. Dividends</td>
<td></td>
</tr>
<tr>
<td>c. Add lines 2a and 2b</td>
<td></td>
</tr>
<tr>
<td>3. Loans</td>
<td></td>
</tr>
<tr>
<td>4. Gains (losses) from securities and other assets sold or traded (Report losses by including a dash prior to the value.)</td>
<td></td>
</tr>
<tr>
<td>5. Administrative and management services</td>
<td></td>
</tr>
<tr>
<td>6. Rental and leasing of non-residential space in buildings or other facilities</td>
<td></td>
</tr>
<tr>
<td>7. Franchising</td>
<td></td>
</tr>
</tbody>
</table>

**CONTINUE WITH ON PAGE 6**
## DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

**Description of sales, shipments, receipts, or revenue**

### 8. Licensing of rights to use intellectual property

<table>
<thead>
<tr>
<th></th>
<th>$ Bil.</th>
<th>Mil.</th>
<th>Thou.</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a.</strong> Protected by patent</td>
<td>39404</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b.</strong> Protected by trademark</td>
<td>39403</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>c.</strong> Protected by copyright</td>
<td>39401</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 9. All other revenue - Describe principal activity and estimated receipts

- **8. Licensing of rights to use intellectual property**

<table>
<thead>
<tr>
<th></th>
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<th>Percent</th>
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<tbody>
<tr>
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<td></td>
<td></td>
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<tr>
<td><strong>b.</strong> Protected by trademark</td>
<td>39403</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>c.</strong> Protected by copyright</td>
<td>39401</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 10. TOTAL REVENUE - Sum of lines should equal 8 if reporting in dollars

**100**

**INFORMATION COPY**

**DO NOT USE TO REPORT**

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

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**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**

<table>
<thead>
<tr>
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<th>Year</th>
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**TO**

<table>
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<tr>
<th>Month</th>
<th>Year</th>
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**Name of person to contact regarding this report**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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**Telephone**

<table>
<thead>
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**Fax**

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<th>Number</th>
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**E-mail address**

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**Date completed**

<table>
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<tr>
<th>Month</th>
<th>Day</th>
<th>Year</th>
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Thank you for completing your 2012 ECONOMIC CENSUS form.

*PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.*