



2007 ECONOMIC CENSUS

Credit Card Issuing and Sales Financing

DUE DATE
FEBRUARY 12, 2008

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

FI-52204

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

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.
 - Place an "X" inside the box.
 - Please center numbers in their respective boxes.
 - Do not put slashes through 0 or 7.
- 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 in the mailing address the same as the one used for this establishment on its latest 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

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

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
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

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3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation 0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right _____ →

Month	Day	Year

0015 Sold or leased to another operator - Give date at right _____ →

Month	Day	Year

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

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify _____ → 0815 _____

4 MONTHS IN OPERATION

Mark "X" if None

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) 0002

HOW TO REPORT DOLLAR FIGURES		Dollar figures should be rounded to thousands of dollars.	Mark "X" if None	2007			
		If a figure is \$1,025,628.79:	Report → <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		If a value is "0" (or less than \$500.00):	Report → <input checked="" type="checkbox"/>		1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2007
Number

Revenue 0100

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 in 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 0320

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)			Mark "X" if None	2007			
		1. Annual payroll 0300	<input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		2. First quarter payroll (January-March, 2007) 0310	<input type="checkbox"/>				

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

8 - 18 Not Applicable.

19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007?
(Mark "X" only ONE box.)

Finance companies, consumer credit, and credit card issuance

- 0700 522 220 10 1 Automotive sales finance
- 522 220 20 1 Sales finance, except automotive
- 522 291 00 2 Consumer/personal finance or small loan company
- 522 298 81 3 Nondepository industrial bank or Morris Plan
- 522 220 30 1 Commercial and inventory finance, except trade finance
- 522 220 30 2 Insurance premium finance
- 522 220 90 1 Financing leases - providing financing only - *Specify primary type of asset leased* ↴
- 0701
- 532 412 10 3 Equipment, vehicle, or other asset leasing, primarily marketing via leases - *Specify primary type of item leased* ↴
- 0701
- 522 210 00 6 Credit card issuance by nondepository credit institution
- 522 210 00 3 Credit card issuance by personal credit institution
- 522 320 30 1 Credit card services by nondepository credit institution
- 522 320 90 1 Credit card processing
- 522 210 00 5 Bank primarily issuing credit cards - national charter
- 522 210 00 4 Bank primarily issuing credit cards - state charter
- 522 291 00 4 Other consumer credit - *Specify* ↴
- 0701

International trade financing

- 522 293 00 1 International trade credit, loan, or finance
- 522 293 00 4 Agency of foreign bank - primarily trade finance
- 522 298 81 5 Agency of foreign bank - primarily commercial finance
- 522 293 00 3 Agreement or Edge Act corporation - primarily trade finance, including U.S. owned
- 522 293 00 5 Federally-sponsored credit agency - primarily trade finance

CONTINUE WITH 19 ON PAGE 4

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19 KIND OF BUSINESS - Continued

Other business activities

- 0700 522 298 10 1 Pawn shop
- 522 310 00 2 Mortgage broker
- 775 000 00 1 Other kind of business or activity - *Specify*

0701

20 and 21 Not Applicable.

HOW TO REPORT PERCENTS



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

Report whole percents

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

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** - Loan income includes interest received, origination and other fees received, and revenue from sales of loans.
- Line 1a** - Includes government guaranteed loans, loans secured by accounts receivables and inventory. **Line 1c** - Includes agencies and foreign.
- Line 2** - Revenue from all sources of credit card industry, including interest, fees, processing, insurance, and services.
- Line 5** - Revenue includes conditional sales contracts and mutual assistance clubs.
- Line 7** - Revenue from retail currency transactions.
- Line 8** - Revenue from services that provide an infrastructure for conducting trades and allowing trade executions.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Loan products - income						
a. Loans to businesses - commercial and industrial mortgages	55012					
b. Loans to businesses - other	55013					
c. Loans to governments	55014					
d. Loans to consumers - secured, residential mortgages	55015					
e. Loans to consumers - secured, home equity	55016					
f. Loans to consumers - secured, vehicle	55017					
g. Loans to consumers - secured, other	55018					
h. Loans to consumers - unsecured	55019					
i. Sum lines 1a through 1h	55010					
2. Credit card products - income						
a. Credit card cardholder products - businesses and governments	55031					
b. Credit card cardholder products - consumer	55032					

CONTINUE WITH 2 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

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Credit card products - income - Continued						
c. Credit card merchant products	55033					
d. Credit card association products	55034					
e. Sum lines 2a through 2d	55030					
3. Factoring - fees	55230					
4. Leasing products - income						
a. Operating leases - motor vehicle	55241					
b. Operating leases - other	55242					
c. Finance leases	55243					
d. Sum lines 4a through 4c	55240					
5. Installment credit income						
a. Business sales financing	55251					
b. Consumer sales financing	55252					
c. Sum lines 5a and 5b	55250					
6. All other credit financing products - income	55260					
7. Foreign currency exchange - fees	57050					
8. Management of financial market and clearing products						
a. Payment clearing and settlement products - fees	57511					
b. Security and commodity contract trade execution, clearing and settlement products - fees	57512					
c. Other management of financial markets and clearing products	57515					
d. Sum lines 8a through 8c	57510					
9. Other products supporting financial services - fees - Specify ↴						
	57810					
10. TOTAL (Should equal 5 if reporting in dollars.)	59990					1 0 0

23 and **24** Not Applicable.

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25 EXPORTED SERVICES

NOTE - An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Services provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts or revenue (reported in **5**) include any amounts for exported services?

0911 Yes - Go to line B

0912 No

2007		
\$ Mil.	Thou.	Dol.

B. Amount of receipts or revenue for exported services 0914

26 SPECIAL INQUIRIES

A. LOAN INCOME

For each type of loan product listed below indicate the percentage of income that is derived from interest, origination fees, and other fees.

Loan Type	Mark "X" if None	2007			
		Percentage of loan income from:			
		Interest	Origination Fees	Other Fees	Total
1. Loans to businesses and governments	0519 <input type="checkbox"/>	0515	0516	0517	
		%	%	%	1 0 0 %
2. Loans to consumers - secured, residential mortgages and home equity	0549 <input type="checkbox"/>	0545	0546	0547	
		%	%	%	1 0 0 %
3. Loans to consumers - secured, vehicle and other	0589 <input type="checkbox"/>	0585	0586	0587	
		%	%	%	1 0 0 %
4. Loans to consumers - unsecured	0599 <input type="checkbox"/>	0595	0596	0597	
		%	%	%	1 0 0 %

B. CREDIT CARD PRODUCTS

Did this establishment have income from credit card products during 2007?

0128 Yes

0129 No (If no, mark "X" and go to C.)

Estimate the percentage of this establishment's credit card products income from the following sources.

1. Interest	0123
2. Cardholder fees	0124
3. Merchant fees	0125
4. Other fees	0126
5. TOTAL	

2007	
Percent	
	%
	%
	%
	%
1 0 0	%

CONTINUE WITH **26** ON PAGE 7

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

26 SPECIAL INQUIRIES - Continued

C. MISCELLANEOUS INTEREST AND FEES

For each type of credit financing product listed below, indicate the percentage of income that is derived from interest, fees, and other credit financing.

Credit Financing	Mark "X" if None	2007			
		Percentage of loan income from:			
		Interest	Fees	Other	Total
1. Leasing 0142	<input type="checkbox"/>	0133 %	0135 %	0138 %	1 0 0 %
2. Installment credit 0609	<input type="checkbox"/>	0605 %	0606 %	0607 %	1 0 0 %
3. Other credit financing 0629	<input type="checkbox"/>	0624 %	0625 %	0627 %	1 0 0 %

27-29 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 _____

Telephone: Area code _____ Number _____ Extension _____ Fax: Area code _____ Number _____

Internet e-mail address _____ Date completed: Month _____ Day _____ Year _____

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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