



2012 ECONOMIC CENSUS

Activities Related to Credit Intermediation

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

FI-52206

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Report Online - It's fast and secure!
Go to: 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

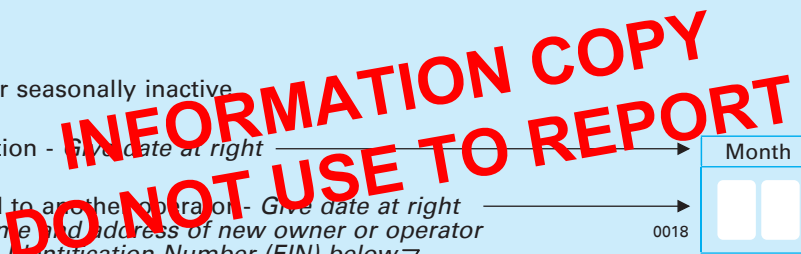
0014 Ceased operation - *Indicate date at right* →

Month	Day	Year

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

 0018



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 2012 Number

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

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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** →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None 2012

Revenue 0100

2012		
\$ Bil.	Mil.	Thou.

6 Not Applicable.

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

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

--	--	--	--	--	--	--	--

A. Number of employees for pay period including March 12, 2012 0030

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

	2012		
	\$ Bil.	Mil.	Thou.
1. Annual payroll 0300 <input type="checkbox"/>			
2. First quarter payroll (January-March 2012) 0310 <input type="checkbox"/>			

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8 - 18 Not Applicable.

19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012? (Mark "X" only ONE box.)

Financial transaction processing

- 0700 522 320 20 1 Electronic funds transfer network
- 522 390 00 9 Money transfer or wire transmission
- 522 320 20 2 Electronic payment service
- 522 320 20 3 Automated Teller Machine (ATM) or Automated Loan Machine (ALM) network
- 522 320 20 4 Clearinghouse, bank or check
- 522 320 30 1 Credit card services by nondepository credit institution
- 522 320 90 2 Credit and/or debit card processing service
- 522 390 00 2 Mortgage loan servicing

Other credit related services

- 522 390 00 6 Check cashing agency
- 522 390 00 5 Money order issuance
- 522 390 00 3 Traveler's check issuance
- 522 390 00 7 Payday loans
- 523 130 00 8 Foreign currency exchange

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS - Continued

Other credit related services - Continued

- 0700 523 991 00 3 Escrow, except real estate
- 523 999 00 3 Deposit broker
- 522 310 00 1 Loan broker or agent
- 522 310 00 2 Mortgage broker
- 522 292 90 1 Mortgage banker, mortgage company, or loan correspondent
- 522 298 10 1 Pawn shop
- 522 291 00 2 Consumer/personal finance or small loan company

Other business activities

- 531 210 10 1 Agent or broker - residential real estate
- 531 210 90 1 Agent or broker - nonresidential real estate
- 524 210 00 6 Insurance agent or broker
- 775 000 00 1 Other kind of business or activity - *Specify* ↴

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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** - Loan income includes interest received, origination and other fees received, and revenue from sales of loans.
- Line 1b** - 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 6** - Includes commissions, fees, margin interest, etc. Excludes trading on own account.
- Line 7** - Includes commissions, fees, margin interest, etc. Excludes trading on own account.
- Line 8** - Includes commissions, fees, margin interest, etc. Excludes trading on own account.
- Line 10** - Revenue includes interest and fees.
- Line 12** - Bundled account related services provided for a flat fee and usually paid monthly.
- Line 13** - Fees for services such as NSF fee, research and inquiry fees, early withdrawal penalties, and other incremental fees.
- Line 14** - Services that are fee based including cash management, lock box, bookkeeping, coin and currency counting, wire transfer, and other related services.
- Line 15** - Revenue from fees from payment instruments including letters of credit, performance bonds, and others not elsewhere specified.
- Line 16** - Revenue from retail currency transactions.
- Line 17** - Revenue from the creation of a fiduciary relationship, including administration and management of corporate funds such as benefit or profit sharing plans, transfer and other agents, and estate administration.

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Loan services - income				
a. Loans to financial businesses 55011				
b. Loans to non-financial businesses 55013				
c. Loans to governments 55014				
d. Residential mortgage loans 55015				
e. Home equity loans 55016				
f. Vehicle loans, consumer 55017				
g. All other secured or guaranteed loans to consumers 55018				
h. Unsecured loans to consumers 55019				
i. Add lines 1a through 1h 55010				
2. Credit card services - income				
a. Credit card services for cardholders, business and government 55031				
b. Credit card services for cardholders, consumer 55032				
c. Credit card services for merchants 55033				
d. Credit card association products 55034				
e. Add lines 2a through 2d 55030				
3. Leasing services - income				
a. Operating leases - motor vehicle 55241				
b. Operating leases - other 55242				

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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
3. Leasing services - income - Continued				
c. Finance leases 55243				
d. Add lines 3a through 3c 55240				
4. Installment credit services - income				
a. Sales financing, business 55211				
b. Sales financing, consumer 55212				
c. Add lines 4a and 4b 55250				
5. Other credit financing services - income 55260				
6. Brokering and dealing services for debt instruments 55410				
7. Brokering and dealing services for equities 55610				
8. Brokering and dealing services for derivative contracts 55710				
9. Brokering and dealing services for investment company securities, including mutual funds, closed-end funds, and unit investment trusts 55910				
10. Financing related to securities 56210				
11. Trading debt instruments on own account - net gains (losses) 56510				
12. Deposit account service packages, except business 57010				
13. Separately-priced deposit account services, except business 57020				
14. Cash handling and management services for business 57030				
15. Document payment services 57040				
16. Foreign currency exchange services - fees 57050				
17. Trust services - fiduciary fees 57410				

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


CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
18. Automated Clearinghouse (ACH) services - fees 57610				
19. Financial planning and investment management services				
a. Mergers and acquisition financial consulting services 57714				
b. Financial management consulting services 57711				
c. Personal financial planning and advice services 57712				
d. Personal investment management services 57713				
e. Add lines 19a through 19d 57710				
20. Other products supporting financial services - fees - <i>Specify</i> 				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 57810				
21. TOTAL (Should equal 5 if reporting in dollars.) 59990				100

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23 and 24 Not Applicable.

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

B. Amount of receipts or revenue for exported services 0914

2012	
\$ Mil.	Thou.

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26 SPECIAL INQUIRIES

A. LOAN SERVICES INCOME

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

		2012													
		Percentage of income from:													
Loan Type	Mark "X" if None	Interest			Origination Fees			Other Fees			Total				
		0515			0516			0517							
1. Loans to businesses and governments	0519 <input type="checkbox"/>				%				%				%	100	%
2. Loans to consumers - secured, residential mortgages and home equity	0549 <input type="checkbox"/>				%				%				%	100	%
3. Loans to consumers - secured, vehicle and other	0589 <input type="checkbox"/>				%				%				%	100	%
4. Loans to consumers - unsecured	0599 <input type="checkbox"/>				%				%				%	100	%

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B. CREDIT CARD SERVICES

Did this establishment have income from credit card services during 2012?

0128 Yes

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

Estimate the percentage of this establishment's credit card services income from the following sources:

		2012	
		Percent	
1. Interest	0123		%
2. Cardholder fees	0124		%
3. Merchant fees	0125		%
4. Other fees	0126		%
5. TOTAL		100	%

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CONTINUE WITH **26** ON PAGE 9

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 service listed below, indicate the percentage of income that is derived from interest, fees, and other credit financing.

Credit Financing	2012			
	Percentage of income from:			
	Interest	Fees	Other	Total
	0133	0135	0138	
1. Leasing 0142	<input type="checkbox"/> %	<input type="checkbox"/> %	<input type="checkbox"/> %	100 %
2. Installment credit 0605	<input type="checkbox"/> %	<input type="checkbox"/> %	<input type="checkbox"/> %	100 %
3. Other credit financing 0629	<input type="checkbox"/> %	<input type="checkbox"/> %	<input type="checkbox"/> %	100 %

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D. BROKERING AND DEALING SERVICES

Did this establishment have income from brokering and dealing services during 2012?

- 0173 Yes
- 0174 No (If no, mark "X" and go to E.)

Estimate the percentage of this establishment's brokering and dealing income from the following sources:

	2012
	Percent
1. Fees and commissions 0159	<input type="checkbox"/> %
2. Interest income from trading accounts 0161	<input type="checkbox"/> %
3. Net gains (losses) in trading accounts, excluding interest income 0163	<input type="checkbox"/> %
4. Margin interest 0165	<input type="checkbox"/> %
5. Other 0167	<input type="checkbox"/> %
6. TOTAL	100 %

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CONTINUE WITH **26** ON PAGE 10

26 SPECIAL INQUIRIES - Continued

E. FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?
(Mark "X" only ONE box.)

0237 Yes - franchisee-owned establishment

0238 Yes - franchisor-owned establishment

0239 No

2. If yes, provide the trademark(s) below. ↴

0235

27-29 Not Applicable.

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

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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 →

	Month	Year		Month	Year
FROM	□ □	□ □ □ □	TO	□ □	□ □ □ □

Name of person to contact regarding this report

Title

	Area code	Number	Extension
Telephone	□ □ □	- □ □ □ □ □ □ □ □	- □ □ □ □ □

	Area code	Number
Fax	□ □ □	- □ □ □ □ □ □ □ □

E-mail address

	Month	Day	Year
Date completed	□ □	□ □	□ □ □ □

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

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