



2012 ECONOMIC CENSUS

Equipment Rental and Leasing: Consumer Goods

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.

RE-53202

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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

 -

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

 -

CONTINUE WITH **2** 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.)

- 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 →
- 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 ↴

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Month	Day	Year
[] []	[] []	[] [] [] []

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 →

4 MONTHS IN OPERATION

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

	2012 Number
Mark "X" if None	[] []

53202024



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

HOW TO REPORT DOLLAR FIGURES

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

Mark "X" if None

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

Report →

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

Report →

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

See information sheet(s) for general description.

- Include revenue derived from rentals and operating leases.
- Include, if you hold the leases, interest from capital, finance, and full-payout leases.
- Include, if you do not hold the leases, the fair sales value of merchandise marketed by your firm under capital, finance, or full-payout leases.
- Exclude revenue from sales of used equipment previously rented or leased to customers.

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Revenue 0100

2012		
\$ Bil.	Mil.	Thou.

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

A. Number of employees for pay period including March 12 0320

2012	
Number	

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

Mark "X" if None

1. Annual payroll 0300

2. First quarter payroll (January-March 2012) 0310

2012		
\$ Bil.	Mil.	Thou.

8-18 Not Applicable.

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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.)

Consumer goods rental and/or leasing

- 0700
- 532 210 00 1 Consumer electronics and appliances
- 532 299 00 2 Party supplies and equipment rental, including silverware, tables, etc.
- 531 120 90 5 Banquet hall rental
- 532 299 00 5 Tents, except for camping
- 532 230 00 2 Video rental store - **renting** prerecorded video tapes, cassettes, discs, DVDs, or video games
- 532 299 00 1 Residential furniture
- 532 291 00 1 Home health furniture and equipment
- 532 220 00 3 Formal wear and accessories rental
- 532 220 00 2 Wardrobe rental
- 532 292 00 1 Recreational goods and equipment rental, including canoes, pleasure boats, beach chairs, bicycles, mopeds, skis, etc.
- 532 310 00 1 General rental center - wide range of **consumer** items and equipment

Commercial/industrial goods rental and/or leasing

- 532 420 90 1 Computers and computer peripheral equipment
- 532 420 10 3 Office furniture, machines, and equipment, except computers
- 532 490 20 2 Audio/visual equipment
- 532 490 20 8 Carnival games rental/leasing, including inflatables, dunk tank, etc.
- 532 490 20 1 Industrial equipment, except oil/gas field and heavy construction/earthmoving equipment
- 532 412 10 1 Heavy construction and earthmoving equipment **without operators**
- 238 910 00 6 Heavy construction and earthmoving equipment, excluding crane rental **with operators**
- 238 990 00 5 Heavy construction and earthmoving crane rental **with operators**
- 532 310 00 2 General rental center - wide range of **commercial/industrial** items and equipment

Automotive equipment rental and/or leasing

- 532 111 00 1 Renting passenger cars, passenger vans, and sport utility vehicles **without drivers** on a short-term basis
- 532 112 00 1 Leasing passenger cars, passenger vans, and sport utility vehicles **without drivers**
- 532 120 10 1 Renting trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers** on a short-term basis
- 532 120 20 1 Leasing trucks, including nonpassenger vans, buses, truck tractors, truck trailers, semitrailers, and storage semitrailers **without drivers**
- 532 120 90 3 Other automotive equipment, including trailers, motor homes, and RV's

CONTINUE WITH **19** ON PAGE 5

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

19 KIND OF BUSINESS - Continued

Other business activities

0700 777 530 00 3 Other rental and/or leasing - *Specify* ↴

0701

522 220 90 2 Third party financing of equipment leases

451 220 20 2 DVD/Blu-ray Disc/video tape store - **selling** prerecorded DVDs/Blu-ray Discs/video tapes

775 000 00 1 Other kind of business or activity - *Specify* ↴

0701

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20 CLASS OF CUSTOMER

Estimate the percentage of this establishment's total revenue (reported in **5**) by class of customer.

1. Individuals 5350

2. Federal, state, and local governments 5351

3. All other 5352

4. TOTAL

2012	
Whole percent of revenue	
[][]	%
[][]	%
[][]	%
100	%

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 operating revenue for this establishment, either as a dollar figure or as a whole percent of total operating revenue (reported in **5**). See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)*

Line 16d - Exclude the value of used equipment sold or traded for replacement, or sales of other capital assets. Include sales of vehicles acquired for the purpose of resale (not previously rented or leased by this company) as well as the fair market value of merchandise marketed in 2012 by your firm under capital, finance, or full-payout leases (if you do not hold the lease).

Description of sales, shipments, receipts, or revenue

1. Rental and leasing of home entertainment electric and electronic equipment, components, and accessories, except computers and peripherals 52600

2. Rental and leasing of computers and peripheral equipment . . . 52811

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

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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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. Rental and leasing of household type appliances 52620				
4. Rental and leasing of general homeowner tools and do-it-yourself equipment 52630				
5. Rental of formal wear, costumes, and accessories 52640				
6. Rental of prerecorded cassettes, tapes, discs, or video games				
a. Non-subscription rental of prerecorded cassettes, tapes, discs, or video games 52651				
b. Subscription rental of prerecorded cassettes, tapes, discs, or video games 52652				
c. Add lines 6a and 6b 52650				
7. Rental and leasing of home health-care equipment 52660				
8. Rental and leasing of sports and recreational equipment 52670				
9. Rental and leasing of social events equipment 52680				
10. Rental and leasing of household furniture and furnishings 52700				
11. Rental and leasing of personal and household goods, not elsewhere specified 52710				
12. Rental and leasing of automobiles and light trucks 52500				
13. Rental and leasing of heavy trucks, truck trailers, and buses 52510				
14. Rental and leasing of motor homes, travel trailers, campers, and utility trailers 52520				
15. Rental and leasing of agricultural, construction, mining, and forestry machinery and equipment (without operators) 52820				
16. Consumer goods rental and leasing related services				
a. Delivery/pick-up services for home goods and equipment 52721				
b. Maintenance and repair services for personal and household goods 52722				
c. Damage waiver 52723				

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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
16. Consumer goods rental and leasing related services - Continued				
d. Reselling services for merchandise, retail 52724				
e. Social events planning and coordination services 52725				
f. Other related services 52729				
g. Add lines 16a through 16f 52720				
17. Other services - Specify				
[]				
59810				
18. 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

2012	
\$ Mil.	Thou.

B. Amount of receipts or revenue for exported services 0914

26 SPECIAL INQUIRIES

A. CAPITAL LEASES

(Capital leases - Include direct financing, leveraged, or sales-type leases.)

Mark "X" if None

- 1.** Report the **revenue** generated from the lease of assets to others under a capital lease in 2012 5401
- 2.** Report the **acquisition cost** of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease 5402
- 3.** Report the **fair market value** at the **inception** of the lease of all assets owned by this establishment that were leased to others beginning in 2012 under a capital lease 5403

2012		
\$ Bil.	Mil.	Thou.

CONTINUE WITH **26** ON PAGE 8

CONTINUE ON PAGE 8

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26 SPECIAL INQUIRIES - Continued

B. 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

Tele-
phone

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

Fax

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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