



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

AE-71304 (11-16-2011)

2012 ECONOMIC CENSUS

Gambling Industries

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

AE-71304

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DO NOT USE TO REPORT

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

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

71304018



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

0060 Name of new owner or operator

0061 EIN (9 digits)

<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

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

Mark "X" if None

☐

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

Report →

☒

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

Operating receipts 0100

☐
6 Not Applicable.

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).

A. Number of employees for pay period including March 12, 2012 0000 ☐

Mark "X" if None

2012
Number

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

Mark "X" if None

2012

\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1. Annual payroll 0300 ☐

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

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.

Gaming operations

- 0700
- 713 210 00 1 ☐ Casino **without** guestrooms for lodging (operating table-wagering games such as blackjack, roulette, keno, and craps along with other gambling activities such as slot machines and sports betting)
- 721 120 00 1 ☐ Casino hotel (gambling) **with** guestrooms for lodging
- 713 210 00 6 ☐ Riverboat gambling (including dockside) casino and ocean gambling cruises **without** land-based guestrooms for lodging
- 713 290 10 2 ☐ Slot machine parlor (e.g., slots, video poker)
- 713 290 10 1 ☐ Slot machine operator - operation of coin-operated gaming devices (e.g., slots, video poker) located in other establishments' facilities
- 713 290 20 1 ☐ Bingo parlor or hall (**for profit**), off-track betting parlor, lottery, or card room
- 722 410 00 4 ☐ Bar with limited gaming operations (e.g., video poker, keno, pull tabs)
- 722 110 00 6 ☐ Restaurant with limited gaming operations (e.g., video poker, keno, pull tabs)
- 777 713 01 2 ☐ Charitable gaming activities (e.g., bingo, card room) operated by a non-profit/not-for-profit organization - Describe this organization 

0701

CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

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

0700

713 290 20 2

☐Other gambling (gaming) operation - *Describe* ↴

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
PERCENTSPercents should be **rounded to whole** percents.If figure is **30.76%** of total sales, **report** 31.

2012

Report thousands of dollars OR whole percents.
Estimates are acceptable.

\$ Bil.

M.

Thou.

Percent

39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE*(Report receipts by source either as a dollar figure or as a whole percent of total receipts (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 receipts lines.)***Line 1** - Report net receipts from wagers on table games in which the bettor plays against people, rather than machines. Table games may use mechanical devices, such as terminals, for placing bets, but there is always a live dealer or similar person present who controls the operation of the game.**Line 2** - Report net receipts from electronic and mechanical gambling machines (e.g., slot machines, video lottery terminals, coin-operated gambling machines). Exclude gambling conducted over the Internet. Report table games that use terminals to allow gamblers to enter their bets on the appropriate detail lines under **line 1**, keno games that operate as a lottery on the appropriate detail lines under **line 5**, and hosting gambling machines for a fee or commission on **line 7**.**Line 3** - Report net receipts from pari-mutuel wagers on future, uncertain events, such as races and sporting events. The house pools the bets of all gamblers, takes a commission, and then distributes the remaining money to the winners. Exclude gambling conducted over the Internet. Report receipts from lotteries, even if tied to sporting events, on the appropriate detail lines under **line 5**.**Line 4** - Report net receipts from providing access to and making/taking wagers on sporting and other events where there is an uncertain outcome. Include gambling where the establishment sets the odds or line, and the player bets against the house (e.g., wagering on football, baseball, basketball, and hockey, and bookmaking for events, such as political elections).**Line 5** - Report net receipts from providing access to and making/taking wagers on games of chance that sell tokens, such as a ticket, some of which will win a prize. Include lottery receipts in which the gambler can pick a particular set of numbers, or have a set randomly selected, to be entered in a future drawing. Include receipts from instant-win tickets, break-apart tickets, scratch-and-win tickets, keno games, bingo games, raffles, and charitable gaming. Include receipts from lottery tickets on the Internet, as long as the drawing is held at a later time. Report receipts from the sale of lottery tickets for a fee or commission on **line 6**.**Line 6** - Report net receipts from the sale of games of chance tickets for others (e.g., instant lotteries, traditional lotteries, lottos) for a fee or commission (i.e., lottery agents).**Line 7** - Report net receipts from providing a location for the placement of coin-operated gambling machines, such as slot machines and video lottery terminals, for a fee or commission paid by the owners or lessors of the machines. Exclude receipts from providing a location for the placement of coin-operated non-gambling machines (e.g., vending machines, video games, and children's mechanical rides). Report receipts from operating coin-operated gambling machines on **line 2**.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 (Establishments should report net receipts for gaming revenue.)	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Table wagering games				
a. Table wagering games, played against the house 31181				
b. Table wagering games, played against other bettors 31182				
c. Add lines 1a and 1b 31180				
2. Gambling machines 31110				
3. Pari-mutuel sports gambling				
a. On the event premises 31201				
b. Away from the event premises 31202				
c. Add lines 3a and 3b 31200				
4. Sports and other bookmaking 31210				
5. Lotteries				
a. Instant lotteries 31221				
b. Lottos 31222				
c. Bingo 31224				
d. Charitable gaming 31225				
e. Other lotteries - Describe ↴				
<div style="border: 1px solid black; height: 30px; width: 400px;"></div> 31226				
f. Add lines 5a through 5e 31220				
6. Sale of tickets to lotteries and other games of chance to gamblers, for a fee or commission 31230				
7. Hosting of coin-operated gambling machines 39562				

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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 (Establishments should report net receipts for gaming revenue.)	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
8. Admissions to live performing arts performances 30900				
9. Room or unit accommodation for travelers 39430				
10. Meals and beverages, prepared and served or dispensed, for immediate consumption				
a. Meals and non-alcoholic beverages 39461				
b. Alcoholic beverages 39462				
c. Add lines 10a and 10b 39460				
11. Resale of merchandise 39676				
12. All other operating receipts - Describe if more than 10 percent of total receipts ↴ <div style="border: 1px solid black; height: 30px; width: 400px; margin-top: 5px;"></div> 39766				
13. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

23-25 Not Applicable.**26** SPECIAL INQUIRIES

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 establishment0238 ☐ Yes - franchisor-owned establishment0239 ☐ No

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

0235

27-29 Not Applicable.

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

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 →

FROM

Month

Year

Month

Year

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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