



2012 ECONOMIC CENSUS

Credit Card Issuing and Sales Financing

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-52204

**INFORMATION COPY
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

52204013



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* →

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

 0018

INFORMATION COPY
DO NOT USE TO REPORT

0060 Name of new owner or operator	0061 EIN (9 digits)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

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

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.
<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> 2 <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> 0 <input style="width: 20px; height: 20px;" type="text"/> 3 <input style="width: 20px; height: 20px;" type="text"/> 6 <input style="width: 20px; height: 20px;" type="text"/>
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None 2012

Revenue 0100

2012		
\$ Bil.	Mil.	Thou.
<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>

6 Not Applicable.

52204021

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

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"/>			

INFORMATION COPY
DO NOT USE TO REPORT

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.)

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 80 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

52204039



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. Factoring services - fees 55230				
4. Leasing services - income				
a. Operating leases - motor vehicle 55241				
b. Operating leases - other 55242				

**INFORMATION COPY
DO NOT USE TO REPORT**

52204054



CONTINUE WITH **22** ON PAGE 6

CONTINUE 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
4. Leasing services - income - Continued				
c. Finance leases 55243				
d. Add lines 4a through 4c 55240				
5. Installment credit services - income				
a. Sales financing, business 55211				
b. Sales financing, consumer 55212				
c. Add lines 5a and 5b 55250				
6. Other credit financing services - income 55260				
7. Foreign currency exchange services - fees 57050				
8. Support services for financial and commodity markets				
a. Payment clearing and settlement services for financial transactions, except trades of securities and commodity contracts 57511				
b. Trade execution, clearing, and settlement services for security and commodity contracts 57512				
c. Support services for financial market and clearing products, not elsewhere specified 57515				
d. Add lines 8a through 8c 57510				
9. Other products supporting financial services - fees - <i>Specify</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 100%;"></div> 57810				
10. TOTAL (Should equal 5 if reporting in dollars.) 59990				100

INFORMATION COPY
DO NOT USE TO REPORT

23 and **24** Not Applicable.

52204062



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

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. 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.

INFORMATION COPY
DO NOT USE TO REPORT

Loan Type

Mark "X" if None

1. Loans to businesses and governments 0519

2. Loans to consumers - secured, residential mortgages and home equity 0549

3. Loans to consumers - secured, vehicle and other 0589

4. Loans to consumers - unsecured 0599

2012			
Percentage of income from:			
Interest	Origination Fees	Other Fees	Total
0515	0516	0517	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %
0545	0546	0547	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %
0585	0586	0587	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %
0595	0596	0597	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %

52204070

CONTINUE WITH **26** ON PAGE 8

26 SPECIAL INQUIRIES - Continued

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:

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

2012	
Percent	
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
100	%

INFORMATION COPY
DO NOT USE TO REPORT

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

- 1. Leasing 0142
- 2. Installment credit 0609
- 3. Other credit financing 0629

Mark "X" if None

2012			
Percentage of income from:			
Interest	Fees	Other	Total
0133	0135	0138	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %
0605	0606	0607	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %
0624	0625	0627	
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	100 %

27-29 Not Applicable.

52204088



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.)

**INFORMATION COPY
DO NOT USE TO REPORT**

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

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

52204096

