



# 2012 ECONOMIC CENSUS

## Puerto Rico - Finance, Insurance, Real Estate, Rental and Leasing

**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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

IA-97152

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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 and an Act of the Legislature of Puerto Rico No. 11 of March 27, 1950, require 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 laws, **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-PR, Employer's Quarterly Federal Tax Return or Form 944-PR, Employer's Annual 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

0035 Number and street or location description

0032  No - Enter physical location

0036 City, town, etc.

0037 State, PR, etc.

0038 ZIP Code

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CONTINUE WITH 2 ON PAGE 2



**2** PHYSICAL LOCATION - Continued

**B.** Municipio where this establishment is physically located

0049

**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 operator - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below 

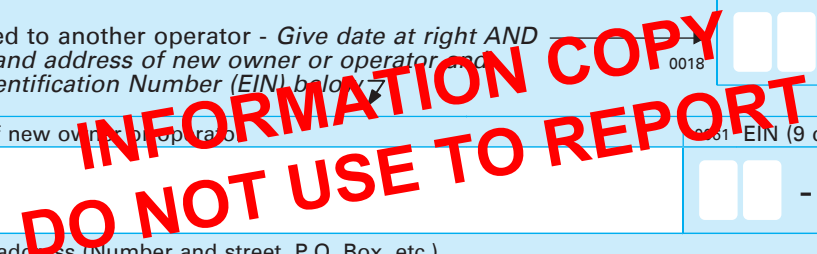
0018	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0060 Name of new owner or operator  0061 EIN (9 digits)

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

0063 City, town, etc.  0064 State, PR, etc.  0065 ZIP Code

0016  Other status - Specify  0815



**4** MONTHS IN OPERATION IN 2012

Mark "X" if None

2012	
Number of months	
<input type="text"/>	<input type="text"/>

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** →

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

EXAMPLE

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

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

Revenue . . . . . 0100

97152029

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

**6** E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

**A.** Were any of the sales, receipts, and/or revenue reported in **5** a result of e-commerce transactions? (*E-commerce includes sales, commissions, rent, or fees collected from any transactions completed online. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheets for further clarification.*)

**E-commerce transactions include:**

- Internet
- E-mail
- Extranet
- Electronic Data Interchange (EDI)
- Other online systems

0181  Yes - Go to line B

0182  No - Go to **7**

2012			
Whole percent of sales and receipts			
<input type="text"/>	<input type="text"/>	<input type="text"/>	%

**B.** Percent of total sales, receipts, and/or revenue reported in **6** that are a result of e-commerce transactions. (*Exclude sales taxes, royalties, and percents. Estimates are acceptable.*) . . . . . 0109

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**7** EMPLOYMENT AND PAYROLL

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **1**.

For further clarification, see information sheets.

**A.** Number of paid employees for pay period including March 12 (*Exclude proprietors and partners.*) . . . . . 0320

Mark "X" if None

2012					
Number					
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

Mark "X" if None

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

**1.** Annual payroll for 2012 . . . . . 0300

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

**C.** Employer's cost for benefits

Mark "X" if None

2012		
\$ Mil.	Thou.	Dol.
<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"/>

**1.** Payroll taxes and any other legally required employee benefits . . . 0221

**2.** Voluntarily provided benefits (*Include such items as payments for life insurance, medical insurance, pensions, etc.*) . . . . . 0222

**3. TOTAL** (*Add lines C1 and C2*) . . . . . 0220

**8-11** Not Applicable.

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**12** LEGAL FORM OF ORGANIZATION

**A.** Legal form of organization that best describes this establishment at the end of 2012 (Mark "X" only ONE box.)

- 0691  Individual (sole) proprietorship
- 0692  Partnership
- 0693  Cooperative organization
- 0694  Corporation - Go to line B
- 0696  Other - Specify ↴

0806

**B.** If a corporation:

Type of corporation (Mark "X" only ONE box.)

- 8913  Private corporation (non-profit)
- 8911  Private corporation (for-profit)
- 8912  Public corporation

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**13** CAPITAL EXPENDITURES AND DEPRECIATION CHARGES

Report the dollar value of capital expenditures including value of acquisitions under capital leases. Do not report rental payments made under operating leases.

**A.** Capital expenditures in 2012 for buildings and machinery

- 1. Buildings and structures, including building and leasehold improvements (Exclude land.) . . . . . 0528
- 2. Machinery and equipment (Include vehicles.) . . . . . 0534
- 3. Total capital expenditures (Exclude land.) . . . . . 0521

**B.** Depreciation charges in 2012 for buildings, structures, and leasehold improvements, equipment and machinery that your company owns or acquired under a capital lease agreement. . . . . 0540

Mark "X" if None	2012		
	\$ Mil.	Thou.	Dol.
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

**14** RENTAL PAYMENTS

(Exclude capital leases (leases with a contract to own at the end of the lease).)

- A.** Rental or lease of machinery, equipment, and other items, excluding computer software . . . . . 0552
- B.** Rental or lease of land, buildings, structures, store space, and offices . . . 0551

Mark "X" if None	2012		
	\$ Mil.	Thou.	Dol.
<input type="checkbox"/>			
<input type="checkbox"/>			

**15** Not Applicable.

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**16** SELECTED EXPENSES

Mark "X" if None

		2012		
		\$ Mil.	Thou.	Dol.
<b>A.</b>	Communication services (Include telephone, cellular phones, Internet, fax, and related service contracts.) . . . . . 0402	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B.</b>	Computer services (Include data processing and software.) . . . . . 0398	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C.</b>	Office supplies . . . . . 0399	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D.</b>	Purchased maintenance and repair of machinery and equipment . . . . . 0411	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>E.</b>	Purchased maintenance and repair of buildings, structures, offices, and their integral parts (elevators, etc.) . . . . . 0400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>F.</b>	All other operating expenses (Include payroll, rent, utilities, depreciation, etc. Exclude cost of goods sold, interest, capital expenditures, and bad debt) . . . . . 9745	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>G.</b>	Interest paid . . . . . 5050	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**17 and 18** Not Applicable.

**19** PRINCIPAL KIND OF BUSINESS

Which ONE of the following best describes this establishment's **PRINCIPAL** kind of business in 2012? (Mark "X" only ONE box. Continue with **19** on the following pages.)

**Depository credit intermediation**

- 0700 522 110 00 1  Commercial banking
- 522 120 00 1  Saving institution, remedial loan society or mutual benefit association - accepting deposits
- 522 130 00 1  Credit union

**Finance companies, consumer credit, and credit card issuance**

- 522 210 00 1  Bank primarily issuing credit cards, or personal credit card issuance by personal credit institution or nondepository credit institution
- 522 220 00 3  Sales finance including automotive, commercial and inventory finance (except trade finance), and insurance premium finance
- 522 290 00 2  Consumer (personal) finance or small loan company, nondepository industrial bank or Morris Plan, pawn shop, federally-sponsored credit agency, mortgage banker, mortgage company, or loan correspondent, international trade credit loan, finance company or other nondepository credit intermediation
- 522 310 00 4  Loan or mortgage broker or agent
- 522 320 00 1  Reserve and clearinghouse activities including automated teller machine (ATM) or automated loan machine (ALM) network, electronic funds transfer network, electronic payment service, and credit card processing service
- 522 390 00 1  Check cashing agency, money order or traveler's check issuance, loan/mortgage loan servicing, or credit related services

CONTINUE WITH **19** ON PAGE 6

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**19** PRINCIPAL KIND OF BUSINESS - Continued**Investment banking, dealing, and brokerage**

- 0700
- 523 110 00 1  Investment banking and securities dealing
- 523 120 00 6  Securities brokerage (*full service and discount*)
- 523 140 00 1  Commodity brokerage
- 523 210 00 3  Securities or commodities exchange
- 523 910 00 3  Trading/dealing (*except securities and commodities*), oil royalty trader (*investing on own account*), venture capital company, investment club, or other investor for own account
- 523 920 00 2  Asset/portfolio manager
- 523 930 00 6  Investment advice
- 523 990 00 1  Other financial investment activities

**Insurance carriers and related activities**

- 524 110 00 1  Life, accident, health, and medical insurance carrier
- 524 120 00 2  Insurance carrier excluding life, accident and health, and medical
- 524 130 00 D  **Reinsurance** carrier including life, accident and health, property and casualty, surety, fidelity and liability, title or other **reinsurance** carrier
- 524 210 00 D  Insurance agent or broker, not owned or operated by any insurance carrier, including risk finance consulting
- 524 290 00 2  Insurance claims adjusting, appraiser, third party administrator of workers' compensation or other self-insurance, pension, health, or welfare fund, insurance advisory services, insurance rate-making organization, or other insurance services

**Lessors of real estate (property owned by you)**

- 531 110 00 3  Lessor of residential buildings including apartments and single-family houses
- 531 120 00 3  Lessor of nonresidential buildings including office/professional buildings, industrial buildings, shopping centers and retail stores
- 531 130 00 1  Lessor of self-service storage or miniwarehouses
- 531 190 00 2  Lessor of other real property including manufactured or mobile home sites and vacant lots
- 531 210 00 1  Real estate agent or broker including time share sales
- 531 310 00 1  Property manager including residential and nonresidential, resort/vacation, and time share
- 531 320 00 4  Real estate appraiser
- 531 390 00 8  Real estate listing or auction service, escrow or fiduciary agent, real estate consultant, or other real estate related service

**Consumer goods rental or leasing**

- 532 110 00 1  Renting or leasing **without drivers** and on a short-term basis passenger cars, passenger vans, and sport utility vehicles
- 532 120 00 1  Renting or leasing **without drivers** and on a short-term basis trucks including nonpassenger vans, truck tractors, truck trailers, semi-trailers, and storage semi-trailers
- 532 210 00 1  Consumer electronics and appliances
- 532 220 00 1  Formal wear and costume rental

CONTINUE WITH **19** ON PAGE 7

CONTINUE ON PAGE 7

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

**19** PRINCIPAL KIND OF BUSINESS - Continued

**Consumer goods rental or leasing - Continued**

- 0700 532 230 00 5  Video tape rental store - renting prerecorded video tapes, cassettes or discs
- 532 310 00 1  General rental center - wide range of **consumer** items and equipment
- 532 290 00 1  Home health furniture and equipment, residential furniture, party supplies, recreational goods and equipment, or other consumer goods

**Commercial and industrial machinery and equipment rental and leasing**

- 532 410 00 1  Construction, transportation, mining, and forestry machinery and equipment rental and leasing
- 532 420 00 1  Office furniture and machines including computers and computer peripheral equipment
- 532 490 00 1  Medical machinery and equipment, traffic equipment including barricades, cones and signage, motion picture equipment, theatrical equipment or other non-consumer type machinery or equipment

**Intangible assets (except copyrighted works) leasing or licensing**

- 533 110 00 1  Franchise, trademarks, and patents leasing/licensing

**Other kind of business or activity**

- 772 000 00 A  Other kind of business or activity - *Specify* ↴

0701

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**20-29** 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 →

	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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