



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

FORM

ED-61101 (11-16-2011)

2012 ECONOMIC CENSUS

Educational Services

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.

ED-61101

INFORMATION COPY
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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

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

61101010

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 ↴

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"/>	<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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61101028

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.

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

EXAMPLE

5 REVENUE OR RECEIPTS

A. Tax Status

Was all or part of the income of this establishment or organization exempt from Federal income taxes under section 501 of the Internal Revenue Code?

0103 ☐ Yes - Complete line C

0104 ☐ No - Complete line B

B. Operating receipts of this (taxable) establishment 0100 ☐

C. Revenue and expenses of this (tax-exempt) establishment

1. Revenue 0101 ☐

2. Expenses (Include payroll, exclude bad debt and other expenses identified on the information sheet.) 0140 ☐

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

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

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

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

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

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"/>
<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 ACTIVITYWhich **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.**Management training, clerical, and computer training services, excluding colleges and universities**

- 0700
- 611 430 00 1 ☐ Professional and management development training services, including providers of seminars or instruction for the enhancement of management skills, continuing education, and development and training of minorities and others in business leadership and skills
- 611 410 00 1 ☐ Clerical, secretarial, or court reporting school
- 611 420 00 2 ☐ Computer training services, excluding computer repair training
- 611 519 20 1 ☐ Computer repair training services
- 777 611 01 1 ☐ Other business, computer, or management training services - Describe ↗

0701

Technical and trade schools

- 611 511 00 3 ☐ Cosmetology or beauty school
- 611 511 00 2 ☐ Barber college or school
- 611 513 00 1 ☐ Apprenticeship training services
- 611 519 30 1 ☐ Truck driving school
- 611 519 10 2 ☐ Commercial art or graphic art schools, or modeling and acting schools
- 611 519 10 5 ☐ Air traffic control training
- 611 519 10 6 ☐ Real estate school
- 611 519 10 3 ☐ Dental technician, medical technician, nursing aide, or massage therapy school
- 611 519 10 4 ☐ Training of instructors for yoga, personal trainers, and other fitness certifications
- 611 512 00 1 ☐ Flight training services
- 624 310 00 3 ☐ Vocational rehabilitation facility, including sheltered workshops, Job Corps, and no-cost technical and trade education and training programs (*Exclude schools.*)
- 777 611 01 2 ☐ Other trade or technical school or instruction - Describe ↗

0701

Other schools and instruction

- 611 610 10 1 ☐ Dance school or studio providing instruction, including children's and professionals'
- 611 620 00 1 ☐ Sports and recreation instruction, including swimming, gymnastics, horseback riding, martial arts, etc.
- 611 699 00 1 ☐ Yoga or pilates instruction
- 611 610 20 1 ☐ Art, drama, music, or other fine arts school
- 611 692 00 1 ☐ Automobile and motorcycle driving school
- 611 691 00 2 ☐ Tutoring services or academic skills learning center

CONTINUE WITH **19** 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.

19 KIND OF BUSINESS OR ACTIVITY - Continued

Other schools and instruction - Continued

- 0700
- 611 691 00 1 ☐ Exam preparation, including college board preparation instruction services, and adult literacy
- 611 630 00 1 ☐ Language school
- 611 110 00 1 ☐ Elementary or secondary school
- 611 210 00 1 ☐ Junior college or community college (granting associate degrees or certificates)
- 611 310 00 1 ☐ College, university, or professional school (granting academic degrees)
- 624 410 00 1 ☐ Child day care services, including those with preschool and/or Head Start programs
- 777 611 01 3 ☐ All other schools and instruction services - *Describe* ↴

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0701

Educational support services

- 519 120 00 4 ☐ Libraries
- 611 710 10 1 ☐ Educational consultants - evaluating and advising students and families on recommended course of study, choice of schools or colleges, financial aid, international exchange and education, study abroad, etc.
- 611 710 20 1 ☐ Educational testing services
- 611 710 10 2 ☐ Educational curriculum development services
- 777 611 01 4 ☐ Other education-related services - *Describe* ↴

0701

Other kind of business or activity

- 713 990 80 3 ☐ Day camp, excluding instructional camps
- 773 000 00 2 ☐ Other kind of business or activity - *Describe type of business or activity* ↴

0701

20 and 21 Not Applicable.

22 DETAIL OF REVENUE OR RECEIPTS

(Report receipts or revenue by source (reported in **5**) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 3. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1 - Report receipts from instructional programs and courses at the pre-primary through elementary/secondary level for children and adults, designed to develop fundamental knowledge and skills needed by individuals to function productively in society.

Line 3l - Report receipts from all other personal, protective, and transportation training, including pilot/flight training and commercial driver's license (CDL) training.

Line 3m - Report receipts from all other occupational, technical and trade; professional development; and management training programs and courses; including beauty and cosmetology schools.

Line 4 - Report receipts from instructional programs and credit courses at the "higher education" level, that emphasizes: education on higher theoretical and technical subjects to qualify for specific occupations or professions with high skills requirements; to prepare for further studies and research; or to satisfy an advanced research qualification.

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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22 DETAIL OF REVENUE OR RECEIPTS - Continued

Line 5c - Report receipts from instruction in football, baseball, skating, tennis, swimming, gymnastics, yoga, fitness, martial arts, etc.

Line 7 - Report receipts from services not covered by tuition or lab fees to current or prospective students. Include health services, athletic facilities use, and other services for which supplemental student fees are paid.

Line 8 - Report receipts from non-instructional services provided in support of educational systems or processes, usually on a fee for service or contract basis. Include educational testing and examination services and student exchange program services.

Line 9 - Report receipts from providing assistance on educational objectives to individuals or organizations, and on curricula and other educational matters.

Line 16 - Report receipts from providing facilities and services to host conferences and workshops.

Line 18 - Report receipts from the outright sale of intellectual property (e.g., copyrights, patents) in perpetuity.

Line 19 - Report receipts from the contract production of works that may result in creation of intellectual property that can be protected by copyright or as industrial property (i.e., by patent or trademark).

Line 20 - Report receipts from granting permission to use content protected by copyright or as industrial property (i.e., by patent or trademark) that is owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Line 24 - Program service revenue includes income earned by the organization from providing a government agency with a service, facility, or product that benefits that government agency directly rather than benefiting the public as a whole. Include revenue from program services which are the basis of your exemption from taxes. Report unrelated program service business revenues on **line 1** through **23**.

Line 26 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 27**.

Line 27 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

Description of revenue or receipts		2012		
		Report thousands of dollars. Estimates are acceptable.		
		\$ Bil.	Mil.	Thou.
1.	Basic education and personal improvement programs and courses (Include tuition receipts for literacy programs, GED, second language programs, and special educational programs for gifted or disadvantaged children.) 30020			
2.	Driver education training (Report CDL training on line 3l.) 30068			
3.	Occupational, technical, and trade; professional development; and management training programs and courses			
a.	Education (Include training in instructional techniques and professional development for educators.) 30031			
b.	Visual and performing arts and communications technologies 30032			
c.	Humanities, including literature, history, philosophy, etc. 30033			
d.	Social and behavioral sciences and law 30034			
e.	Business, management, and public administration 30035			
f.	Physical and life sciences and technologies 30036			
g.	Computer and information sciences and mathematics 30037			
h.	Architecture, engineering, and related technologies 30038			

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
3. Occupational, technical, and trade; professional development; and management training programs and courses - Continued			
i. Agriculture, natural resources, and conservation 30039			
j. Health, parks, recreation, and fitness 30041			
k. Professional development and management training programs and courses 30042			
l. All other personal, protective, and transportation services (Include CBL training.) 30043			
m. Other occupational, technical and trade; professional development; and management training programs and courses - Describe ↴			
n. Add lines 3a through 3m 30030			
4. Higher academic, career/technical, and advanced research qualification programs and credit courses 30050			
5. Leisure and recreation activities instruction and training			
a. Dance, music, and theatre 30061			
b. Visual arts, crafts, and photography 30062			
c. Sports, exercise, and nature appreciation 30063			
d. Games and other hobbies 30064			
e. Pleasure reading and writing 30065			
f. Home and domestic skills 30066			
g. Other leisure and recreational activities instruction and training - Describe ↴			

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts		2012		
		Report thousands of dollars. Estimates are acceptable.		
		\$ Bil.	Mil.	Thou.
6. Exam preparation and tutoring services				
a. Exam preparation courses	30071			
b. Academic tutoring and customized learning programs	30072			
c. Add lines 6a and 6b	30070			
7. Student services	30090			
8. Educational support services	30090			
9. Educational consulting services	30100			
10. Child day care services	30590			
11. Prerecorded educational courses, programs, or supplements using software or other media	30110			
12. Special events, interschool athletics, and recreation (<i>On a fee-for-admissions basis.</i>)	30120			
13. Meals and beverages, prepared and served or dispensed, for immediate consumption	39460			
14. Rental of non-residential space in buildings or other facilities	39550			
15. Rental of supplies and equipment	39500			
16. Conference services	30130			
17. Personal care services (<i>Include fees for hair, nail, skin care.</i>)	30140			
18. Outright sale of original works of intellectual property	39250			
19. Contract production services for intellectual property	30150			
20. Licensing of rights to use intellectual property	39400			
21. Resale of merchandise - <i>Describe</i> ↴				
	39648			

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CONTINUE WITH **22** ON PAGE 9

CONTINUE ON PAGE 9

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

22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
22. All other operating receipts - Describe if more than 10 percent of total receipts or revenue 			
<div style="border: 1px solid black; height: 30px; width: 550px;"></div> 39746	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
23. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 5, line B 39840	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
24. Program service revenue including government services and contracts 39940	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
25. Contributions, gifts, and grants			
a. Government 39900	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
b. Private, including individuals, community efforts, and fundraising (Include commissioned fundraising.) 39910	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
26. Investment income, including interest and dividends 39920	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
27. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.) 39930	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
28. All other revenue - Describe if more than 10 percent of total receipts or revenue 			
<div style="border: 1px solid black; height: 30px; width: 550px;"></div> 39964	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
29. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 5, line C1 39990	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>

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 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 →

FROM

Month

Year

TO

Month

Year

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.**

61101101