

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2013-01-28** | Period of Report: **2012-12-31**
SEC Accession No. [0001085227-13-000001](#)

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FILER

JLB & ASSOCIATES INC

CIK: **1085227** | IRS No.: **382485344** | State of Incorporation: **MI** | Fiscal Year End: **1231**
Type: **13F-HR** | Act: **34** | File No.: **028-03957** | Film No.: **13551330**

Mailing Address

44670 ANN ARBOR ROAD
SUITE 190
PLYMOUTH MI 48170

Business Address

44670 ANN ARBOR RD, STE
190
PLYMOUTH MI 48170
7344549191

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON D.C. 20549
FORM 13F
FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: December 31, 2012

Check here if Amendment []; Amendment Number:

This Amendment (Check only one.): [] is a restatement.
[] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: JLB & Associates, Inc.
Address: 44670 Ann Arbor Road
Suite 190
Plymouth, MI 48170
13F File Number: 028-03957

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this submission.

Person Signing this Report on Behalf of Reporting Manager:

Name: James E. Bashaw
Title: Vice President
Phone: 734-454-9191

Signature, Place, and Date of Signing:
James E. Bashaw Plymouth, Michigan January 28, 2013

Report Type (Check only one):

- [X] 13F HOLDINGS REPORT
[] 13F NOTICE
[] 13F COMBINATION REPORT

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers: 0
Form 13F Information Table Entry Total: 74
Form 13F Information Table Value Total: \$198,820 (thousands)

List of Other Included Managers: NONE

FORM 13F INFORMATIONAL TABLE

ITEM 1: NAME OF ISSUER	ITEM 2: ITEM:3		ITEM 4: FAIR VALUE	ITEM 5:		ITEM 6: INVESTMENT DISCRETION	ITEM 7: ITEM 8:		
	TITLE OF CLASS	CUSIP NUMBER		SHARES OR MARKET AMOUNT	PRINCIPAL		MANAGERS	VOTING AUTHORITY	
							SHARED OTHER	SOLE SHARED NONE	
<S>		<C> <C>			<C>	<C>	<C>		<C>
ABBOTT LABORATORIES	COM	002824100	4,775	72,908	X				72,908
ACCENTURE PLC	COM	G1150G111	5,884	88,478	X				88,478
ALLIANT TECHSYSTEMS	COM	018804104	3,342	53,941	X				53,941
ALTERA	COM	021441100	4,130	120,080	X				120,080
AMETEK	COM	031100100	6,577	175,059	X				175,059
AMGEN	COM	031162100	1,675	19,431	X				19,431
AMPHENOL	COM	032095101	5,236	80,928	X				80,928
APPLE INC	COM	037833100	4,173	7,841	X				7,841
AUTOZONE	COM	053332102	2,845	8,028	X				8,028
BARD (C.R.)	COM	067383109	4,273	43,714	X				43,714
BAXTER INTL	COM	071813109	270	4,050	X				4,050
BED BATH & BEYOND	COM	075896100	700	12,526	X				12,526
BROWN & BROWN	COM	115236101	328	12,900	X				12,900
C H ROBINSON WORLDWIDE	COM	12541W209	891	14,090	X				14,090
CANADIAN NATIONAL RAILWAY	COM	136375102	232	2,550	X				2,550
CISCO SYSTEMS	COM	17275R102	2,065	105,104	X				105,104
CLOROX	COM	189054109	1,003	13,700	X				13,700
COACH	COM	189754104	3,262	58,765	X				58,765
COCA COLA	COM	191216100	907	25,028	X				25,028
COGNIZANT TECH	COM	192446102	5,235	70,850	X				70,850
COLGATE PALMOLIVE	COM	194162103	1,019	9,750	X				9,750
COPART INC	COM	217204106	1,594	54,025	X				54,025
CRACKER BARREL	COM	22410J106	205	3,185	X				3,185
DANAHER CORP	COM	235851102	2,197	39,308	X				39,308
DIRECTV	COM	25490A101	730	14,555	X				14,555
DOLLAR TREE	COM	256747106	2,189	53,971	X				53,971
DONALDSON	COM	257651109	647	19,698	X				19,698
EATON VANCE	COM	278265103	3,980	124,972	X				124,972
EXPEDITORS INTL	COM	302130109	2,961	74,879	X				74,879
EXXON MOBIL	COM	30231G102	2,744	31,708	X				31,708
FACTSET RESEARCH SYSTEMS	COM	303075105	411	4,663	X				4,663
FLOWSERVE	COM	34354P105	1,097	7,470	X				7,470
FORD	COM	345370100	511	39,495	X				39,495
FRANKLIN RESOURCES	COM	354613101	829	6,595	X				6,595
GENERAL DYNAMICS	COM	369550108	1,513	21,842	X				21,842
GILEAD SCIENCES	COM	375558103	6,131	83,473	X				83,473
GRACO	COM	384109104	4,674	90,772	X				90,772
HEWLETT-PACKARD	COM	428236103	919	64,503	X				64,503
I B M	COM	459200101	2,580	13,470	X				13,470
INTEL	COM	458140100	664	32,224	X				32,224
KELLOGG	COM	487836108	3,590	64,278	X				64,278
KIMBERLY-CLARK	COM	494368103	2,130	25,225	X				25,225
LAB CORP OF AMER	COM	50540R409	1,143	13,190	X				13,190
LILLY (ELI) & CO	COM	532457108	1,693	34,319	X				34,319

LOCKHEED MARTIN	COM	539830109	2,582	27,980	X	27,980
MASTERCARD	COM	57636Q104	5,847	11,901	X	11,901
MC CORMICK	COM	579780206	7,225	113,729	X	113,729
MEDTRONIC	COM	585055106	649	15,815	X	15,815
METTLER-TOLEDO	COM	592688105	1,713	8,860	X	8,860
MICROSOFT	COM	594918104	4,807	179,956	X	179,956
NEWMARKET CORP	COM	651587107	1,178	4,492	X	4,492
NIKE	COM	654106103	4,064	78,762	X	78,762
NOVO-NORDISK ADR	COM	670100205	2,017	12,361	X	12,361
OCCIDENTAL PETROLEUM	COM	674599105	4,292	56,029	X	56,029
ORACLE	COM	68389X105	7,577	227,394	X	227,394
PATTERSON COMPANIES	COM	703412106	2,507	73,229	X	73,229
PEPSICO	COM	713448108	5,241	76,594	X	76,594
POLARIS INDUSTRIES	COM	731068102	4,987	59,266	X	59,266
PRECISION CASTPARTS	COM	740189105	362	1,910	X	1,910
PROCTER & GAMBLE	COM	742718109	2,130	31,372	X	31,372
ROCKWELL COLLINS	COM	774341101	2,829	48,634	X	48,634
ROLLINS	COM	775711104	4,236	192,191	X	192,191
ROSS STORES	COM	778296103	4,304	79,578	X	79,578
S E I INVESTMENTS	COM	784117103	4,090	175,224	X	175,224
SILGAN HOLDINGS	COM	827048109	3,604	86,770	X	86,770
ST JUDE MEDICAL	COM	790849103	407	11,256	X	11,256
STRYKER	COM	863667101	4,020	73,326	X	73,326
T J X COMPANIES	COM	872540109	2,545	59,948	X	59,948
TECHNE CORP	COM	878377100	1,447	21,180	X	21,180
TORO	COM	891092108	3,965	92,255	X	92,255
UNITED PARCEL SERVICE	COM	911312106	476	6,450	X	6,450
UNITED TECHNOLOGIES	COM	913017109	541	6,601	X	6,601
UNITEDHEALTH GROUP	COM	91324P102	535	9,860	X	9,860
VARIAN MEDICAL SYSTEMS	COM	92220P105	4,689	66,755	X	66,755

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