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UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau...

The U.S. Census Bureau has selected your business to participate in the **2014 Annual Retail Trade Report.** In an effort to conduct this survey in a cost-effective manner, we have developed an electronic reporting instrument that we are confident you will find easy to use. To report online, please use the following information:

This report is **MANDATORY.** Title 13, United States Code, Sections 182, 224, and 225 requires your participation. Section 9 of Title 13 requires that the Census Bureau keep this report **strictly confidential.** Your information is only used to develop summary statistics that do not reveal the individual activities of your business. Under the same law, information cannot be used for taxation, regulation, or investigation and is exempt from release under the Freedom of Information Act.

Data compiled in the Census Bureau's annual business surveys are part of the official statistics used to measure economic performance in the United States, and provide the nation's policymakers and business leaders with measures of this important economic sector. The Census Bureau is determined to provide the most accurate and useful data possible, and to achieve that standard, **it is critical to obtain information from businesses such as yours.**

For additional information, visit us online at **https://econhelp.census.gov/arts.** While there, you can use the "Self-Service Log in" to check your filing status or request a time extension. If you need further assistance, please call us at 1-877-787-9860 (option 2).

Thank you in advance for ensuring that the results of the 2014 Annual Retail Trade Report are comprehensive, timely, and reliable.

Sincerely,

John H. Thompson
Director

United States™ Census Bureau
Economic Statistics