



Dear Company Representative,

We are writing to ask for your help with the U.S. Census Bureau's **2010 Annual Retail Trade Report**. Summary data from this report give an up-to-date picture of the U.S. economic activity in the retail trade sector, 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. To achieve that standard, we need participation from all types of businesses, including your business. We acknowledge that completing any report takes time and thought. For this reason, we urge you to view participation not only as a public service, but also as a sensible long-term investment- an investment that returns benefits to you by laying the foundation for sound economic policies and successful business decisions.

Reporting instructions are included on the enclosed form, and estimates are acceptable. You may report via mail, fax, or Internet. Please see the front page of the form for pertinent information concerning each of these options.

This report is **mandatory** and **must be returned by the due date shown on the front of the form**. Title 13, United States Code, Sections 182, 224, and 225 requires your participation. Section 9 of Title 13 requires that the Census Bureau keeps this report **strictly confidential**. Your information is used only to develop summary data that do not reveal the individual activities of your company. Under the same law, information cannot be used for taxation, regulation, or investigation.

If you have any questions or concerns about completing this report, please contact the Annual Retail Branch directly at 301-763-2747 or toll free at 1-800-327-4389 (select option 2) weekdays between 8:00 a.m. and 5:00 p.m. Eastern time. You may also access our Website at <http://www.census.gov/econhelp/arts> for information about electronic reporting and answers to **Frequently Asked Questions**.

THANK YOU in advance for ensuring that the results of the 2010 Annual Retail Trade Report are comprehensive, timely, and reliable.

Sincerely,

Robert M. Groves
Director

Enclosures