



PAST DUE NOTICE

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

Dear Company Representative,

Our records indicate that your **2012 Annual Retail Trade Report** has not been received. Summary statistics from this report give an up-to-date picture of 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.

This report is **MANDATORY**. It was originally due **by the date shown on the front of the form and is now due IMMEDIATELY**. Title 13, United States Code, Sections 182, 224, and 225 require 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 statistics that do not reveal the individual activities of your company. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

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

To complete your form online now, please go to **econhelp.census.gov/arts** and click on the **"Report Online"** button. Your Username and Password are located on the front page of the form.

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 a.m. and 5 p.m. Eastern time. You may also access our Web site at **econhelp.census.gov/arts** for information about electronic reporting and answers to **Frequently Asked Questions**.

THANK YOU in advance for ensuring that the results of the 2012 Annual Retail Trade Report are comprehensive, timely, and reliable.

Enclosures