



FROM THE DIRECTOR
U.S. CENSUS BUREAU

The U.S. Census Bureau requests your cooperation with the Annual Retail Trade Report. Trends in the retail sector are useful to many American companies, particularly for market research and planning activities. These are also part of the official statistics used to measure current economic performance in the United States. A key source of these data is the Census Bureau's Annual Retail Trade Report.

In order to collect these data, your firm has been selected to participate in this survey. We have enclosed an Annual Retail Trade Report form and ask that you **complete the report by the due date**. Please note that your timely response will help minimize costly follow-up with your company. A return envelope is provided for your convenience. If you wish to report online using our secure Web site, your username and password, as well as the Web site address are located on the form above Item 1. If you wish to fax your report toll-free to our National Processing Center in Jeffersonville, Indiana, the number is 1(800)447-4613.

We realize that providing this information may be a burden for your company. Consequently, we have only requested company data that should be readily available in your books. To ease undue reporting burden, we will accept estimates when book figures are not available.

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 Census Bureau. Title 13 also assures **your 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 a respondent's files are immune from legal process.

If you have any questions or concerns about this report, please call us toll-free at 1(800)772-7851 weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. When calling or writing, please refer to the name of the survey and the identification number in the upper left corner of the address section. You also may access our Web site at **<http://www.census.gov/econhelp/arts>** for information about electronic reporting and answers to frequently asked questions.

Thank you for your time and cooperation in this important program. Our programs cannot be successful without the assistance of firms like yours.

Sincerely,

Steve H. Murdock

Enclosures

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Helping You Make Informed Decisions

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