



**A Message from the U.S. Census Bureau:**

We are requesting your cooperation with the **2017 Annual Retail Trade Report**. Data compiled from this survey provide part of the official statistics used to measure economic performance in the United States, and provide the nation's policymakers and business leaders like you with measures of this important economic sector.

**Website:**

**Authentication Code:**

**Due Date:**

1. **Sign in OR register** at the website above.
2. **Add** your authentication code.
3. **Report** by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete.

**YOUR RESPONSE IS REQUIRED BY LAW** and will be kept strictly **CONFIDENTIAL**. We estimate this survey will take an average of 3 hours 19 minutes to complete. Additional information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing this survey, please sign into your Census Bureau account or call our customer help line at 1-877-787-9860 (option 2), Monday through Friday, 8:00 a.m. to 5:00 p.m. Eastern time.

**Thank you** in advance for your time and cooperation, and for helping the U.S. Census Bureau measure America's people, places, and economy. Your response makes a difference.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Jarmin".

Ron S. Jarmin  
Performing the Non-Exclusive Functions  
and Duties of the Director

### **OMB Number**

This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-0013 and appears in the upper right corner of each reporting screen. Without this approval, we could not conduct this survey.

### **Authority and Confidentiality**

Title 13, United States Code, Sections 131 and 182, authorizes this collection. Sections 224 and 225 require your response. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and can use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

### **Burden Estimate Statement**

We estimate this survey will take an average of 3 hours 19 minutes to complete, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.