ARTS-L1
(01-07-2021)

UNITED STATES DEPARTMENT OF COMMERCE
U.S. Census Bureau
Office of the Director
Washington, DC 20233-0001

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

We request your participation with the **2020 Annual Retail Trade Survey**. Data compiled from this survey contribute to 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.

1. **Sign in** OR **register** at https://portal.census.gov
2. **Add** your authentication code.
3. **Report** by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete the survey.

YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly **CONFIDENTIAL**. 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 8:00 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

Steven D. Dillingham
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 top 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 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 the Annual Retail Trade Survey will take an average of 39 minutes to complete. Factors such as company size, complexity, and activity will affect your actual time to complete the survey. This estimate includes the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the survey.