



PAST DUE NOTICE

Dear Company Representative:

Our records indicate that your **2010 Annual Retail Trade Report** has not been received. Summary data 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.

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**. 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 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,

Mark E. Wallace
Chief, Service Sector Statistics Division

Enclosures