



Dear Company Official:

Thank you for participating in the U.S. Census Bureau's Monthly Retail Trade Report. This report provides an up-to-date picture of U.S. consumer activity and is a key element in determining the U.S. Gross Domestic Product. A successful Monthly Retail Trade Report gives the nation's policymakers and business leaders a clear picture of current and prospective market strength. In the words of former Chairman of the Federal Reserve Board, Dr. Alan Greenspan, "The Census Bureau's economic surveys are indispensable to understanding America's economy. Participating in the monthly survey helps us all."

Your report form has a new look. In addition, we may have revised your firm's reporting arrangements. Instructions are included on the form and estimates are acceptable. Please fax your completed form to 1-800-447-4613. If you have any questions about this report, please call 1-800-772-7852 from 8:30 a.m. to 5:00 p.m., Eastern Time, to speak with a Census Bureau representative. **Please visit our web site at <<http://www.census.gov/retail>> for Monthly Retail Trade Report results.**

The information you provide is kept confidential by law, and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. This information cannot be used for taxation, regulation, or investigation. Under the same law, your information is used only to develop summary data that do not reveal the individual activities of your company.

The Census Bureau is determined to provide the most accurate and useful data possible. To achieve that standard, we need help from companies like yours. Thank you in advance for making the Monthly Retail Trade Report comprehensive, timely, and reliable. I believe, along with former Chairman Greenspan, that an accurate survey helps us all.

Sincerely,

Steve H. Murdock
Director

Enclosures