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UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

FROM THE DIRECTOR
U.S. CENSUS BUREAU

Data compiled in the U.S. Census Bureau's Annual Retail Trade Survey are part of the official statistics used to measure economic performance in the United States. We have enclosed your report form for the 2008 survey, and ask that you complete and **return it by the due date shown on the front of the form**. Your participation is required by law (Title 13, United States Code), and your timely response will help minimize costly follow-up with your company.

To make reporting easier, we will accept estimates when book figures are not available. We encourage you to report online on our secure Web site. The Web address, your username, and password are on the form, beneath the address label. In lieu of reporting online, you may fax the enclosed form using the toll-free number 1-800-447-4613, or if you prefer to use standard mail, postage-paid envelopes are provided so that you can return each form as soon as it is completed.

Your report is completely confidential under Title 13, and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Data provided will be used only for statistical purposes, and published summary statistics will not identify individual firms. Title 13 also provides that copies retained in your files are immune from legal process. In addition, your reported data are exempt from requests made under the Freedom of Information Act.

You may visit our Web site for answers to **Frequently Asked Questions** at **<http://bhs.econ.census.gov/BHS/ARTS/FaqARTS.html>**.

If you need additional reporting help, 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 Annual Retail Trade Survey and the identification number in the upper left-hand corner of the address section.

Sincerely,

Steve H. Murdock

Enclosures