

In an effort to move our economic programs towards a paperless collection strategy, the Annual Retail Trade Survey (0607-0013) will be undertaking a “push” strategy effective with the 2013 survey year (mailed in February 2014). This strategy entails eliminating paper forms in the initial and follow-up mailings, and attempts to encourage respondents to report online. The letter directs respondents to go online to the Census Bureau’s Business Help Site at econhelp.census.gov/arts. Once online, the respondent can log in to report. Additionally, the respondent can log in to access help functionality such as printing a form, requesting a time extension, checking their filing status, or updating their mailing status. The help site contains contact information for any additional assistance the respondent may need.

We will monitor overall response, and if rates fall below a threshold determined from historical trends then forms will be included in the next scheduled mailing for all cases. We will also monitor response by industry level to ensure that if total response remains acceptable, no individual industry falls behind historical response trends. If any specific industry falls below the established threshold, then forms for that particular industry will be included in the next scheduled mailing.

If you have any questions about this request, please contact Aneta Erdie, Chief of the Annual Retail Branch, Service Sector Statistics Division, at 301-763-4841.