

**SBO-1/2-L1  
(2012)**

**Please reply to:**  
U.S. CENSUS BUREAU  
1201 EAST TENTH STREET

JEFFERSONVILLE IN 47134-0001

FROM THE ASSOCIATE DIRECTOR FOR ECONOMIC PROGRAMS  
U.S. CENSUS BUREAU

You have been selected to participate in the **2012 Survey of Business Owners and Self-Employed Persons (SBO)**. The SBO is taken every five years as part of the Economic Census and provides the government and businesses with essential data on the demographic and economic composition of businesses in the United States. The SBO will create comprehensive estimates of the characteristics of U.S. businesses and their owners, and **information from your business is critical** to providing reliable data for your industry and geographic area.

In an effort to conduct the SBO in a cost-effective manner, we have developed an electronic reporting instrument for completing the questionnaire (Form SBO-1 or Form SBO-2) that we are confident you will find easy to use. We have established an account for you where you can enter and save your response data during multiple on-line sessions, if necessary, for your convenience.

**To complete the survey online or get assistance from the Business Help Site, go to [econhelp.census.gov/sbo](http://econhelp.census.gov/sbo).** Use the following User ID and Password to access your account:

**User ID**  **Password**

This report is **MANDATORY** and must be completed **by October 29, 2013**.

Title 13, United States Code, Sections 131 and 224, **requires your response** and Section 9 guarantees that **your response is confidential** and will only be used for statistical purposes. Applicable provisions of the law are provided on the Business Help Site. You may use reasonable estimates if book figures are not readily available.

**THANK YOU** in advance for ensuring that the results of the 2012 Survey of Business Owners and Self-Employed Persons are comprehensive, timely, and reliable.

Sincerely,

William G. Bostic, Jr.

Visit **[econhelp.census.gov/sbo](http://econhelp.census.gov/sbo)**

- To Report Electronically
- To Get Help With Your Form

Para llamar libre de cargos: 1-888-824-9954, de lunes a viernes, de 8 a.m. a 6 p.m., hora del Este.