



Dear Company Official:

Your firm has been selected to participate in the Monthly Retail Trade Survey. This survey is authorized by Title 13, United States Code, Section 182. The responses obtained from this survey will provide policy makers and business leaders with an up to date picture of the United States economic condition and are a key element in estimating the Gross Domestic Product (GDP) of the United States.

The information that you provide to the Monthly Retail Trade Survey is confidential by law (Title 13, United States Code) and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Under the same law, your information will be used only to develop total U.S. estimates that do not disclose the individual activities of your firm. This information will be strictly safeguarded and cannot be used for taxation, regulation, or investigation purposes.

In order to receive timely responses, estimates for the month specified on the form are acceptable if book figures for the month are not available. We also encourage you to report online. The Internet address along with your Username and Password can be found in the "Return Via Internet" section on the first page of the enclosed survey form.

The Census Bureau is determined to provide the most accurate and useful data possible. We need assistance from firms like yours to achieve this standard. I thank you in advance for your participation in the Monthly Retail Trade Survey and for contributing to the overall comprehensiveness, timeliness, and reliability of the estimates the Census Bureau produces.

Sincerely,

Shirin A. Ahmed
Assistant Director for Economic Programs Enclosures

Enclosures