



A Message from the Director, U.S. Census Bureau:

Your firm has been selected to participate in the **Advance Monthly Retail Trade Survey**. The U.S. Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy. This survey produces one of the Census Bureau's many important economic measurements. Data from this survey provide business leaders and policymakers with an up-to-date picture of the nation's economic condition, and are a key element in estimating the quarterly Gross Domestic Product (GDP).

Please use the enclosed form as a worksheet prior to reporting online. Website and login information can be found on the front page of the form. Online reporting is easy, reduces costs, and decreases processing times. You may elect to return the completed form in the enclosed envelope instead of responding online. If you prefer to be contacted by email instead of mail, please update your preference in our online reporting instrument or contact a Census Bureau representative at the number below.

After reporting, we invite you to browse through the wealth of data available through the Census Bureau's website. Start by viewing this survey's results at: <https://www.census.gov/retail>.

YOUR RESPONSE WILL BE KEPT STRICTLY CONFIDENTIAL. Information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing this survey, please call our customer help line at 1-800-772-7852, Monday through Friday, 8:30 a.m. to 4:30 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

George M. Cook
Performing the functions
and duties of the Director

OMB Number

This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number is 0607-0717 and appears in the top right corner of the paper survey form or each online reporting screen. Without this approval, we could not conduct this survey.

Authority and Confidentiality

Title 13, United States Code, Sections 131 and 182, authorizes the U.S. Census Bureau to conduct this collection and to request your voluntary assistance. The Census Bureau is required by Section 9 of the same law to keep your information confidential and use your responses only to produce statistics. The Census Bureau is not permitted to publicly release your responses in a way that could identify your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Burden Estimate Statement

We estimate the Advance Monthly Retail Trade Survey will take an average of 5 minutes to complete. Factors such as company size, complexity and activity will affect your actual time to complete the survey. This estimate includes the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the survey.



A message from the Director, U.S. Census Bureau:

You may have noticed that the name of the survey and due date have changed. Starting this month, your firm has been selected to participate in the **Advance Monthly Retail Trade Survey**. Participating in the Advance survey means that we will be asking you to provide sales data earlier in the month, but please note that the methods to report and questions on the survey remain the same. In order to receive timely responses, if actual data are not available, carefully prepared estimates are acceptable.

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Enclosures

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Website:
Username:
Password:

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Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely,

A handwritten signature in black ink that reads "George M. Cook".

George M. Cook
Performing the functions
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Burden Estimate Statement

We estimate the Monthly Retail Trade Survey will take an average of 7 minutes to complete. Factors such as company size, complexity and activity will affect your actual time to complete the survey. This estimate includes the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the survey.