



Dear Company Official:

I would like to take this opportunity to thank you for your participation in the Advance Monthly Retail Trade Survey. Your willingness to provide data has contributed to the overall timeliness and reliability of the estimates used to assess the condition of the United States economy.

To reduce the burden on smaller companies, we select a new sample every 5-7 years. Although there is a possibility that you will be reselected in the future, your firm is not being asked to participate in the upcoming sample at this time. If you report to us electronically, beginning next month your Username and Password will be disabled and you will be removed from subsequent data collection attempts for the Advance Monthly Retail Trade Survey. If your participation is requested in the future, you will be notified.

The information that you have provided to the Advance 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 was used only to develop total U.S. estimates that do not reveal the individual activities of your firm. This information cannot be used for taxation, regulation, or investigation and will continue to be safeguarded after you are no longer actively reporting in the survey.

Again, I thank you for your participation in the Advance Monthly Retail Trade Survey. Companies like yours allow the Census Bureau to provide the most accurate and useful data possible.

Sincerely,

Mark E. Wallace
Chief, Service Sector Statistics Division

Enclosures