



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 policy makers 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).

Use the enclosed form as a worksheet prior to reporting online, or return the completed form in the enclosed envelope. Online reporting is encouraged due to cost savings and reduced processing times. Website and log in information can be found on the front page of the form. Starting next month, we will fax your initial report form. If you prefer to be contacted by mail instead of fax, 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 <http://www.census.gov/retail>.

YOUR RESPONSE WILL BE KEPT STRICTLY CONFIDENTIAL. We estimate this survey will take an average of 5 minutes to complete. Additional 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 cooperation, and for helping the U.S. Census Bureau measure America's people, places, and economy. Your response makes a difference.

Enclosures

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 at the upper right of the survey form/login screen. Without this approval, we could not conduct this survey.

Authority and Confidentiality

Title 13, United States Code, Sections 131 and 182, authorizes the Census Bureau to conduct this collection and to request your voluntary assistance. The U.S. Census Bureau is required by Section 9 of Title 13 to keep your information confidential and can 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 this survey will take an average of 5 minutes to complete, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.