

## **Cover Letters**

### Form

### Description

SA-L1-A

Initial cover letter

SA-L2-A

First follow-up cover letter

SA-L3-A

Second follow-up cover letter

SA-L4-A

Third/Final follow-up cover letter

SA-C-L1-A

Initial cover letter for consolidated reporters

SA-C-L2-A

First follow-up cover letter for consolidated reporters

SA-C-L3-A

Second follow-up cover letter for consolidated reporters

SA-C-L4-A

Third/Final follow-up cover letter for consolidated reporters



FROM THE DIRECTOR  
U.S. CENSUS BUREAU

The U.S. Census Bureau has selected your firm to participate in the Service Annual Survey. Prior to our mailout, you were contacted by a Census Bureau representative and agreed to report a consolidated form electronically to help ease your reporting burden. Data compiled in the Census Bureau's annual business surveys are part of the official statistics used to measure current economic performance in the United States.

**Please complete your 2011 Annual Services Report online by March 2, 2012.** Your timely response will help minimize costly follow-up efforts by mail and/or telephone if we do not receive your response by March 2, 2012. To make reporting easier, we will accept estimates when book figures are not available. The Web address to complete this report electronically is [census.gov/econhelp/sas](http://census.gov/econhelp/sas).

Your Username and Password are:

**Username:**

**Password:**

We realize that participating in this survey is a burden for your company. However, we have taken steps to minimize this burden. For example, we have changed the survey materials to incorporate business suggestions, selected the fewest possible number of representative businesses to participate, and limited our requests to data normally found in business records. We also re-designed and re-selected the sample of firms used for the Annual Services Report to redistribute reporting burden for small and medium-sized companies. **Please note: We are asking you to provide data for 2011 and 2010**, even if you were in the prior sample. Providing both years of data will help to properly link estimates from the prior and new samples and ensure that the published estimates are reliable and consistent over time. Report forms for future years will request only one year of data until a new sample is selected.

**Your participation is required by law** (Title 13, United States Code, Sections 182, 224, and 225). **Your report is completely confidential** under Title 13 and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Data provided will be used only for statistical purposes, and published summary statistics will not identify individual firms. Title 13 provides that copies retained in your files are immune from legal process. In addition, your reported data are exempt from requests made under the Freedom of Information Act.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/).

Thank you for your cooperation with this important program.

Sincerely,

Robert M. Groves  
Director

Enclosures



**SECOND REQUEST**

FROM THE U.S. CENSUS BUREAU

Several weeks ago we asked you to complete a mandatory 2011 Annual Services Report. Our records show we have not received it. **If you have already submitted your report, you may disregard this notice.**

The information you provide enables the Census Bureau to develop reliable and timely measures of current economic conditions. Many businesses like yours use the survey results to conduct market research, investment analysis, and planning activities. To view prior year Service Annual Survey results, visit [census.gov/services/index.html](http://census.gov/services/index.html).

Prior to our mailout, you were contacted by a Census Bureau representative and agreed to report a consolidated form electronically to help ease your reporting burden.

Your timely response will help minimize costly follow-up efforts with your company. To make reporting easier, we will accept estimates when book figures are not available. The Web address to complete this report electronically is [census.gov/econhelp/sas](http://census.gov/econhelp/sas).

Your Username and Password are:

**Username:**

**Password:**

**Your participation is required by law** (Title 13, United States Code, Sections 182, 224, and 225). **Your report is completely confidential** under Title 13 and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Data provided will be used only for statistical purposes, and published summary statistics will not identify individual firms. Title 13 provides that copies retained in your files are immune from legal process.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/).

Thank you for your cooperation with this important program.

Sincerely,

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures



**THIRD REQUEST**

FROM THE U.S. CENSUS BUREAU

Two months ago, we requested that you participate in a mandatory national survey by completing the 2011 Annual Services Report. We have made repeated attempts to obtain your firm's data and still have not received your response. Your participation is vital to the success of the survey.

**Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in your files are immune from legal process.

Prior to our initial mailout, you were contacted by a Census Bureau representative and agreed to report a consolidated form electronically to help ease your reporting burden. **Your failure to comply may result in a penalty.** To remove your firm from delinquent status, we ask that you take the time to complete the survey.

The Web address to complete this report electronically is **[census.gov/econhelp/sas](http://census.gov/econhelp/sas)**.

Your Username and Password are:

**Username:**

**Password:**

To make reporting easier, we will accept estimates when book figures are not available. Your prompt response will alleviate the need for future mail and/or telephone follow-up.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at **[census.gov/econhelp/sas/](http://census.gov/econhelp/sas/)**.

Thank you for your cooperation with this important program.

Sincerely,

A handwritten signature in black ink that reads "Mark E. Wallace".

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures



**PAST DUE**

FROM THE U.S. CENSUS BUREAU

Several months ago, we requested that you participate in a mandatory national survey by completing the 2011 Annual Services Report. We have made repeated attempts to obtain your firm's data and still have not received your response. Your participation is vital to the success of the survey.

**Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in your files are immune from legal process.

Prior to our initial mailout, you were contacted by a Census Bureau representative and agreed to report a consolidated form electronically to help ease your reporting burden. Your continued failure to respond opens your firm to public prosecution and civil penalties. **To remove your firm from delinquent status, we ask that you take the time to complete the survey within the next five business days.**

The Web address to complete this report electronically is [census.gov/econhelp/sas](http://census.gov/econhelp/sas).

Your Username and Password are:

**Username:**

**Password:**

To make reporting easier, we will accept estimates when book figures are not available. Your prompt response will alleviate the need for future mail and/or telephone follow-up.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/).

Thank you for your cooperation with this important program.

Sincerely,

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures



FROM THE DIRECTOR  
U.S. CENSUS BUREAU

The U.S. Census Bureau has selected your firm to participate in the Service Annual Survey, and we have enclosed a form for your firm to complete. Data compiled in the Census Bureau's annual business surveys are part of the official statistics used to measure current economic performance in the United States. **Please complete and return your 2011 Annual Services Report by the due date shown on the form.** Your timely response will help minimize costly follow-up efforts by mail and/or telephone if we do not receive your response by the specified date.

We realize that participating in this survey is a burden for your company. However, we have taken steps to minimize this burden. For example, we have changed the survey materials to incorporate business suggestions, selected the fewest possible number of representative businesses to participate, and limited our requests to data normally found in business records. We also re-designed and re-selected the sample of firms used for the Annual Services Report to redistribute reporting burden for small and medium-sized companies. **Please note: We are asking you to provide data for 2011 and 2010,** even if you were in the prior sample. Providing both years of data will help to properly link estimates from the prior and new samples and ensure that the published estimates are reliable and consistent over time. Report forms for future years will request only one year of data until a new sample is selected.

To make reporting easier, we will accept estimates when book figures are not available. We encourage you to report online on our secure web site. The Web address, your Username, and Password are on the form beneath the address label. If you prefer to use standard mail, postage-paid envelopes are provided so that you can return each form as soon as it is completed.

**Your participation is required by law** (Title 13, United States Code, Sections 182, 224, and 225). **Your report is completely confidential** under Title 13 and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Data provided will be used only for statistical purposes, and published summary statistics will not identify individual firms. Title 13 provides that copies retained in your files are immune from legal process. In addition, your reported data are exempt from requests made under the Freedom of Information Act.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/). In written correspondence, please refer to the survey name in the upper left corner of the address section on the form.

Thank you for your cooperation with this important program.

Sincerely,

Robert M. Groves  
Director

Enclosures



## SECOND REQUEST

FROM THE U.S. CENSUS BUREAU

Several weeks ago we asked you to complete a mandatory 2011 Annual Services Report. Our records show we have not received it. **If you have already submitted your report, you may disregard this notice.**

The information you provide enables the Census Bureau to develop reliable and timely measures of current economic conditions. Many businesses like yours use the survey results to conduct market research, investment analysis, and planning activities. To view prior year Service Annual Survey results, visit [census.gov/services/index.html](http://census.gov/services/index.html).

In case you did not receive the form or have misplaced it, we are enclosing another copy. **Please complete the report and submit it to us within the next 5 business days.** We encourage you to report online on our secure web site. The Web address, your Username, and Password are on the form beneath the address label. If book figures are not available, your best estimates are acceptable. Your prompt response will alleviate the need for future mail and/or telephone follow-up.

**Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in your files are immune from legal process.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/). In written correspondence, please refer to the survey name in the upper left corner of the address section on the form.

Thank you for your cooperation with this important program.

Sincerely,

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures



**THIRD REQUEST**

FROM THE U.S. CENSUS BUREAU

Two months ago, we requested that you participate in a mandatory national survey by completing the 2011 Annual Services Report. We have made repeated attempts to obtain your firm's data by mail and still have not received your response. Your participation is vital to the success of this survey.

**Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in your files are immune from legal process.

Your failure to comply may result in a penalty. **To remove your firm from delinquent status, we ask that you take the time to complete the enclosed form.** We encourage you to report online on our secure web site. The Web address, your Username, and Password are on the form beneath the address label. If book figures are not available, your best estimates are acceptable. Your prompt response will alleviate the need for future mail and/or telephone follow-up.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/). In written correspondence, please refer to the survey name in the upper left corner of the address section on the form.

Thank you for your cooperation with this important program.

Sincerely,

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures



**PAST DUE**

FROM THE U.S. CENSUS BUREAU

Several months ago, we requested that you participate in a mandatory national survey by completing the 2011 Annual Services Report. We have made repeated attempts to obtain your firm's data by mail and still have not received your response. Your participation is vital to the success of this survey.

**Your response is required by law.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **your report is confidential.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in your files are immune from legal process.

Your continued failure to respond opens your firm to public prosecution and civil penalties. **To remove your firm from delinquent status, we ask that you take the time to complete the enclosed report within the next 5 business days.** We encourage you to report online on our secure web site. The Web address, your Username, and Password are on the form beneath the address label. If book figures are not available, your best estimates are acceptable. Your prompt response will alleviate the need for future mail and/or telephone follow-up.

**If you have any questions or need assistance, call us toll-free at 1-800-772-7851** weekdays between 8:30 a.m. and 5:00 p.m., Eastern time. You can also refer to the Frequently Asked Questions Web site at [census.gov/econhelp/sas/](http://census.gov/econhelp/sas/). In written correspondence, please refer to the survey name in the upper left corner of the address section on the form.

Thank you for your cooperation with this important program.

Sincerely,

Mark E. Wallace  
Chief, Service Sector Statistics Division

Enclosures