

Public reporting burden for this collection of information is estimated to average (insert time) hours [or minutes] per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, Room 1014, Alexandria, VA 22302 ATTN: PRA (0584-0523). Do not return the completed form to this address.

## ATTACHMENT A

### Invitation to Participate in the Survey

#### Standard Email Invitation Sent to KnowledgePanel® Respondents

Below is the standard email invitation that KN uses for inviting respondents to participate in KnowledgePanel surveys. The email invitation below has text substitution fills that are filled in by the survey system. The text of the email may also be customized for the specific project.

#### Standard Email Invitation

SUBJECT LINE: Your Latest KnowledgePanel Survey [SURVEY NUMBER / TITLE].

TEXT OF EMAIL: Dear [NAME],

Thanks for being an integral part of KnowledgePanel®! Your latest survey can be accessed by clicking the following link:

">Click Here to Start Survey<

If it does not work automatically from email, please copy the link below to your Internet browser.

[LINK]

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. To better serve you, please be sure to include reference [SURVEY NUMBER/TITLE] in the Subject of your message. We are always happy to hear from you!

Thanks,

KnowledgePanel Support Team

<http://www.knowledgepanel.com>">www.knowledgepanel.com

This email was intended for [NAME].