

BASELINE INCENTIVE LETTER

[MAILED TO RESPONDENTS THAT COMPLETE THE BASELINE ENROLLMENT SURVEY AND SELECT CASH OR PHYSICAL GIFT CARD OPTION. IF SCREENER IS COMPLETED AT THE SAME TIME AS BASELINE AND EARLY BIRD DATE HAS NOT PASSED, BOTH SCREENER AND BASELINE INCENTIVE PAYMENTS WILL BE COMBINED INTO ONE MAILING.]

[FNAME LNAME]
[ADDRESS1]
[ADDRESS2]
[CITY], [STATE] [ZIPCODE]

[FNAME],

Thank you for enrolling in the Ask U.S. Panel pilot! Your participation in the panel pilot is important to the U.S. Census Bureau and other federal statistical agencies' goal to better understand public opinion related to federal data collection and other topics of interest.

As a token of our appreciation, we have enclosed **[IF COMPLETED SCREENER (BY EARLY BIRD) AND BASELINE AT SAME TIME, AND SCREENER INCENTIVE HAS NOT BEEN DISTRIBUTED FILL:** (\$25 cash/ a \$25 gift card) - \$5 for completing the first screener survey and \$20 for completing the second enrollment survey.] **[IF BASELINE INCENTIVE PAYMENT ONLY FILL:** (\$20 cash/a \$20 gift card) for completing the enrollment survey.]

If you have any questions about this payment, or any other component of the Ask U.S. Panel pilot, you may reach the research team at 1-866-558-0774 from 9:00 am-12:00 am Monday through Thursday, 9:00 am-11:00 pm on Fridays, 10:00 am-9:00 pm on Saturdays, and 1:30 pm-11:00 pm on Sundays (EST) or askuspanel@rti.org.

Sincerely,

[CONTACT]