

TOPICAL SURVEY INCENTIVE LETTER

[MAILED WITH INCENTIVE IF PHYSICAL GIFT CARD OR CASH SELECTED.]

[FNAME LNAME]
[STREET ADDRESS]
[CITY], [STATE] [ZIPCODE]

[FNAME],

Thank you for completing the [TITLE] survey for the Ask U.S. Panel pilot! Your participation in the pilot panel is important to the U.S. Census Bureau and other federal statistical agencies' goal to better understand public opinion.

As a token of our appreciation for your response, we have enclosed **[IF GIFT CARD SELECTED FILL: a \$10 gift card; IF CASH SELECTED FILL: \$10 cash]**.

Thank you again for your participation in the Ask U.S. Panel pilot. As we mentioned previously, this was a pilot to test the feasibility and procedures that will be used to develop future panels. Your participation in this survey marks the end of the pilot panel. We appreciate your responses.

If you have any questions about this payment, or any other component of the Ask U.S. Panel pilot, you can reach us 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]