

BASELINE INCENTIVE LETTER

[MAILED TO RESPONDENTS THAT COMPLETE THE BASELINE SURVEY]

[FNAME LNAME]

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIPCODE]

Dear [FNAME],

Thank you for your recent enrollment in the Ask U.S. Panel pilot! Your participation is important to the U.S. Census Bureau and the Department of Defense's goal to better understand active-duty service members' and their spouses' views and experiences.

As a token of our appreciation for your response, we have enclosed [IF ACTIVE DUTY AND SELECTED GIFT CARD IN INCENT1: a \$20 gift card; IF SELECTED CHECK IN INCENT1: a \$20 check; IF SELECTED CASH IN INCENT1: \$20 cash; IF SELECTED GIFT CARD IN INCENT1: a \$20 gift card.

Persons who participate in an upcoming Ask U.S. Panel pilot survey may also receive an additional \$10 incentive payment.

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]