

SCREENER EARLY BIRD INCENTIVE LETTER

[MAILED TO RESPONDENTS THAT COMPLETE THE SCREENER BY THE EARLY BIRD DATE AND SELECT PHYSICAL GIFT CARD OR CASH OPTION.]

[FNAME LNAME]

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIPCODE]

Dear [FNAME],

Thank you for your recent response to the short survey to determine if anyone in your household was eligible to join the Ask U.S. Panel pilot. **[IF SELECTED FILL: Your participation in the ASK U.S. Panel pilot is vital to the success of this effort.] [IF NOT SELECTED FILL: While you were not eligible to join the ASK U.S. Panel pilot, the information you provided is vital to the success of this effort.]**

As a token of our appreciation for your quick response, we have enclosed **[IF GIFT CARD SELECTED IN SCREENER FILL: a \$5 gift card; IF CASH SELECTED IN SCREENER FILL: \$5 cash]**.

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