

BASELINE INCENTIVE EMAIL

[EMAIL SENT TO RESPONDENTS THAT COMPLETE THE BASELINE ENROLLMENT SURVEY AND ELECTRONIC 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 EMAIL UNLESS DIFFERENT PAYMENT OPTIONS ARE SELECTED (E.G., CASH AND ELECTRONIC GIFT CARD).]

[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.

To redeem your **[IF COMPLETED SCREENER (BY EARLY BIRD) AND BASELINE AT SAME TIME, AND SCREENER INCENTIVE HAS NOT BEEN DISTRIBUTED FILL: \$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 gift card for completing the enrollment survey,]** please follow the instructions below:

[INSERT PERSONALIZED LINK HERE AND ANY ADDITIONAL INSTRUCTIONS NECESSARY TO REDEEM GIFT CARD, TO INCLUDE REDEMPTION AND FUNDS EXPIRATION DATES.]

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]