

TOPICAL SURVEY INCENTIVE EMAIL

[EMAIL SENT TO RESPONDENTS THAT SELECT ELECTRONIC GIFT CARD INCENTIVE OPTION.]

Subject line: Your Ask U.S. Panel Incentive

Dear [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.

To redeem your \$10 gift card, 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.]

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 and implement 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, 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]