

# KnowledgePanel®

The opportunity to be heard.

January 22, 2024

Dear Current Resident,

Your household is invited to join KnowledgePanel®. You can earn cash and other rewards for being on our panel and giving your opinions on various topics.

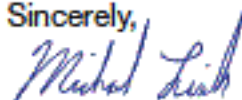
Ipsos is an opinion research company with KnowledgePanel members all across America. Members participate in national polls and surveys. This research is done for television networks, news organizations, well-known companies, universities and others like *ESPN*, *AARP* and *Consumer Reports*. Our panel helps us track national trends in the economy, politics, entertainment, sports, and new products.

We would like your household to be a part of this important research. **If you feel like your point of view is not represented in polls or the news, we especially want to hear from you.** There are NO membership fees, nothing to buy, and no costs to you at any time. Each member of your household, ages 13 and older, can join and also earn cash and rewards.

As a special thank you, we will send a \$20 reward to every household member who joins and takes an introductory survey with us. Join KnowledgePanel and there will be more rewards the longer you remain a member. All we ask for is 10 to 15 minutes of your time each week to complete surveys online at your convenience. If you don't have access to the internet, please see the enclosed information on how we can help you.

Any adult in your household can accept this special invitation in one of the ways below. We are always happy to answer your questions. A quick response would be very much appreciated.

Sincerely,



Michael Link  
Chief Research Officer  
Ipsos | KnowledgePanel

## Want to join? Questions?



Go to  
[join.knpanel.com](http://join.knpanel.com)  
and enter your code:

or



Call us at  
1-800-255-6878  
and tell us your code  
to the left. We'll get  
you enrolled.

or



Fill out the enclosed  
acceptance form and  
mail it back in the  
provided envelope.  
No need for a stamp.

Code Here

>>> XXXXXX

