

APPENDIX S
REFUSAL CONVERSION LETTER

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March 30, 2012

Dear [FNAME LNAME/"Resident"]:

An interviewer from Mathematica Policy Research recently visited your home to invite you to take part in the National Food Study, sponsored by the United States Department of Agriculture (USDA). We are sorry you were unable or uninterested in taking part in the study at that time.

The National Food Study is interviewing households across America to learn about the types of foods people get to feed their families, the places where people get food (e.g. supermarkets, restaurants, school cafeterias, et cetera), and the prices paid for food. This information will help the USDA improve programs and ensure all residents of the United States have access to healthy foods at affordable prices.

We need your help! Your address was selected at random using a scientific process to make sure that every household in the United States had an equal chance of being selected for this study. Your participation is important! We need to interview people at every selected address so that we have a complete and accurate picture about food in the United States.

Your information is confidential. There are no right or wrong answers, and you can skip any question you do not want to answer. Your name will not be linked to any of your answers, and the law prohibits us from giving anyone any information that may identify you or your family. The information you provide will not affect any benefits or services received by anyone in your household.

You will receive \$100 or more for your time! The primary food shopper in the household, who completes three interviews and keeps track of food, will receive a **\$100 check** at the end of the week. The primary food shopper will also receive up to **three \$10 gift cards**, one for each call to report the foods you get. Each additional member of the household will get one gift card if they report the foods they get during the study week (**\$10 gift card** for children age 11 to 14, and **\$20 gift card** for persons age 15 and older).

In the next week, an interviewer will visit your home again. Please reconsider our request and be part of the National Food Study. Please visit our website at www.usdafoodstudy.org, or call 866-275-8659 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy Cole". The signature is written in a cursive style with a large initial "N" and "C".

Dr. Nancy Cole
Project Director, National Food Study