

## Attachment D4. Refusal Conversion Letter

OMB Control Number:  
xxxx-xxxx  
Expiration Date:  
xx/xx/xxxx

<Date>

<ID>

Household residing at

<Address>

<Address>

Dear Resident,

Recently, you or someone in your household spoke with one of our interviewers about the National Food Study (NFS) Pilot. The United States Department of Agriculture's (USDA) is sponsoring this national study of food purchasing and acquisition behaviors to better understand the kinds of foods Americans get, the nutrient content and cost of those foods, and the kinds of places where people get food. We are conducting this study under Section 17 (a) (1) of the Food and Nutrition Act of 2008, 7 U.S.C. 2026. **Researchers and program officials will use the data collected from this study to examine how food choices affect diet quality and reflect decisions about participation in food programs.**

I am aware that you have a good reason for deciding not to participate. Maybe you don't usually do surveys or studies, or you are busy and have many demands on your time and energy, maybe you are concerned about confidentiality or privacy of information, or maybe you feel like you have nothing to contribute to the study—but you do! As the NFS Project Director, I am writing to you personally to tell you about the importance of this study and to ask for your help. Your household will represent many other households similar to your own in your community. Only households selected can participate and we cannot replace one household with another that wishes to participate. Results from the NFS will be more complete and useful if your household participates. **By taking part, you will be performing an important public service.**

I have asked a NFS interviewer to visit you again soon. The interviewer would like to talk more about the study with an adult in your household **for about 10 minutes** to see if your household can participate. **This can be done at a time that is convenient for you and we will give you \$5 for this interview. If selected, and your household is a single person household the study will give your household \$105 upon study completion. Larger households may receive more as a thank you for fully participating in the study.**

We are eager to hear your opinions and to schedule an interview at a convenient time. To ask a question or to schedule an interview, please call our toll-free number, **1-888-xxx-xxxx**, weekdays between 9:00 a.m. and

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5:30 p.m. Eastern Time. You can also visit our website at  
<https://www.nationalfoodstudy.org>.

On behalf of the National Food Study, thank you in advance for your help.

Sincerely,

Janice Machado  
NFS Project Director