

Letter 1

Dear Resident,

Your household has been selected to participate in the **2025 National Household Food Study**. The U.S. Census Bureau is conducting this study on behalf of the U.S. Department of Agriculture (USDA).

Because of responses like yours we're able to learn how much money people spend on food so that USDA can design policies and programs to help meet the food needs of households in the United States.

To get started, we want to hear from the person living at this address who does **most of the food shopping or meal planning and preparation**.

Start the study today at census.gov/respond/foodstudy or by scanning this QR code

Your User ID is: 54387543

Your Password is: password354

The enclosed \$5 is a token of our appreciation for starting the voluntary study today. Because we know your time is valuable and the study is so important, you will earn an electronic gift card for **\$75/\$90/\$110** for completing all parts of the study. Any other eligible household members completing their parts of the study will each earn their own electronic gift card for **\$25/\$40/\$60**. Gift cards may be reportable as resources under SNAP and income under WIC. For this reason, receiving a gift card may affect your eligibility for these programs. If you have concerns about the gift card impacting eligibility, please contact your local SNAP or WIC agency.

- The first part of the study will take about 45 minutes and asks you about who lives in your household and where you get food and drinks.
- After that, for **4/7** days, we ask you (and others in your household) to tell us about the food and drinks that you purchase or get for free each day, including where you get them and what they cost.

Your response is greatly appreciated. Your privacy is our top priority and your responses will be kept confidential.

Sincerely,

Spiro Stefanou, Ph.D.
Administrator, USDA Economic Research Service

If you need help or have questions, please contact us:

1-844-421-2603 (9am to 9pm local time) census.foodstudy@census.gov census.gov/help/foodstudy

Para obtener información en español, vea el otro lado de esta carta.

Letter 2

Dear Resident,

Recently, we requested your participation in the **2025 National Household Food Study**. If you have completed the study prior to receiving this mailing, please accept our thanks. If you have not yet responded, we encourage you to complete the study today. This study collects important information to help us learn how much money people spend on food and how far they have to travel to get the food they need. This study is the only way we have to gather this and other important information. Your response is vital to the success of this study.

To get started, we want to hear from the person living at this address who does **most of the food shopping or meal planning and preparation**.

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Letter 3

Dear Resident,

We are reaching out to you again to ask for your participation in the **2025 National Household Food Study**. The U.S. Census Bureau is conducting this study on behalf of the U.S. Department of Agriculture (USDA). If you have already completed the study, thank you very much for your help. If you have not completed the study, please do so right away. Because every household's experiences are unique, **the success of this study depends on your participation**.

Your participation is vital to our understanding of how access to grocery stores and the prices of groceries affect the choices people make when it comes to food. This study is the only way we have to gather this and other important information so that USDA can design policies and programs to help meet the food needs of households in the United States.

To get started, we want to hear from the person living at this address who does **most of the food shopping or meal planning and preparation**.

Start the study today at census.gov/respond/foodstudy or by scanning this QR code

Your User ID is: 54387543

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- After that, for **4/7** days, we ask you (and others in your household) to tell us about the food and drinks that you purchase or get for free each day, including where you get them and what they cost.

You can call 1-844-421-2603 with questions between 9am and 9pm local time or email us at census.foodstudy@census.gov. You can also find more information at census.gov/help/foodstudy. Your privacy is our top priority and your responses will be kept confidential.

Thank you for your participation.

Sincerely,

Spiro Stefanou, Ph.D.
Administrator, USDA Economic Research Service

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Letter 4

Dear Resident,

We've been trying to reach you to ask for your participation in the United States Department of Agriculture's **2025 National Household Food Study**. Time is running out to respond and earn your gift card for participating.

Because we know your time is valuable and this voluntary study is so important, you will earn an electronic gift card for **\$75/\$90/\$110** for completing all parts of the study. Any other eligible household members completing their parts of the study will each earn their own electronic gift card for **\$25/\$40/\$60**. Gift cards may be reportable as resources under SNAP and income under WIC. For this reason, receiving a gift card may affect your eligibility for these programs. If you have concerns about the gift card impacting eligibility, please contact your local SNAP or WIC agency.

Because of responses like yours we're able to learn how access to grocery stores and the prices of groceries affects the choices families make when it comes to food. We want to hear from the person living at this address who does **most of the food shopping or meal planning and preparation**.

Start the study today at census.gov/respond/foodstudy or by scanning this QR code

Your User ID is: **54387543**

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Thank you for your time and effort. Your response is greatly appreciated. Your privacy is our top priority and your responses will be kept confidential.

Sincerely,

Spiro Stefanou, Ph.D.

Administrator, USDA Economic Research Service

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