

A. INVITATIONAL EMAILS

Email 1 - Non-PR, start the profile/income survey only

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Food Study Invitation

Dear NAMEFILL,

Welcome to 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).

You are receiving this invitation because someone in your household started this study and provided your email address so we can follow up with you directly. We hope you will complete this **one-time survey** about your health, work, and income. As a token of our appreciation, you will receive a **\$5** electronic gift card.

To start, click the link below to create your account. Your username is your email (EMAILFILL) and you will set your password. You may choose to complete the survey in English or Spanish.

<https://uscensusbureau.gov1.qualtrics.com/app/iTZzjGV/login>

Training videos and answers to frequently asked questions are available at census.gov/help/foodstudy. For personalized support, please email census.foodstudy@census.gov or call 1-844-421-2603.

Thank you for your time.

Sincerely,

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

Follow the link to opt out of future National Household Food Study emails: [OptOutLink?d=Click here to unsubscribe](#).

Email 2a - Non-PR, start the food log only, 4-day group, \$5 each day

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

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Thank you for your time. 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.

Sincerely,

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Email 2b - Non-PR, start the food log only, 7-day group, \$5 each day

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Food Study Invitation

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Email 2c - Non-PR, start the food log only, 7-day group, \$5 first 3 days/\$10 last four days

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Food Study Invitation

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Email 3a - Non-PR, start the profile/income survey and food log, 4-day group, \$5 each day

From: National Household Food Study <census.foodstudy@census.gov>

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Thank you for completing the Household Survey. You will receive an electronic gift card of \$FILL at the end of the study period for completing it.

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We also ask that you tell us about the food and drinks that other people you live with get, including children under 14 years old and people 14 years and over who cannot report for themselves. For each day you report food and drinks for someone else, you will receive \$5 per day for each person, for a total of **\$20 per additional person for all 4 days**.

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B. REMINDER EMAILS and TEXT MESSAGES

Email 1a – Initial Interview Completion Reminder

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Tuesday, March 18, 2025 9:15 AM

To: resident@email.com

Subject: USDA Household Survey Reminder

Dear NAMEFILL,

To earn your electronic **\$40 gift card**, please complete the 2025 National Household Food Study's Household Survey by clicking on the link below.

https://answer.census.gov/jfe/form/SV_3BEr6tAVMaCZUMu

After opening the survey link, enter the User ID and Password provided in the follow-up email we sent you.

Answers to frequently asked questions are available at census.gov/help/foodstudy. For personalized support, please email census.foodstudy@census.gov or call 1-844-421-2603.

Thank you,

Spiro Stefanou, Ph.D.

Administrator, USDA Economic Research Service

Follow the link to opt out of future National Household Food Study emails: [OptOutLink?d=Click here to unsubscribe](#).

Email 1b – Initial Interview Completion Login Credentials

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Tuesday, March 18, 2025 9:15 AM

To: resident@email.com

Subject: USDA Household Survey Login Information

Dear NAMEFILL,

To earn your **\$40**, please use the User ID and Password below when signing into the Household Survey link provided in the previous email:

User ID: FILL

Password: FILL

Answers to frequently asked questions are available at census.gov/help/foodstudy. For personalized support, please email census.foodstudy@census.gov or call 1-844-421-2603.

Thank you,

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Email 2a – Food Log Daily Reminder (PR, self-only and (non-PR)), starting Day 2

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Food Log Reminder

Dear NAMEFILL,

To earn your electronic **\$FILL gift card** for completing today's Food Log, please remember to track the food and drinks you get throughout the day, including saving receipts, and enter this information in the Food Log throughout the day or all at once before your day ends.

To access your daily Food Log, click the link below and enter your email address as your username and the password that you set.

<https://uscensusbureau.gov1.qualtrics.com/app/iTZzjGV/login>

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Email 2b – Food Log Daily Reminder (PR, self + proxy), starting Day 2

From: National Household Food Study <survey.foodstudy@usda.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Food Log Reminder

Dear NAMEFILL,

To earn your electronic **\$FILL gift card** for completing today's Food Log for you and other household members, please remember to track the food and drinks you and other household members get throughout the day, including saving receipts, and enter this information in the Food Log throughout the day or all at once before your day ends.

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Food Log Text Message Reminder (for all Food Log respondents who provided a cell phone number)

Don't forget to report all the food and drinks you got today to earn electronic gift cards! Please check your email for more information. Text STOP to cancel.

Email 3a – Closing Survey Invitation (PR)

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Final Survey Invitation

Dear NAMEFILL,

We invite you to complete the final part of the National Household Food Study to earn an electronic **\$15 gift card**. The Closing Survey asks about your experience completing all parts of the study.

To access the Closing Survey, click the link below and enter your email address as your username and the password that you set.

<https://uscensusbureau.gov1.qualtrics.com/app/iTZzjGV/login>

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From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Final Survey Reminder

Dear NAMEFILL,

Today is the last day for you to earn **\$15** for completing the Closing Survey.

To access the Closing Survey, click the link below and enter your email address as your username and the password that you set.

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Closing Survey Text Message Reminder (for PRs who provided a cell phone number)

Today is the last day for you to earn \$15 for completing the Closing Survey. Please check your email for more information. Text STOP to cancel.

Email 4a – Profile & Income Survey Invitation (non-PR)

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: USDA Final Survey Invitation

Dear NAMEFILL,

We invite you to complete the final part of the National Household Food Study to earn an electronic **\$5 gift card**. The Profile & Income Survey asks about your health, work, and income.

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To: resident@email.com

Subject: USDA Final Survey Reminder

Dear NAMEFILL,

Today is the last day for you to earn **\$5** for completing the Profile & Income Survey.

To access the Profile & Income Survey, click the link below and enter your email address as your username and the password that you set.

<https://uscensusbureau.gov1.qualtrics.com/app/iTZzjGV/login>

Answers to frequently asked questions are available at census.gov/help/foodstudy. For personalized support, please email census.foodstudy@census.gov or call 1-844-421-2603.

Thank you,

Spiro Stefanou, Ph.D.

Administrator, USDA Economic Research Service

Follow the link to opt out of future National Household Food Study emails: [OptOutLink?d=Click here to unsubscribe](#).

Profile & Income Survey Text Message Reminder (for self-responding non-PRs who provided a cell phone number)

Today is the last day for you to earn \$5 for completing the Profile & Income Survey. Please check your email for more information. Text STOP to cancel.

Email 5 – Thank You/Incentive Redemption

From: National Household Food Study <census.foodstudy@census.gov>

Sent: Monday, June 3, 2025 9:15 AM

To: resident@email.com

Subject: Redeem Your Gift Cards

Dear NAMEFILL,

Thank you for the time you spent participating in the National Household Food Study. For your participation, you earned **\$FILL** in electronic gift cards. To redeem your gift cards, click the link below.

VENDOR LINK

For assistance redeeming your gift cards, please email census.foodstudy@census.gov or call 1-844-421-2603. Now that the study period has ended, your study account is inactive.

Sincerely,

Spiro Stefanou, Ph.D.

Administrator, USDA Economic Research Service

Follow the link to opt out of future National Household Food Study emails: [OptOutLink?d=Click here to unsubscribe.](#)