

STUDY LETTERHEAD

6.5 Reading Level

Date

Dear NAME:

Several weeks ago, you were invited to take part in the Food and Nutrition’s “Shopping for Fruits and Vegetables Survey”. You were asked to complete a survey about the shopping you do for fresh fruits and vegetables. To our knowledge, your survey has not been returned. We would like to encourage you to complete and return the survey. When we receive your survey, we will send you a (\$10/\$20¹) gift card for your cooperation.

We hope you will decide to join us. Participation in this study is voluntary. If you decide not to join, there is no penalty or loss of benefits.

Westat, a research organization working for USDA, is conducting the survey. Your answers will be kept private. They won’t be seen by anyone other than the research team. Your answers will be put together with others taking the survey. The results will be reported as totals so that no one person can be identified.

Your information is important for the success of the study. If you have any questions, please call Westat toll-free at 1-xxx-xxx-xxxx.

Sincerely,

Westat Project Director

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 3 minutes per response, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

¹ Whether the amount is \$10 or \$20 will depend upon condition of the incentive experiment into which the participant has been selected.