



[Date]

Current Resident

[Address]

[City], [STATE] [POSTAL CODE]

Dear Current Resident:

Television, newspapers, magazines, and digital media report on Americans' opinions on health issues and how their lives are being affected by them. However, the best way to know how Americans really feel is to hear from people like you.

**The Centers for Disease Control and Prevention** is creating a special new survey about certain health issues. Your household has been randomly selected from households across the nation to take part in this important survey. Eligible respondents will receive an **incentive** in appreciation for their participation. More details are provided at our survey's Web site.

**To find out whether someone in your household is eligible for this survey, please go to:**

[www.\\$\\$com/\\$\\$](http://www.$$com/$$)

**Use this password: %%PASSWORD%%**

Your participation is voluntary. It is important to us to protect your privacy. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one will try to sell you anything.

We've provided an enclosure with this letter that answers questions you might have about the survey. If you have additional questions, please call GfK Custom Research's toll-free number 1-888-874-0749 or visit the survey Web site at [www.\\$\\$com/\\$\\$](http://www.$$com/$$).

Thank you in advance for your assistance with this important national survey.

## ANSWERS TO QUESTIONS ABOUT OUR SPECIAL SURVEY

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### **Who is sponsoring the survey?**

The survey is funded by the Centers for Disease Control and Prevention (CDC). Visit [www.cdc.gov](http://www.cdc.gov) to learn more.

### **How was I selected for the survey?**

You were selected at random through a scientific process that is designed to accurately reflect the national population.

### **What is the purpose of the survey?**

The survey is being conducted to accurately capture Americans' opinions, attitudes, and beliefs about important health issues. Your participation is crucial in helping scientists better understand these issues.

### **Will I get anything for my time?**

Yes. Eligible respondents will receive an incentive in appreciation for their participation.

### **Are my answers maintained in a secure manner?**

Your answers will be safeguarded and maintained in a secure manner. Your answers will be combined with many others so that your participation will be effectively anonymous. The few scientists who administer the survey have signed a pledge to protect your privacy.

### **How will the results of this survey be used?**

Scientists from CDC will use the results to improve its program activities. CDC will also publish the results in reports and scientific journals. Your participation is very important to ensure that the viewpoints of people of all backgrounds are represented in these publications.

### **Who is conducting the survey for CDC?**

GfK Custom Research, a nationally known survey firm, is conducting the survey on behalf of CDC. Visit their Web site to learn more (<http://www.gfkamerica.com/>).