



10903 New Hampshire Avenue
Silver Spring, MD 20993

National Survey of Prescription Drug Advertising

Month XX, 2016

12345*****RTN RW368G*****FC

1234 Main Street
Rockville, MD 20850

To take the survey,
go to: **www.website.com**

To begin, enter this
access code: **(UserID)**

Dear Rockville Resident,

A couple of weeks ago we asked for your help with an important survey about your views on direct-to-consumer prescription drug advertising. We asked you to complete an online survey, but we have not yet heard back from you.

Those who have already responded have given a wide variety of useful opinions about prescription drug advertising, including whether ads influence how people talk with their healthcare providers.

I am writing to you again because it is important that we hear back from as many people as possible, so we can be confident that the results are representative of all Americans. This is a research study. We are not selling anything, and your name will not be sold to any third-party organizations.

This survey should be completed by the youngest adult male, age 18 or older, who lives in your household. If there are no male adults in your household, please ask the youngest female, age 18 or older, to complete the survey.

For the best experience, we recommend taking the survey on your laptop or desktop computer.

This survey is voluntary and we respect your privacy. Your name is not being collected and no personal information will be used in any published or written data.

We hope that you will take part. If you have any questions or comments about this study please call Westat, a research company conducting this survey on behalf of the FDA, at 111-111-1111 or email xxx@xxx.com.

Thank you for your help.

Helen Sullivan, PhD
Project Director, Food and Drug Administration

¿Prefiere completar a encuesta en español?
Por favor llame al xxx-xxx-xxxx.



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