



10903 New Hampshire Avenue
Silver Spring, MD 20993

National Survey of Prescription Drug Advertising

Month XX, 2016

12345*****RTN RW3686*****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,

I am writing to ask you to take part in an important study about prescription drug advertising.

The U.S. Food and Drug Administration (FDA) is conducting a survey to hear your views about prescription drug advertising that you may have seen on TV, the Internet or in magazines.

Your address was randomly selected from a list of residential addresses so that everyone in the country has the same chance of being chosen. Your participation is voluntary. However, it is important to the success of the study that everyone chosen takes part. We expect it will take 20 minutes to complete the survey online. As a way of saying thank you we enclose \$2 with this letter.

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.

We can assure you that your individual privacy will be maintained in all published and written data resulting from the study. The information will be combined for all participants and reported only as statistical summaries. You will not be individually identified and your personal information will not be shared unless required by law.

If you have any questions or comments about this study, we are happy to talk with you. Please call Westat, a research company conducting this survey on behalf of the FDA, at 111-111-1111 or email us at XXX@XXX.XXX.

Thank you very much for your contribution to this important study.

Sincerely,

Helen Sullivan
Project Director
Food and Drug Administration

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



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