Westat
An Employee-Owned
Research Corporation®

1600 Research Boulevard
Rockville, MD 20850-3129
301-251-1500
www.westat.com

[BARCODE] [READABLE ID] [MAILNUM] [SEQ]
Resident
[ADDRESS]
[CITY], [STATE] [ZIP]

[Date]

Dear Resident:

Westat is a survey research organization under contract with the U.S. Food and Drug Administration to conduct the National Survey on Numerical Claims in Prescription Drug Advertising. This survey will assess how adults interpret different claims used in prescription drug advertising. Findings from this study will help to improve claims that use numbers, or "numerical claims." Understanding these claims can help consumers to make better informed decisions about their health.

We request that the adult household member with the next birthday and who is at least 18 years of age complete the survey. You may need to pass this survey on to them.

We have included $5 cash to thank you for your consideration for completing the survey. [Included in the post-paid incentive condition: After you have completed and submitted the survey, you will receive an additional $10 as a token of our appreciation.]

Instructions for Completing the Survey

To access the survey, you can use the link or the QR code provided below:

Survey link: [Insert survey link]

Enter your unique access code: [Insert pin]

We estimate it will take about 20 minutes to complete the survey.

If you have any questions, please call Naomi Yount at Westat, [Insert toll free number] or send an email to [insert project email address] for assistance.

Thank you in advance for your participation.

Sincerely,

Naomi Yount
Westat

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is xxxx-xxxx, and the expiration date is xx/xx/xxxx. The time required to complete this information collection is estimated

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to average 20 minutes per response, including the time for reviewing instructions and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov. This survey is being conducted on behalf of the U.S. Food and Drug Administration.