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[FDA LOGO;

U.S. Food and Drug Administration
c/o Westat
1600 Research Boulevard
Rockville, MD 20850-3129


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

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National Survey on Numerical Claims in Prescription Drug Advertising

You recently received an invitation from Westat asking for an adult in your household to participate in the National Survey on Numerical Claims in Prescription Drug Advertising. If you have already completed the survey, thank you. If not, we encourage the adult household member with the next birthday and who is at least 18 years of age to do so as soon as possible.

Your responses are very important and will help the Food and Drug Administration (FDA) understand how consumers interpret different claims made in prescription drug advertising and will help make prescription drug information clearer. By participating, you ensure that the perception of people like you are represented in the study findings.

To Take the Survey Online:	
Go to: [Insert survey link] Enter your unique access code: [Insert PIN]	

[Included in the post-paid condition: After completing the survey, you will receive an additional \$10 as a token of appreciation.]

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.

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 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 PRASStaff@fda.hhs.gov. This survey is being conducted on behalf of the U.S. Food and Drug Administration.