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Center for Drug Evaluation and Research

National Survey on Numerical Claims in Prescription Drug Advertising

The National Survey on Numerical Claims in Prescription Drug Advertising is designed to 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.

This FDA-sponsored survey uses an address-based sampling method to contact a nationally representative sample of U.S. adults. The survey is mailed to households from [month] to [month, year] and adults (18 years and older) are asked to complete the web-based survey. Participation will help improve claims made about benefits and risks in prescription drug advertising.

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