



An Employee-Owned
Research Corporation®

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OMB Control Number: 0910-####

Expiration Date: ##/##/####

[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 30 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