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[FDA LOGO;

U.S. Food and Drug Administration
c/o Westat
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[back]

OMB Control Number: 0910-####
Expiration Date: ##/##/####

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.