

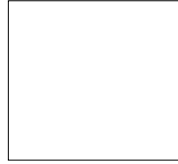


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Global Opinion Panels

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Chicago, IL 60680



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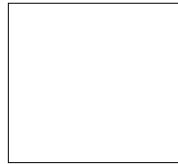


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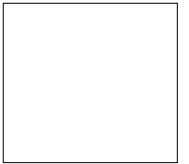


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PROJECT FIRST



Dear Panel Member:

Did you or someone else in your household deliver a new baby recently?

If so, I am asking you to participate in a 2 minute survey by calling the toll-free number listed below any time, 24 hours a day, 7 days a week. By dialing this toll-free number you will activate an automated interviewing system that will allow you to complete the short survey.

If the baby has not been delivered, please call the toll-free number after the baby has been born.

Thank you, again, for your continued participation!

Cordially,

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