

Formative Research "FS National Media Campaign Audience Assessment" package for OMB #0584-0524

Table 1: Without Pre-test Burden

| Affected Public   | Type of Respondent                                   | Number of Respondents | Number of responses annually per Respondent | Total annual responses (c x d) | Estimate of Burden Hours per response | Total Annual Burden Hours (e x f) |
|---|--|-----------------------|---|--------------------------------|---------------------------------------|-----------------------------------|
| Individual Household income less than 130% of poverty level | non-Food Stamp-participants                          | 68                    | 1   | 68                             | 2.338                                 | 158.984                           |
|   | Food Stamp-participants                              | 68                    | 1   | 68                             | 2.338                                 | 158.984                           |
|   | Recruited (interview/confidentiality agreement only) | 24                    | 1   | 24                             | 0.334                                 | 8.016                             |
|   | non-response   | 8                     | 1   | 8                              | 0.0334                                | 0.2672                            |
| <b>Total</b>  |  | 168                   |   |                                |                                       | <b>326.2512</b>                   |

Table 2: Includes Pre-test Burden

| Affected Public   | Type of Respondent                                   | Number of Respondents | Number of responses annually per Respondent | Total annual responses (c x d) | Estimate of Burden Hours per response | Total Annual Burden Hours (e x f) |
|---|--|-----------------------|---|--------------------------------|---------------------------------------|-----------------------------------|
| Individual Household income less than 130% of poverty level | General Market                                       | 47                    | 1   | 53                             | 2.338                                 | 123.914                           |
|   | Spanish-Speaking                                     | 47                    | 1   | 53                             | 2.338                                 | 123.914                           |
|   | African American                                     | 19                    | 1   | 25                             | 2.338                                 | 58.45                             |
|   | 60 years or older (elderly)                          | 19                    | 1   | 25                             | 2.338                                 | 58.45                             |
|   | Recruited (interview/confidentiality agreement only) | 24                    | 1   | 24                             | 0.334                                 | 8.016                             |
|   | Pre-test Interview                                   | 4                     | 1   | 4                              | 0.75                                  | 3                                 |
|   | non-response   | 8                     | 1   | 8                              | 0.0334                                | 0.2672                            |
|   | <b>Total</b>   |                       | 168   |                                |                                       |                                   |