

Assigned Number	Request Description	Estimated Respondents	Estimated Burden Hours
1525-0012-0113	Quantitative Consumer Research – PreWave Advertising Tracking Screener/Survey	3,400	432
1525-0012-0114	Quantitative Research – Buffalo Celebration Coin Survey	2,000	400
1525-0012-0115	Quantitative Research – Wave 3 Brand Awareness Tracking Survey	4,200	700
1525-0012-0116	Qualitative Research – UHR Coin Focus Groups	96	128
1525-0012-0117	HPC Kids Site Design and Enhancement Survey	25 (take home) 100 (on-line)	4 6
1525-0012-0018	Qualitative Research – Retail Pilot Intercepts/Interviews	3,200	533
1525-0012-0119	Quantitative Consumer Research (Wave 29)	600	250
1525-0012-0120	Website Usability Testing/In-Person Interviews	16	16
TOTALS		13,637	2,469