**Overview of Planned Information Collections, Data Collection Methods and Project Types, and Estimated Burden to Respondents**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Data Collection Method** | **Type of Research** | **Estimated Number of ICs over 3 years** | **Number of Respondents per IC** | **Total Number of Respondents over 3 years** | **Annualized Number of Respondents** | **Number of Responses per Respondent** | **Estimated Burden per Response**  **(in hours)** | **Total Annualized Burden**  **(in hours)** |
| In-depth Interviews (In Person, telephone, etc.) | In-depth, Intercept, Key Informant, & Cognitive Interviews | 8 | 25 | 200 | 67 | 1 | 1 | 67 |
| Focus Groups  (In Person) | Creative Concept Testing | 4 | 120 | 480 | 160 | 1 | 1.5 | 240 |
| Focus Groups  (Online) | Social Media Concept Testing (Qualitative) | 3 | 120 | 360 | 120 | 1 | 1 | 120 |
| Surveys  (Short Online, Bulletin Board, etc.) | Message Platform Testing | 2 | 4,000 | 8,000 | 2,667 | 1 | 10/60 | 445 |
| Message Validation/ Copy Testing | 1 | 2,000 | 2,000 | 667 | 1 | 10/60 | 111 |
| Rough Cut Testing | 4 | 2,000 | 8,000 | 2,667 | 1 | 10/60 | 445 |
|  | *(Subtotal, Short Surveys)* |  | | | *(6,001)* |  |  | *(1,000)* |
|  | Social Media Concept Testing (Quant) | 3 | 1,500 | 4,500 | 1,500 | 1 | 25/60 | 625 |
| Message Validation of MCRC Advertisements | 1 | 1,500 | 1,500 | 500 | 1 | 25/60 | 208 |
| Message Validation of MCRC Advertisements | 4 | 2,500 | 10,000 | 3,334 | 1 | 25/60 | 1,389 |
| Message Validation/ Copy Testing of SGR Materials | 4 | 1,500 | 6,000 | 2,000 | 1 | 25/60 | 833 |
|  | *Subtotal, Medium Surveys)* |  |  |  | *(7,334)* |  |  | *(3,056)* |
| Surveys  (In-depth Telephone and Online) | Formative Testing (FDA labels, State Highlights, etc.) | 3 | 1292 | 3,876 | 1,292 | 1 | 1 | 1,292 |
|  | **Total** | | | | | | | **5,775** |