

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
	<i>(Subtotal, Short Surveys)</i>				<i>(6,001)</i>			<i>(1,000)</i>
	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
	<i>Subtotal, Medium Surveys</i>				<i>(7,334)</i>			<i>(3,056)</i>
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