

**Overview of Planned Information Collections, Data Collection Methods and Project Types, and Estimated Burden to Respondents, rev. 10/24/13**

<b>Data Collection Method</b>	<b>Type of Research</b>	<b>Estimated Number of ICs over 3 years</b>	<b>Number of Respondents per IC</b>	<b>Total Number of Respondents over 3 years</b>	<b>Annualized Number of Respondents</b>	<b>Number of Responses per Respondent</b>	<b>Estimated Burden per Response (in hours)</b>	<b>Total Annualized Burden (in hours)</b>
Screening and Recruitment	All			60,000	20,000	1	2/60	667
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	2,374	9,495	3,165	1	10/60	527
	<i>(Subtotal, Short Surveys)</i>				<i>(6,500)</i>			<i>(1,083)</i>
	Social Media Concept Testing (Quant)	3	2,666	7,998	2,666	1	25/60	1,112
	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>(8,500)</i>			<i>(3,542)</i>
Surveys (In-depth Telephone and Online)	Formative Testing (FDA labels, State Highlights, etc.)	3	1,500	4,500	1,500	1	1	1,500
<b>Total</b>								<b>7,219</b>