

**“Experimental Study: Examination of Corrective Direct-to-Consumer
Television Advertising”**

(OMB Control Number 0910-0737)

CHANGE REQUEST (83-C)

Date: February 1, 2014

In brief, we are proposing a change to the estimated burden to accommodate the possibility of a higher than expected response rate in Phase 2 of the study. We received OMB approval for [0910-0737] - Experimental Study: Examination of Corrective Direct-to-Consumer Television Advertising ICR on 3/25/13. Because we anticipate some degree of attrition in the study, due in part to the delays in follow-up response we are imposing for the delay conditions, we intend to recruit an average of 300 per cell as a way of ensuring that we actually end up with at least 250 completes per cell. Should no attrition occur, though, that theoretically could result in completion in excess of the target of 4,000. Therefore, we have revised the burden chart to represent the best-case scenario. If we cap recruitment at 250 per cell up front and then lose some to attrition, we would need to re-recruit at a later date to get up to the target of 250. That, in our estimation, would be a worse situation in terms of study design than the case of having more than 250 completes. A revised burden chart follows.

Table 1. Estimated Burden¹

Activity	No. of Respondents	No. of Responses per Respondent	Total Annual Respondents	Hours per Response	Total Hours
Sample availability (pretests and main survey)	24,635	--	--	--	--
Screeners completes (60%)	14,891	1	14,891	.0333 (2 min.)	496
Eligible (85%)	12,658	--	--	--	--
Pretest (stimuli) completes (65%)	1,450	1	1,450	.333 (20 min.)	483
Pretest (questionnaire) completes (65%)	200	1	200	0.5 (30 min.)	100
Phase 1 completes (65%)	1,000	1	1,000	.42 (25 min.)	420
Phase 2 completes (54%)	4,800	1	4,800	1	4,800
Pretest / Study completes	7,450	--	--	--	
TOTAL	--	--	--	--	6,299

¹ There are no capital costs or operating and maintenance costs associated with this collection of information.