

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) |
|--|--|--------------------------------------|------------------------------|--|----------------------------------|------------------------------------|--|------------------------------------|
| 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 | 288 | 96 | 1 | 1 | 96 |
| 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 (Online Short) | Message Platform Testing | 2 | 4,000 | 3,018 | 1006 | 1 | 10/60 | 168 |
| | Message Validation/ Copy Testing | 1 | 2,000 | 12,066 | 4022 | 1 | 10/60 | 670 |
| | Rough Cut Testing | 4 | 2,374 | 14,316 | 4,772 | 1 | 10/60 | 795 |
| | <i>(Subtotal, Short Surveys)</i> | | | | 9,800 | | | 1,633 |
| Surveys (Online Medium) | Social Media Concept Testing (Quant) | 3 | 2,666 | 9,354 | 3118 | 1 | 25/60 | 1299 |
| | Message Validation of MCRC Advertisements | 1 | 1,500 | 1,755 | 585 | 1 | 25/60 | 244 |
| | Message Validation of MCRC Advertisements | 4 | 2,500 | 11,697 | 3899 | 1 | 25/60 | 1625 |
| | Message Validation/ Copy Testing of SGR Materials | 4 | 1,500 | 7,014 | 2338 | 1 | 25/60 | 974 |
| | <i>Subtotal, Medium Surveys)</i> | | | | 9,940 | | | 4,142 |
| Surveys (In-depth Telephone and Online) | Formative Testing (FDA labels, State Highlights, etc.) | 3 | 1,500 | 12,300 | 4,100 | 1 | 1 | 4,100 |
| Total | | | | | | | | 10,998 |