

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