Food and Drug Administration

Non-Substantive Change Request

Quantitative Information in Direct-to-Consumer Television Advertisements Survey

OMB CONTROL NUMBER: 0910-0821

Based on our pretesting, we would like to conduct Study 2 again, with a slightly revised questionnaire. This would increase our burden by 372.65 hours (see Table 1). The questionnaire remains largely the same; however, we changed the medical condition to plaque psoriasis. The revised questionnaire is similar in length to the original questionnaire. Tables 2 and 3 show the original burden estimates.

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| **Table 1.—Estimated Annual Reporting Burden1 –Reconduct Study 2** | | | | | |
| Activity | No. of  Respondents | No. of Responses per Respondent | Total Annual  Responses | Average Burden per Response | Total  Hours |
| Number to complete the screener (10%) | 1,513 | 1 | 1,513 | .05  (3 min.) | 75.65 |
| Number to complete the survey (85%) | 900 | 1 | 900 | .33  (20 min.) | 297.00 |
| Total |  |  | 2,413 |  | 372.65 |

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| **Table 2.--Estimated Annual Reporting Burden1 –Study 1** | | | | | |
| Activity | No. of  Respondents | No. of Responses per Respondent | Total Annual  Responses | Average Burden per Response | Total  Hours |
| Sample outgo | 15,130 | -- | -- | -- | -- |
| Number to complete the screener (10%) | 1,513 | 1 | 1513 | .05  (3 min.) | 75.65 |
| Number eligible for survey (70%) | 1,059 | -- |  | -- |  |
| Number to complete the survey (85%) | 900 | 1 | 900 | .33  (20 min.) | 297.00 |
| Total |  |  | 2,413 |  | 372.65 |

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

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| **Table 3.--Estimated Annual Reporting Burden1 –Study 2** | | | | | |
| Activity | No. of  Respondents | No. of Responses per Respondent | Total Annual  Responses | Average Burden per Response | Total  Hours |
| Sample outgo | 15,130 | -- | -- | -- | -- |
| Number to complete the screener (10%) | 1,513 | 1 | 1,513 | .05  (3 min.) | 75.65 |
| Number eligible for survey (70%) | 1,059 | -- |  | -- |  |
| Number to complete the survey (85%) | 900 | 1 | 900 | .33  (20 min.) | 297.00 |
| Total |  |  | 2,413 |  | 372.65 |

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