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.

Table 1.—Estimated Annual Reporting Burden[1] 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

Activity	No. of Respondents	No. of Responses per Respondent	Total Annual Responses	Average Burden per Response	Total Hours
Table 2.--Estimated Annual Reporting Burden[1]¯Study 1					
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.

Activity	No. of Respondents	No. of Responses per Respondent	Total Annual Responses	Average Burden per Response	Total Hours
Table 3.--Estimated Annual Reporting Burden[1]¯Study 2					
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.