

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 Respondentsⁱ	Number of Responses per Respondent	Estimated Burden per Response (in hours)	Total Annualized Burden (in hours)
Screening ⁱⁱ	All			108,803	36,267	1	2/60	1,208
In-Depth Interviews (In Person)	Planning and Strategic	8	25	200	67	1	1	67
Focus Groups (In Person, Online)	Creative Concepts Testing, Message Validation	6	144	864	288	1	1.5	432
Surveys (Online, Short)	Message Platform Testing, Message Validation, Rough Cut Testing	6	5 * 21,600 1 * 2,000	110,000	36,667	1	10/60	6,112
Surveys (Online,	Social Media Concept Testing	5	2 * 100 3 * 2,666	8,198	2,733	1	25/60	1,139

ⁱ This column reports the total number of respondents divided by three and rounded down to the nearest whole respondent.

ⁱⁱ Accounts for people who are screened but found ineligible or decline to participate in the data collection activities described below. For participants who screen eligible and complete data collection, the burden associated with the screener is included in the data collection activities they complete.

Medium)								
Surveys (In-Depth Telephone and Online)	Formative Testing	3	1,500	4,500	1,500	1	1	1,500
Total								10,458

Overview of Planned Information Collections, Data Collection Methods and Project Types, and Estimated Burden to Respondent