

<b>Data Collection Method</b>	<b>Type of Research</b>	<b>Estimated Number of ICs over 3 years</b>	<b>Number of Respondents per IC</b>	<b>Total Number of Respondents over 3 years</b>	<b>Annualized Number of Respondents<sup>1</sup></b>	<b>Number of Responses per Respondent</b>	<b>Estimated Burden per Response (in hours)</b>	<b>Total Annualized Burden (in hours)</b>
Screening <sup>2</sup>	All			223,157	74,386	1	2/60	2,480
In-Depth Interviews (In Person, Online)	Planning and Strategic	3	25	75	25	1	1	25
Focus Groups (In Person, Online)	Deep Listening, Message Platform Testing, Creative Concept Testing	8	3 * 36 4 * 432 1 * 48	1,884	628	1	1.5	942
Surveys (Online, Short)	Message Platform Testing, Message Validation, Rough Cut Testing	7	3 * 600 4 * 52,800	213,000	71,000	1	20/60 13/60	15,453

<sup>1</sup> This column reports the total number of respondents divided by three and rounded down to the nearest whole respondent.

<sup>2</sup> 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.

Surveys (Online, Medium)	Social Media Concept Testing	5	2 * 100 3 * 2,666	8,198	2,733	1	25/60	1,139
<b>Total</b>								<b>20,039</b>