

Justification for Increasing Burden due to Government Error in Estimating Burden OMB
2127-0646

An additional burden is needed to accommodate changes in NHTSA's high visibility seat belt enforcement demonstration programs and the evaluation of these programs. Specifically, the number of campaigns has increased from one to four per-year, and the intensity of the paid media will vary by media market within each State. Therefore, the need to measure public awareness of the media and enforcement has grown exponentially from annual surveying at the State level to quarterly surveying in several media markets within a State.

This current request to increase burden is to accommodate the Click It or Ticket Next Generation project, which increases the frequency of high visibility seat belt enforcement campaigns from once a year to four times a year. Currently, Virginia, Pennsylvania and Iowa are participating in this project. Within each of these States, paid media will vary in intensity according to the media market. The objective is to find the "sweet spot" or ideal mix of frequency of campaigns and gross ratings points that maximizes the impact of these campaigns before reaching a point of diminishing returns. Surveying public awareness by media market is integral to the evaluation component of this project. Since other States may join this project, we are requesting an increased burden in anticipation of adding additional State surveys.