



UNCLASSIFIED

## JUSTIFICATION STATEMENT

Gallup has advised U.S. Department of State, Passport Services that the original Land Border Crossing (LBC) survey questions needed to be updated to reflect improvements to and simplifications of the questions related to the Passport Card. For example, Gallup identified that the original questions were found to be confusing with respondents because it asked multiple questions within one query. For instance, the questions were asking them to consider only adults who were U.S. citizens, then to think among that group how many had made a land border crossing. In effort to resolve and clarify this common issue, Gallup broke the question(s) into two parts which should eliminate that confusion and allow the focus to be on correctly identifying land border crossers.

***The sampling method for the survey will remain the same.*** The methodology of the LBC study will remain consistent with the 2007 baseline study, including the increased 7 x 7 call design and a non-response study. In addition, the OMB Standards and Guidelines for Statistical Surveys require Federal agencies to adhere to all standards for every statistical survey, even those that have already received OMB approval. These changes will reduce the screening errors identified in the original survey.

UNCLASSIFIED