

**Department of Transportation
National Highway Traffic Safety Administration**

SUPPORTING STATEMENT

**CONSUMER ASSISTANCE TO RECYCLE AND SAVE PROGRAM
CONSUMER SURVEY INFORMATION**

OMB CONTROL NUMBER: 2127-XXXX

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g. establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

The potential respondent universe includes all consumers who participate in the CARS program between July 24, 2009 and November 1, 2009. Response rates are unknown, but are expected to be in the roughly 75-85% range typical for “captive audience” surveys because the consumers are already present and waiting for dealers to fill out the paperwork for the transaction. We estimate that a total of 168,750 consumers will fill out the 3 question survey. As this is essentially a census, there are no sampling selection criteria or strata involved

2. Describe the procedures for the collection of information including: statistical methodology for stratification and sample selection, estimation procedure, degree of accuracy needed for the purpose described in the justification, unusual problems requiring specialized sampling procedures, and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

This information will be collected as a census of participants in the CARS program. There are thus no sample selection or related statistical issues associated with this collection.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be

adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to the universe studied.

The survey has been limited to 3 basic questions which do not address sensitive personal issues. The process involves the consumer in the normal course of the transaction rather than while they are at home with alternative activities. Such “captive audience” surveys typically have high response rates of 75-85%. The survey is purely voluntary, but since it is a census, we believe that it will provide a large enough response to provide representative information.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

The extremely short 30 day deadline set by Congress for this rule does not allow time for formal testing of the survey instruments. Survey forms have been reviewed by staff in both NHTSA and DOE and reflect comments and suggestions resulting from those reviews.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

The information will be collected through the Office of Associate Administrator of Enforcement within NHTSA. NHTSA’s Office of Regulatory Analysis and Evaluation will analyze the data and produce the Report to Congress.