Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 2126-0049)

TITLE OF INFORMATION COLLECTION: Movement of Household Goods: Customer Satisfaction Questionnaire

PURPOSE:

The purposes of the questionnaire are to test the level of customer knowledge, gain insights into customer research habits, and ultimately determine the level of customer satisfaction with, and knowledge gained from, information made available by the Federal Motor Carrier Safety Administration (FMCSA).

DESCRIPTION OF RESPONDENTS:

The respondent universe for the Movement of Household Goods: Customer Satisfaction Questionnaire is the non-institutionalized population of households in the United States. To adequately account for the total universe of potential, current, and recent FMCSA customers, the respondents will be stratified into the following groups: a) NON-EXPERIENCED MOVERS: Respondents will be identified as those who have never been the primary decision maker for selecting a professional mover to conduct an interstate move. (400 Respondents), b) INTERSTATE PRE-MOVERS: Respondents will be identified as those who are currently the primary decision maker for planning an up-coming interstate move with a professional mover. (400 Respondents), and c) INTERSTATE RECENT MOVERS: Respondents will be identified as those who were the primary decision maker for hiring a professional mover, to conduct an interstate move, completed within 90 days of participating in the questionnaire. (1,500 Respondents).

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [ ] Other:_____

CERTIFICATION:

I certify the following to be true:
1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Brian Ronk, Marketing Specialist, Federal Motor Carrier Safety Administration

To assist review, please provide answers to the following question:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?   [ ] Yes [ ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ ] No

The confidentiality of the information collected from respondents will be protected to the extent allowed by a) the Freedom of Information Act (FOIA), 5 U.S.C. § 552 as amended, and b) the Privacy Act of 1974, 5 U.S.C. § 552a, as amended. Data will be treated in a secure manner and will not be disclosed, unless the FMCSA is otherwise compelled by law. Respondents' personal identifying information will not be included on any materials or reports associated with this study. A unique study ID will be assigned to each participant to link with their responses to the survey. After an individual is finished with the survey, his or her personal information will be deleted from the tracking file.

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

BURDEN HOURS

Table 1: Burden Hours			
Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden Hours**
Households: FMCSA Customer Universe	2,300	15 minutes	575
	No. of Respondents	**Burden Hours**	**Cost**
TOTAL ANNUALIZED Cost to Respondents	**2,300**	**575**	**$13,725.25[1]**

FEDERAL COST: The estimated annual cost to the Federal government is $129,500.00. This amount is based on a firm-fixed price contract proposal reviewed and accepted by FMCSA.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

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[1] U.S. Department of Labor, Bureau of Labor Statistics, Average hourly wage of employees on private nonfarm payrolls: $23.87 for April 2013. Accessed from the following website as of May 2013: http://www.bls.gov/webapps/legacy/cesbtab3.htm

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

                                        [X] Yes   [ ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Summary of Sampling Approach

The overall sampling plan is summarized in this table, with additional information in the Detailed Sampling Plan below (including citations and formulas as needed).

Table 2: Sampling Approach			
	Population 1	**Population 2**	**Population 3**
Descriptor	NON-EXPERIENCED MOVERS	PRE-MOVERS	RECENT MOVERS
Estimated households in US meeting criteria	43,920,000	2,040,000	2,040,000
Online panel universe	500,000	500,000	500,000
Anticipated response rate	5%	5%	5%
Completed surveys (target #)	400	400	1500
Sampling error	+/- 4.90%	+/- 4.90%	+/- 2.53%
Sampling approach	Stratified; hard quotas by gender and income, ethnicity also monitored	Stratified; hard quotas by gender and income, ethnicity also monitored	Stratified; hard quotas by gender and income, ethnicity also monitored

Detailed Sampling Plan

This research will utilize a stratified sampling plan.

A blended sample will be obtained from the following three actively managed online research panels:
- GMI/Lightspeed: 65,000 record universe.
- MyPoints: 500,000 record universe
- Clearvoice: 150,000 record universe

These panels are uniquely used for online surveys. The aggregator uses proprietary technology to "fingerprint" each respondent to deduplicate participants across panels, delivering invitations to unique participants for each project. The research panels initially profile respondents demographically and update their profiles regularly. Our sampling plan will target a balanced deployment of invitations across demographics.

Below, we provide a summary of published secondary research data that was utilized to develop a profile of the "mover" population in the United States and determine project quotas for our stratified sampling approach. After researching potential studies and/or accurate proxies for the overall mover universe (as it pertains to this study), we will utilize U.S. Census data related to mobility to ensure representative samples.

The Mover Universe

Approximately 14,049,000 households completed a move between 2011 and 2012 according to U.S. Census data. Of those households that moved during the above noted period, an estimated 2,040,000 completed interstate moves.

RECENT MOVERS and PRE-MOVERS

Our sample of RECENT MOVERS and PRE-MOVERS will focus on individuals who have recently made, or are in the process of planning an interstate move. Utilizing U.S. Census data, our RECENT MOVER and PRE-MOVER universe shall be defined as 2,040,000[2] households. Census data shows this is the number of households that completed an interstate move between 2011 and 2012.

Based on other data from this mover universe, we can further examine specific categories to ensure our total sample is representative of the overall population. **The chart below provides the total population and percentage data that is representative of the total RECENT and PRE-MOVERS universe. The totals and percentages shown reflect the raw data compiled by the U.S. Census.**

Table 3: RECENT and PRE-MOVERS Universe		
Gender	Total Universe	% of Movers (by Household)
Male	**1,074,000**	**52.7%**
Female	**964,000**	**47.3%**
Race	Total Universe	% of Movers (by Household)
White	**1,318,000**	**62.7%**
Hispanic or Latino	**268,000**	**12.7%**
Black or African American	**257,000**	**12.2%**
Asian	**166,000**	**7.9%**
All remaining single races	**94,000**	**4.5%**

[2] The total number of households is based on the raw data compiled by the U.S. Census for the 2011 to 2012 general mobility of householders who moved interstate. The precise numbers shown in Table3 for gender, race, and income of the mover universe do not equal 2.040,000 households, respectively. This is likely the result of missing or redundant data from Census respondents. Accordingly, 2,040,000 is the best approximation of the RECENT and PRE-MOVERS universe.

and race combinations[3]		
Income	Total Universe	% of Movers (by Household)
Less $20,000	**463,000**	**22.7%**
$20,000-$39,999	**512,000**	**25.1%**
$40,000-$59,999	**330,000**	**16.2%**
$60,000-$99,999	**358,000**	**17.6%**
$100,000 or more[4]	**376,000**	**18.4%**

NON-EXPERIENCED MOVERS

According to the U.S. Census, NON-EXPERIENCED MOVERS between 2011 and 2012 totaled 107,059,000 households. This number, on its own, cannot be used as a proxy for NON-EXPERIENCED MOVERS as it does not account for potential moves in prior years.

To develop a reliable proxy we utilized a combination of data sources to establish a potential universe. It is important to remember that this research project defines NON-MOVERS as individuals who have never completed an interstate move, so our population can include individuals who have completed an intrastate move. The 2008 Pew Research Study on American Mobility[5] found that 37% of individuals have never moved from their hometown. The U.S Census Bureau estimated a total 117,205,000 households during the approximate time Pew Research conducted its study (2008 to 2009). If we assume 37% of the 2008 householders never left their hometown, our potential NON-EXPERIENCED MOVER universe would be 43,365,000. Assuming a corresponding increase in the householder population (a little more than 1%) between 2008 and 2011 (according to the U.S. Census) and the NON-EXPERIENCED MOVER segment, the total estimate of the current NON-EXPERIENCED MOVER Universe will be defined as 43,920,000.

According to the Pew Research study, the characteristics of NON-EXPERIENCED MOVERS are fairly balanced by gender, race and income – with men and households with lower income being slightly more likely to be NON-EXPERIENCED MOVERS.

As previously indicated, this research will use a stratified sampling plan. To gather a sample that is as representative as possible of the three distinct mover universes outlined above, we have developed research quotas for this study. The quotas were established using Census data as a guide.

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[3] The Census does not track race categories for American Indian or Alaska Native and Native Hawaiian or other Pacific Islander for trends on mobility.

[4] The Census does not track specific annual income in excess of $100,000. The answer scale for income demographics for this survey includes income brackets above $100,000 to add precise descriptions to the $100,000 or more respondent group.

[5] Taylor, Paul, Pew Research Center, "American Mobility Who Moves? Who Stays Put? Where's Home?" December 2008, http://pewsocialtrends.org/files/2011/04/American-Mobility-Report-updated-12-29-08.pdf (accessed 11/30/2012).

Table 4: Quotas							
RECENT MOVER Sample Quota – n=1,500							
Gender							
Male				Female			
n=750				**n**=750			
Income				Income			
Less than $40K	**$40K-59K**	**$60K-$99K**	**$100K+**	**Less than $40K**	**$40K-59K**	**$60K-$99K**	**$100K+**
n=275	**n**=125	**n**=175	**n**=175	**n**=350	**n**=125	**n**=150	**n**=125

PRE-MOVER Sample Quota – n=400							
Gender							
Male				Female			
n=200				**n**=200			
Income				Income			
Less than $40K	**$40K-59K**	**$60K-$99K**	**$100K+**	**Less than $40K**	**$40K-59K**	**$60K-$99K**	**$100K+**
n=65	**n**=35	**n**=50	**n**=50	**n**=100	**n**=33	**n**=34	**n**=33

NON- EXPERIENCED MOVER Sample Quota – n=400							
Gender							
Male				Female			
n=200				**n**=200			
Income				Income			
Less than $40K	**$40K-59K**	**$60K-$99K**	**$100K+**	**Less than $40K**	**$40K-59K**	**$60K-$99K**	**$100K+**
n=50	**n**=50	**n**=50	**n**=50	**n**=50	**n**=50	**n**=50	**n**=50

As the study is conducted, metrics will be provided on a daily basis to track the "hard" quotas. Although not included as part of the "hard" quotas, race will also be closely tracked and the call center will make adjustments (as needed) to ensure a representative sample is achieved.

If the rate of completed surveys per attempt is too low for specific segments within the sample quotas established in this document, it might be necessary to change the number of required completions for one or more segments in accordance with resource and budget limitations. This will not be done without notifying and receiving approval from FMCSA.

Sample Size Determination and Sampling Error

To address potential issues such as dispersion, sample frame error and non-response error, "hard" quotas (by gender and income level) and a "soft" quota (by race) have been established in an effort to ensure a representative sample.

The sample sizes for each target group were calculated using the following formula:

Sample Size $n = Z^2 [P (1-P) / D^2]$
P = expected proportion, which at .5 equals the highest possible uncertainty of responses
D = maximum difference between the sample proportion and the population proportion
Z = based on Confidence Level, the area under the corresponding normal curve

For NON-EXPERIENCED MOVERS and PRE-MOVERS, this formula is applied as follows to achieve a desired +/- 5% maximum error:

Sample Size $n = Z^2 [P (1-P) / D^2]$ = **384, rounded up to 400**
P = 0.5 or 50% (expected proportion, which at .5 equals the highest possible uncertainty of responses)
D = .05 or +/- 5% error (maximum difference between the sample proportion and the population proportion)
Z = 1.96 at 95% Confidence Level

For RECENT MOVERS, this formula is applied as follows to achieve a desired +/- 2.5% (approximately) maximum error:

Sample Size $n = Z^2 [P (1-P) / D^2]$ = **1536, rounded down to 1500**
P = 0.5 or 50% (expected proportion, which at .5 equals the highest possible uncertainty of responses)
D = .025 or +/- 2.5% error (maximum difference between the sample proportion and the population proportion)
Z = 1.96 at 95% Confidence Level

Point Estimation

This study is a single stage project, and each sampled segment uses one-stage sampling. Design-based estimation is therefore appropriate. Key indicators to be measured include awareness of DOT moving-related services, familiarity with fraud signs, and research activities conducted pre-move. Reporting of key indicators will employ post-survey stratification weighting with household income as the major weighting variable and other variables (gender, ethnicity, age) used as needed within each population to the extent that suitable control values are present and variance between the sampled population and the entire population are observed.

Variance/Standard Error Estimation

The sample sizes described above result in standard error of 0.0245 for NON-EXPERIENCED MOVERS and PRE-MOVERS, and approximately 0.0127 for RECENT MOVERS (at 95% confidence).

Nonresponse Adjustments

Unit Non-response: The anticipated response rate of 5% requires non-response adjustments. It is assumed that non-response can be accounted for through list sourcing and demographics. The combination of stratified gender and income quotas (to ensure a stable pre-weighted base) and post-survey stratification weighting will be used to address unit non-response, using population-specific demographic distributions for income, age, gender, and ethnicity for PRE-MOVER and RECENT MOVER groups from US Census data, and extrapolating distributions for NON-EXPERIENCED MOVERS by adjusting US Census data to remove PRE-MOVERS and RECENT MOVERS and account for trends identified in Pew's 2008 mover study.[6] Household income will be the major variable for stratification.

Justification of Anticipated Response Rates

The survey response (participation) rate is anticipated to be 5%; in line with the expected participation rate of online survey of this nature and length.

The following will be utilized to ensure adequate response rates:

- Online survey best practices are employed and all Council of American Survey Research Organizations (CASRO) guidelines are followed.
- Marketing research and analytics company, Convergys, will host the survey using its industry best practices data collection platform, mrinterview, from IBM's SPSS (Statistical Package for the Social Sciences) software. SPSS is used by more than 250,000 professionals worldwide and provides a complete set of tools for conducting web surveys quickly and efficiently.
- The survey will be rendered in a user-friendly interface.

Both surveys and collected data will be housed on Convergys' secure data servers in its Erlanger, KY, data collection center. Convergys has more than 30 years marketing research history and serves primarily Fortune 200 and government clients. The group includes over 300 Marketing Research and Customer Experience professionals, specializing in customer experience analytics. For this online study, all servers used for Market Research survey data collection are housed in the Convergys Cincinnati Data Center. The Market Research server architecture is clustered for failover/availability and easy scalability. Matters concerning the security of Convergys and client information are managed by a staff of security specialists whose qualifications include many years of experience, as well as official recognition as Certified Information Systems Security Professionals (CISSP). Servers that require any secure information reside on them (including client data, application development code, project specifications, etc.), must be located within the internal Convergys network. Troubleshooting and monitoring products are utilized to control

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[6] Taylor, Paul, Pew Research Center, "American Mobility Who Moves? Who Stays Put? Where's Home?" December 2008, http://pewsocialtrends.org/files/2011/04/American-Mobility-Report-updated-12-29-08.pdf (accessed 11/30/2012).

network traffic as it moves between Convergys firewall routers, hubs, and interfaces. Network Services personnel are on site, actively monitoring the corporate network 24 hours a day, 7 days a week, every day of the year.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
     [X] Web-based or other forms of Social Media
     [ ] Telephone
     [ ] In-person
     [ ] Mail
     [ ] Other, Explain
2. Will interviewers or facilitators be used? [ ] Yes [X] No

Please make sure that all instruments, instructions, and scripts are submitted with the request.