Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 2127-0682

TITLE OF INFORMATION COLLECTION: NVS Tagline & Logo Research

PURPOSE:
As NHTSA works to develop new communications materials and make changes to its web properties, the agency is considering a new tagline and logo that better communicate the mission and goals of the agency. While program-specific research programs conducted in the past year and those planned for the coming month have helped to inform these materials, it is also important to test the look and feel of the proposed tagline and logo to ensure the final treatments resonate with consumers. To test these concepts, NHTSA will conduct 2-hour focus groups with consumers in two cities (Chicago, Ill. and Raleigh, N.C.) to provide insights into consumer information needs as NHTSA's communications evolve to focus on the lifecycle of vehicle safety. Specifically, these groups will explore:

- Where consumers currently get vehicle safety information;
- Familiarity with NHTSA and SaferCar.gov;
- What information and materials consumers are looking for from an agency like NHTSA;
- What would motivate them to use SaferCar.gov or other NHTSA communication channels; and
- Reactions to current logos used on SaferCar.gov as well as potential new taglines and NHTSA logos.

This research along with past consumer research programs will be analyzed in order to develop a recommendation on which taglines and logos best communicate who NHTSA is and what information we provide.

DESCRIPTION OF RESPONDENTS:
For the purposes of this study, the recommended screening criteria are broad enough to include a cross-section of vehicle drivers and purchasers. Potential subjects will be asked several questions to determine their eligibility to participate in the focus groups.

Focus groups will be held utilizing the services of professional focus group facilities, with attention paid to those facilities with a long history of quality respondents. For any focus group research, recruitment can be executed using one or a mix of the following methods:

1) A list of potential respondents is provided to the focus group facility. This method is generally used when participants must meet specific and unique criteria or when the group is to be made up of a specific population for which a list of members exists.
2) A database of potential local respondents is compiled by facilities over time. This database is compiled through a mix of word of mouth, paid advertisements and free advertising on local websites. These are people who have agreed in advance to participate in focus groups, if they qualify. The focus group facility maintains this database and adheres to the Marketing Research Association's code of ethics on data collection in keeping personal information private.
3) An advertisement looking for participants can be included in the local newspaper, on a local website, or through some other channel to attract potential participants.

Since the first methodology does not apply to this program, participants for this research will be recruited using the latter methods.

The screening criteria will ensure that respondents either currently own or lease a vehicle, or at a minimum are in the purchase mindset as these consumers are the audience for NHTSA's communications. The criteria will also ensure we are speaking with primary or shared decision makers, as these consumers will be the ones researching information about vehicles online.

Respondents will be screened based on the following criteria:

- Participants must be 18 years or older.
- Participants must currently possess a valid driver's license.
- Participants must currently own or lease a vehicle or are in the vehicle purchase mindset (i.e., plan to purchase a vehicle in the next 6 months).
- Participants must be a primary or shared vehicle purchase decision or vehicle maintenance maker.
- Participants must be open to seeking information about vehicle safety.
- At least half of recruits must be parents of children under 18.

During the screening process, potential respondents are also asked demographic questions, such as gender, age, ethnicity, income and others. This along with the criteria above is used to ensure that we speak with a mix of respondents within each group. The entire recruitment process is designed to achieve this "mix" of respondents. For example, if halfway through the recruitment, one group is largely made up of respondents over the age of 45, recruiters will target younger respondents and attempt to schedule older participants for a different group time or as "back up" in the event of a cancellation.

TYPE OF COLLECTION: (Check one)

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

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

Personally Identifiable Information:

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

Gifts or Payments:

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

Focus group participants are provided a cash honorarium of $75 as compensation for their time. This honorarium is provided as an incentive for participants to take the time to travel to the facility and participate in the discussion (therefore minimizing participant out-of-pocket expenses), as well as a sign of appreciation for their thoughts and opinions. Compensation will be equal for all participants.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals who are recruited and participate (includes recruitment time)	32	Recruitment: 15 min/person Group: 120 min/person Total: 135 min/person	72
Individuals who are recruited but do not participate (includes recruitment time and interview time)	16	15 min/person	4
Totals	**48**	**95 min/person**	**76**

FEDERAL COST: The estimated annual cost to the Federal government is $45,000.

This figure includes the following estimated direct costs:

- Focus Group Facility Rental & Technology - $5,250
- Respondent Recruitment - $7,500
- Respondent Incentives - $3,600

The total cost also includes staff time for our research partners, which is calculated using per hour billing rates. The hours estimated here are based on hours needed for past qualitative projects of a similar scope. These hours include time needed for screener and discussion guide finalization, group moderating, data analysis and reporting, as well as meetings and conference calls with the NHTSA team.

Level	Labor Hour Rate	Estimated Hours	Total Costs
Vice President	210	15	$3,150
Research Director (Senior Account Supervisor)	150	70	$10,500
Project Manager (Senior Account Executive)	125	80	$10,000
Research Assistant (Assistant Account Executive)	100	50	$5,000
Total Partner Staff Time			$28,650

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

The selection of your targeted respondents

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?
   [ ] Yes [X] 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?

Not applicable.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [ ] Web-based or other forms of Social Media
   [X] Telephone
   [X] In-person
   [ ] Mail
   [ ] Other, Explain

2. Will interviewers or facilitators be used? [X] Yes [ ] No

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

The participant screener and moderator’s discussion guide are included as this package in Attachments A and B. Handouts that will be used to facilitation the discussion are included in Attachment C.

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.