

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” OMB Control Number: 2127-0682

---

**TITLE OF INFORMATION COLLECTION:**

Fast Track Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery

**PURPOSE:**

The National Highway Traffic Safety Administration (NHTSA) was authorized by the Highway Safety Act of 1966 to carry out a Congressional mandate to reduce the mounting number of deaths, injuries and economic losses resulting from motor vehicle crashes on our Nation’s highways. In support of this mission, NHTSA, in partnership with the Ad Council, created a public service advertising campaign about impaired driving that is targeted to teen drivers age 16-18 that are in high school. The objective of the campaign is to prevent teens from drinking and driving.

The Ad Council would like to track the reach of the PSA campaign through time by gauging awareness, attitudinal and behavioral trends among the target. The results from this survey will in no way be used to make significant policy or resource allocation decisions.

**DESCRIPTION OF RESPONDENTS:**

The respondents for this survey will be the target audience for the public service campaign: U.S. teen drivers age 16-18 who are currently in high school. Screening criteria will require that all respondents hold a driver’s license, drive at least 3 days per week, and report having consumed alcohol in the past 60 days. The campaign will be distributed nationwide, so all respondents participating in the survey have the potential to be exposed to the public service advertising.

**TYPE OF COLLECTION:** (Check one)

- |                                                                        |                                                                 |
|------------------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input type="checkbox"/> Customer Satisfaction Survey           |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                 |
| <input type="checkbox"/> Focus Group                                   | <input checked="" type="checkbox"/> Other: <u>Online Survey</u> |

**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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential 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: Susan McMeen

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No  
The third party vendor collects information from the survey respondents in order to provide them with the incentive. No PII is reported to NHTSA. No responses will be connected to individual respondents; only aggregate data will be reported.
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

**Gifts or Payments:**

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

The third-party vendor uses a panel that operates on a points-based incentive and rewards system. The points can be redeemed for gift cards or other items offered by the vendor when enough points are accrued. It is standard practice to provide a basic incentive in order to avoid bias of receiving responses only from individuals generally predisposed to be helpful.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households (Survey Respondents)	1,000	10 minutes	167 hours
Individuals or Households (Survey Non-Respondents)*	1,703	1 minutes	28 hours
<b>Totals</b>	<b>2,703</b>		<b>195 hours</b>

\*Individuals who opt to take the survey but do not qualify to take the full survey.

**FEDERAL COST:** The estimated annual cost to the Federal government is approximately \$14,000.

**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**

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  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?

Convenience samples of test participants are recruited to reflect the target audience. NHTSA plans to work with Toluna, a third-party vendor, to recruit respondents. Data collection will take place using a large, national opt-in online panel. Respondents will be recruited through an email invitation with a link to the survey. We plan to use the Toluna panel and may include a partner panel if needed to reach 1,000 completes per wave. Some teens may be invited to the survey

through their parent, but all respondents will be required to meet the same screening criteria. Additionally, some respondents may be recruited using “Real-Time Sampling.” This method consists of recruiting individuals in real time from a network of websites with which Toluna has developed referral relationships. This methodology leverages the many potential survey takers online who are willing to take a single survey, who may not necessarily want to join a market research panel. Potential survey takers who agree to take a survey are asked a series of demographic and attitudinal questions and are then routed to open surveys that they qualify for. For most surveys, Real-Time Sampling is restricted to no more than 10% of the sample and helps to balance some demographic groups.

In order to achieve 1,000 completed interviews, it is estimated that there will be an additional 1,703 respondents who choose to take the survey but do not qualify through the screening questions. Overall, it is estimated that approximately 108,000 invitations given the low response rate of teen respondents.

### **Administration of the Instrument**

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

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