

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 is continuing its long-standing public service campaign designed to deter impaired driving. The campaign’s target audience is adults 21+, with a core focus on men ages 21-35. Campaign materials will be placed in donated media. NHTSA is seeking approval of an information collection to better understand awareness, attitudes and behaviors of the target audience pertaining to impaired driving and our communications efforts to-date.

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. adults age 21+ and men ages 21-35. We will survey 700 adults 21+ and an additional 500 men ages 21-35. Screening criteria will require that all respondents drive frequently and drink alcohol at least occasionally. 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 – Campaign Effectiveness</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 the full name and street address of panelists when they register for the panel so that they can verify their identity through third party address matches and other means. 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. Accrued points can be redeemed for modest incentives that include online gift cards, merchandise, and PayPal cash deposits. 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: Adults 21+)	700	15 minutes	175 hours
Individuals or Households (Survey Respondents: Men 21-35)	500	15 minutes	125 hours
Total	1200	15 minutes	300 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$14,732.

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?
[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?

Quota sampling is used. In the first stage, the researcher determines the control categories or quotas that will be used (usually key demographics). In the second stage sample elements are selected based on convenience or judgment in order to fill the quotas developed. NHTSA plans

to work with Lightspeed Research Inc., a third-party market research vendor, to recruit 700 adults 21+ and an augment of 500 men 21-35. Data collection will take place using two sample sources. The majority of respondents will be recruited through an online panel that respondents have opted to join. They will receive an email invitation with a link to the survey. No more than twenty-five percent of the sample will come from mainstream sampling, which allows for participants to participate in a survey one time without joining a panel. Mainstream is the vendor's dynamic sourcing tool that utilizes real-time respondents from their suppliers to send respondents into surveys. This dynamic sourcing automates the ability to fill quotas, thus limiting the need to work with panel partners directly for general studies and when panels cannot meet the feasibility needs. It increases the ability to reach younger age groups that are under-represented on panels.

Recruitment quotas will include gender, race/ethnicity, education level, employment, and income as appropriate. In addition, samples will reflect variety in geographic density (e.g. urban, suburban, rural), and region of the country.

In order to achieve 1,200 completed interviews, the vendor estimates that there will be between 65,000 and 80,000 invitations sent assuming up to 25% of additional completes from mainstream sampling; the majority will be non-respondents or ineligible, i.e. they opt not to take the survey or do not qualify.

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.