

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

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**TITLE OF INFORMATION COLLECTION:**

Fast Track Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery for Distracted Driving Online Survey

**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 has helped to develop a public service campaign designed to reduce fatalities that result from distracted driving. The campaign specifically addresses texting and driving behavior. The campaign targets 18-34-year-old drivers.

Campaign materials are 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 distracted driving and its communications efforts to-date.

The results from this survey will in no way be used to make policy or resource allocation decisions.

**DESCRIPTION OF RESPONDENTS:**

The respondents for this survey will be U.S. teens and adults age 16-34. This survey was initially conducted among 18-24 year olds, and we want the ability to review the trended data, so we have extended the age range to include 16 & 17 year olds even though they are not part of the core campaign target. We will have the ability to segment the data by age. Screening criteria will require that all respondents have a valid driver’s license, operate a vehicle at least once per week, and have a mobile phone. The campaign has been distributed nationwide; thus, all respondents participating in the survey have the potential to be exposed to the public service advertising.

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

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|--|--|
| <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.

- 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.

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

**Personally Identifiable Information:**

- 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.
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
- 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

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. Respondents for this survey will not be offered incentives provided directly by NHTSA. The third-party vendor will employ two sample panels: one for respondents ages 16-17 and one for respondents ages 18-34. Respondents ages 16-17 are rewarded with Teens Eyes.com\* points, redeemable for cash when enough points are accrued. The panel for respondents ages 18-34 also operates on a points-based system. When panelists accrue enough points, they can redeem cash or other equivalent non-monetary incentives.

\* TeensEyes is the online survey panel of teens ages 13-17 operated by the vendor C & R Research.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households (Survey Respondents)	1,015	17 minutes	287.58 hours

**FEDERAL COST:** The estimated annual cost to the Federal government is \$14,700.

**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**

- 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?

Convenience samples of test participants are recruited to reflect the target audience. NHTSA plans to work with C+R Research, a third-party vendor, to recruit individuals aged 16-34 years to participate. Data collection will take place using online panels that respondents have opted to join. Respondents will be recruited through an email invitation with a link to the survey. Recruitment quotas will include gender, and HH income, census region, and ethnicity will match U.S. Census online households.

It is estimated that there will be about 115,000 email invitations sent to individuals and about 12,500 will access the invite in order to achieve 1,015 completed interviews. Most individuals receiving the invitation 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.**