

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3060-1149)

**TITLE OF INFORMATION COLLECTION:** FCC OTA Broadcast Benchmark Survey

**PURPOSE:**

The survey will be used to assess initial consumer awareness of the broadcast TV transition. Subsequent tracking surveys will be used internally to assess the effectiveness of consumer education strategies and suggest adjustments to those tactics. Survey results will not be publicly released or be the basis for major policy decisions.

The survey will establish the following baselines and tracking measures for:

- Awareness of the transition of many TV broadcast stations to new frequencies
- Understanding of how to navigate the changes
- Incidence of actions taken to address the changes among those affected

**DESCRIPTION OF RESPONDENTS:** General public, adults age 18+ with sub quotas for TV usage.

2,000 for the benchmark wave; 1,000 for up to 8 waves of tracking [non-overlapping samples]  
10,000 respondents total

Quota Groups – will be achieved within all samples without need for oversamples. Minimum of 200 per group below

NON TECH-SAVVY OVER-THE-AIR TV VIEWERS [Q10=A and q20=D] – 10% incidence

TECH-SAVVY OVER-THE-AIR TV VIEWERS [Q10=A and Q 20=A-C] – 15% incidence

CABLE/SATELLITE SUBSCRIBERS [Q10 DOES NOT EQUAL A] – 75% incidence

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

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion Group
- Other: Communications assessment online survey

**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: Jean L. Kiddoo

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

**Gifts or Payments:**

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

-A nominal non-cash incentive for redemption of merchandise or discounts.

**BURDEN HOURS**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Consumers - benchmark	2,000	5 minutes	10,000 minutes for those who complete 400 minutes of screening time for non-completers
Consumers - Tracking	8,000	5 minutes	40,000 minutes for those who complete 1,600 minutes of screening time for non-completers
<b>Totals</b>	<b>10,000</b>	<b>5 minutes</b>	<b>52,000 minutes or 867 hours of Burden</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$125,000

We are working with a data collection provider, Critical Mix, to field the survey. The costs reflect time for programming, recruitment, data collection, incentive management and tabulations of up to 9 waves of data total

**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?

Respondents will be screened from an opt-in panel provided by Critical Mix of more than 250,000 pre-identified and opted in US residents. All adults 18+ are qualified to participate.

Minimum Quotas will be set and monitored for the following groups:

QUOTAS: MONITOR AND BOOST AS NEEDED TO ENSURE MIN OF N=200 PER SAMPLE GROUP INCLUDING:

NON TECH-SAVVY OVER-THE-AIR TV VIEWERS [Q10=A and q20=D]

TECH-SAVVY OVER-THE-AIR TV VIEWERS [Q10=A and Q 20=A-C]

CABLE/SATELLITE SUBSCRIBERS [Q10 DOES NOT EQUAL A]

**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.**

## **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**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.**