

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

TITLE OF INFORMATION COLLECTION: Generic Clearance for the Collection of Qualitative Feedback on Online Banner Ad Concepts for Office of Defects Investigation Recall Campaign Promotion.

PURPOSE:

The National Highway Traffic Safety Administration (NHTSA) is responsible for keeping people safe on America’s roadways and its mission is to save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity.

Greater public awareness and engagement are vital to create additional inputs to the National Highway Traffic Safety Administration (NHTSA) that will help regulators identify early warning signs for safety defects. Increased public awareness and engagement also will improve timely notification of recalls and consumer recall compliance. In support of this, NHTSA is refreshing its *Safe Cars Saves Lives* consumer information campaign with the goal to promote greater awareness of the agency’s role in vehicle safety investigations and recalls, and motivate consumers to engage with NHTSA’s online recall resources that will ultimately save more lives on America’s roadways.

NHTSA is seeking approval of an information collection to evaluate animated concepts for online banner advertisements with the goal of getting U.S. vehicle owners to use NHTSA’s online VIN lookup tool and get open recalls fixed for free. This will be done through the promotion of NHTSA.gov as a simple-to-use resource that uses critical reporting to provide consumers with timely recall information that will help save the lives of fellow motorists on America’s roadways.

Knowledge gained from this research will help shape final concepts and help increase awareness of NHTSA.gov’s consumer resources including the VIN lookup tool, the vehicle safety complaint form and opt-in form for safety recall notifications; motivate consumers to report potential defects; increase awareness of NHTSA’s role in vehicle safety regulation; and increase safety recall compliance to improve the agency’s ability to effectively protect the motoring public from safety defects in their vehicles.

DESCRIPTION OF RESPONDENTS:

The respondents for this study will include a national, general public campaign audience of U.S. adults ages 18+ with oversamples among females, households with children under the age of 18 and higher levels of education (at least some college).

Data from the 2010 U.S. Census shows that approximately 35.2 million or 30 percent of the 116.7 million total U.S. households have children under the age of 18. Therefore, in order to ensure the general population audience recruits are reflective of the U.S. population, we will require at least half (30 total recruits) to have children under the age of 18 living at home.

The oversamples will help provide insight on the primary target audience of U.S. females ages 35-54 with at least some college education who have children under the age of 18. This target audience profile was defined after reviewing available research from MRI and Heart+Mind

Strategies. Proxy questions from MRI's annual *Survey of the American Consumer* were used to determine which audiences would be most likely to report vehicle issues online compared to the rest of the population. Findings showed that women and respondents who attended some college or graduated from college are more likely to post a review or rate products online while respondents with children in the household over-indexed for considering safety first when shopping for a new vehicle. The Heart+Mind Strategies survey results show that females were more likely to report a safety defect to NHTSA.gov compared to men. Additionally, respondents who were 45-54 years old reported the highest likelihood of engagement compared to other age cohorts.

Screening criteria will require that all respondents have a valid driver's license, own a vehicle and operate a vehicle at least once per week. The campaign will be distributed nationwide through digital advertising. Therefore, all respondents participating in the study have the potential to be exposed to the campaign messaging.

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 Bulletin Board</u> |

An online bulletin board is similar to traditional focus groups in that it allows for a group of people to come together to have a moderated discussion about a topic. There are several advantages of conducting an online bulletin board versus in person focus groups. One key advantage of online bulletin boards is that they allow participants to be drawn from a nationwide audience. A second key advantage focuses on lower respondent time commitment and burden. Online bulletin boards require a time commitment of 15-20 minutes per day over the course of three days for a total of 45-60 minutes. By comparison, traditional focus groups require 90-120 minutes, plus travel time to and from a focus group facility for a total of up to three hours' time per participant. While online bulletin board participants are required to log in to the bulletin board multiple times a day to react to other participant's comments, the overall time commitment is substantially less for online bulletin boards when compared to traditional focus groups.

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 research participants 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

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. Participants in this research will not be offered incentives provided directly by NHTSA. The third-party vendor will fulfill incentives at the standard rate of \$75 for each participant.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Pre-screen completes	1000	3.0 minutes	50 hours
Validation screener	120	1.5 minutes	3 hours
General population group (National, general audience)	100	60 minutes	100 hours
GRAND TOTAL BURDEN HOURS			153 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$124,500

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 research participants are screened and recruited to reflect the target audiences. NHTSA plans to work with Heart+Mind Strategies and Focus Forward, third-party vendors, to recruit individuals that meet the criteria for each audience. Recruitment will take place using Focus Forward’s own double opt-in panel. A link to an online screening instrument will be sent in an email invitation, followed by additional instructions for joining the online bulletin board should a respondent qualify to participate. Recruitment will be monitored to include a mixture of gender (among the national audience), age, race/ethnicity, region, income and education.

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.