

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1652-0058)**

**TITLE OF INFORMATION COLLECTION:** REAL ID Awareness & Advertising Tracking Survey

**PURPOSE:** Quarterly, nationally representative, survey (Dec. 2020, Mar. 2021, Jun. 2021, Sep. 2021) to develop the traveling public’s understanding of REAL ID:

- Awareness and compliance
- Advertising recognition
- REAL ID intent

The quarterly results will help DHS monitor changes in landscape, and optimize advertising, education and engagement strategies, over the next 12 months leading up to the 10/01/2021 REAL ID enforcement date.

**DESCRIPTION OF RESPONDENTS:** Adults 18+ with driver’s license or identification card who travel, or intend to travel, by air. Respondents will be nationally representative based on geography, gender, age and ethnicity.

**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 checked="" type="checkbox"/> Focus Group - Online Survey       | <input type="checkbox"/> Other: _____                 |

**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:

**David Lim**  
David Lim  
Executive Marketing Officer  
Strategic Communications & Public Affairs  
Transportation Security Administration (TSA)

**Steve Yonkers**  
Steve Yonkers  
Director, REAL ID Program  
Office of Policy, Strategy & Plans  
HQ, DHS

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  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?  Yes  No

TSA will use a panel of respondents selected by a research vendor, contracted by TSA. A panel of respondents are necessary in order to obtain a nationally representative audience based on U.S. Census data. The research vendor awards points to panelists for completing a survey. Panelists do not receive money or cash. Accumulated points can be redeemed for items such as prizes, gift cards to retailers or donations to charitable organization.

For this survey, respondents will get up to \$1 in points for 5 minutes of their time. There may be a modest increase in incentive if a boost in traffic is needed, or if there are specific difficult to reach targets that need to be obtained.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals - Wave 1: Dec. 2020	1,000	5-6 minutes	83-100 hrs
Individuals - Wave 2: Mar. 2021	1,000	5-6 minutes	83-100 hrs
Individuals - Wave 3: Jun. 2021	1,000	5-6 minutes	83-100 hrs
Individuals - Wave 4: Sep. 2021	1,000	5-6 minutes	83-100 hrs
<b>Totals</b>	<b>4,000</b>		<b>332-400 hrs</b>

**PUBLIC COST:** The estimated annual cost to the public is **\$12,682.40 to \$15,280.00.**<sup>1</sup>

**FEDERAL COST:** The estimated annual cost to the Federal government is           \$99,404          

TSA Position and Grade	Average Hourly Loaded Rate of Pay	Estimated Number of Hours	Estimated Number of Annual Reviews	Estimated Annual Cost to the Federal Government
Contractor	N/A	Fixed Price Labor	4	\$ 99,404.00
Total Estimated Annual Cost to the Federal Government is				\$ 99,404.00

<sup>1</sup> TSA uses the employer cost for employee compensation for civilian workers rate of \$38.20 per hour as the respondent wage rate. Source: BLS Economic News Release June 2020 Employer Costs for Employee Compensation Table 1. This rate is multiplied by the time burden range of 332-400 hours to determine the annual cost to the public. <https://www.bls.gov/news.release/ecec.t01.htm>. Accessed on October 22, 2020.

**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?

Sample will be identified from individual survey panels based on the target audience criteria identified on page 1. TSA will use a panel of respondents selected by a research vendor, contracted by TSA.

**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.**