

**Information Collection Request Supporting Statement: Section A**  
**National Survey of Speeding Attitudes and Behaviors**

**OMB Control Number 2127-0613**

*Abstract:*<sup>1</sup> The National Highway Traffic Safety Administration (NHTSA) of the U.S. Department of Transportation is seeking approval to reinstate with modification a previously approved information collection to collect information from licensed and non-licensed adult drivers (18 years old and older) who drive a motor vehicle for a voluntary study on speeding attitudes and behaviors. NHTSA proposes to conduct the National Survey of Speeding Attitudes and Behaviors (NSSAB) by contacting an estimated 20,600 households by mail for participation. The push-to-web with mail supplement survey will be completed by a national probability sample of at least 7,000 adult drivers, age 18 and older. Participation by respondents would be voluntary. This collection only asks respondents to report their answers; there are no record-keeping costs to the respondents. NHTSA will use the information to produce a technical report that presents the results of the survey. The technical report will provide aggregate (summary) statistics and tables as well as the results of statistical analysis of the information, but it will not include any personally identifiable information. The purpose of the survey is to obtain up-to-date information from drivers about their speeding and their attitudes, perceptions, and motivations. NHTSA will use this data to identify countermeasures that are most likely to reduce speeding behavior. The technical report will be shared with State highway offices, local governments, and those who develop traffic safety communications that aim to reduce speed-related crashes. The total estimated burden for contacting 13,379 potential participant non-responders (1,273 hours) and 289 potential pilot participant non-responders (29 hours), contacting and screening out 209 ineligible participants (13 hours) and 4 ineligible pilot participants (2 hours), and contacting and recruiting at least 7,000 participants (2,457 hours) and 152 pilot participants (56 hours) to complete the study is 3,830 total hours. All estimates were rounded up to the nearest whole hour. When NHTSA last received approval of this information collection, the estimated burden was 2,010 hours. The increase in burden of 1,820 hours is a result of using a larger sample and including burden not just for the estimated number of completed surveys, but also for the estimated number of contacts of potential respondents. NHTSA has conducted the National Survey of Speeding Attitudes and Behaviors on three previous occasions—first in 1997,<sup>2</sup> again

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<sup>1</sup>The Abstract must include the following information: (1) whether responding to the collection is mandatory, voluntary, or required to obtain or retain a benefit; (2) a description of the entities who must respond; (3) whether the collection is reporting (indicate if a survey), recordkeeping, and/or disclosure; (4) the frequency of the collection (e.g., bi-annual, annual, monthly, weekly, as needed); (5) a description of the information that would be reported, maintained in records, or disclosed; (6) a description of who would receive the information; (7) the purpose of the collection; and (8) if a revision, a description of the revision and the change in burden.

<sup>2</sup> Boyle, J., Dienstfrey, S., & Sothoron, A. (1998). *National Survey of Speeding and Other Unsafe Driving Actions – Volume I: Methodology* (Report No. DOT HS 808 748). National Highway Traffic Safety Administration. <https://rosap.nhtl.bts.gov/view/dot/1652>

Boyle, J., Dienstfrey, S., & Sothoron, A. (1998). *National Survey of Speeding and Other Unsafe Driving Actions – Volume II: Driver attitudes and behavior* (Report No. DOT HS 808 749). National Highway Traffic Safety Administration. <https://rosap.nhtl.bts.gov/view/dot/1651>

Boyle, J., Dienstfrey, S., & Sothoron, A. (1998). *National Survey of Speeding and Other Unsafe Driving Actions – Volume III: Countermeasures* (Report No. DOT HS 808 750). National Highway Traffic Safety Administration. <https://rosap.nhtl.bts.gov/view/dot/1673>

in 2002,<sup>3</sup> and most recently in 2011.<sup>4</sup> (The final report for the 2011 administration of the survey is included as a Supplemental Document.) Up-to-date information is needed to identify trends across time and develop appropriate countermeasures for speeding-related traffic safety issues. Study results should produce useful information to traffic safety stakeholders. The legacy study is being redesigned to sample respondents using address data from the most recent U.S. Postal Service (USPS) computerized Delivery Sequence File (DSF) of residential addresses, and administer the survey via web and mail (replacing the former random-digit dial computer-assisted telephone interview design).

**A.1. Explain the circumstances that make the collection of information necessary. Identify any legal and administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

**a. Circumstances making the collection necessary**

NHTSA was established to reduce deaths, injuries, and economic losses resulting from motor vehicle crashes on the nation's highways. As part of this statutory mandate, NHTSA is authorized to conduct research for the development of traffic safety programs. Traffic crashes are complex. Often, they involve multiple contributing factors, with speeding as one of the primary factors leading to a crash. Speeding-related crashes—defined as racing, exceeding the speed limit, or driving too fast for conditions<sup>5</sup>—resulted in 26% of all crash fatalities in 2018,<sup>6</sup> a percentage that has largely remained the same over the last 20 years despite national, State, and local efforts to address the speeding problem. In 2010, speeding-related crashes were estimated to result in \$52 billion in economic costs and \$203 billion in comprehensive costs.<sup>7</sup> Speeding is especially dangerous because it reduces the driver's ability to maneuver around obstacles in a timely manner, increases the distance a vehicle requires to stop, and increases the severity of injuries.<sup>8</sup> This stalled progress suggests that new countermeasures that differ from typical enforcement and engineering efforts may be needed to reduce speeding

<sup>3</sup> Royal, D. (2003). *National Survey of Speeding and Unsafe Driving Attitudes and Behavior: 2002 - Volume II: Findings* (Report No. DOT HS 809 688). National Highway Traffic Safety Administration. <https://rosap.nhtsa.gov/view/dot/1719>

Royal, D. (2003). *National Survey of Distracted and Drowsy Driving Attitudes and Behavior: 2002. National Survey of Speeding and Unsafe Driving Attitudes and Behavior: 2002 - Volume III: Methods* (Report No. DOT HS 809 568). National Highway Traffic Safety Administration. [https://one.nhtsa.gov/people/injury/drowsy\\_driving1/distracted03/VolumeIII03/DD%20Volume%20III%20032803/Default.htm](https://one.nhtsa.gov/people/injury/drowsy_driving1/distracted03/VolumeIII03/DD%20Volume%20III%20032803/Default.htm)

<sup>4</sup> Schroeder, P., Kostyniuk, L., & Mack, M. (2013, December). *2011 National Survey of Speeding Attitudes and Behaviors* (Report No. DOT HS 811 865). National Highway Traffic Safety Administration. <https://rosap.nhtsa.gov/view/dot/1960>

<sup>5</sup> National Center for Statistics and Analysis. (2007). *Speeding: 2006 data* (Traffic Safety Facts. DOT HS 810 814). Retrieved from the NHTSA website: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/810814>

<sup>6</sup> National Center for Statistics and Analysis. (2019, December). *Fatality Analysis Reporting System (FARS): 2018 Annual Report File (ARF) custom query*. Retrieved from the NHTSA website: <https://cdan.dot.gov/query>

<sup>7</sup> Blincoe, L.J., Miller, T.R., Zaloshnja, E., & Lawrence, B.A. (2015, May). *The economic and societal impact of motor vehicle crashes, 2010. (Revised.)* (Report No. DOT HS 812 013). Retrieved from the NHTSA website: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>

deaths. An interdisciplinary approach involving engineering, enforcement, and education is needed to change drivers' speeding behavior, thereby reducing speeding-related crashes, fatalities and injuries. To design interventions and countermeasure strategies that are likely to lead to behavior change, NHTSA requires up-to-date information on which drivers are speeding, their attitudes, perceptions, and motivations, as well as what countermeasures are most likely to reduce their speeding behavior. It is important to focus studies on factors underlying behaviors such as attitudes or perceptions of norms that are changeable.

NHTSA has conducted the National Survey of Speeding Attitudes and Behaviors on three previous occasions—first in 1997, again in 2002, and most recently in 2011. In the 2021 survey, NHTSA intends to examine the extent to which drivers speed, who the speeders are, when and why drivers speed, and what countermeasures are most acceptable and effective in reducing speeding. Furthermore, NHTSA plans to assess whether self-reported behaviors, attitudes, and perceptions regarding speeding and associated countermeasure strategies have changed over time since the administration of the prior three national surveys. The 2021 survey will also include new questions on emerging speed-related technologies. The findings from this proposed information collection will assist NHTSA in designing, targeting, and implementing programs intended to reduce speed on the roadways and to provide data to States, localities, and law enforcement agencies that will aid in their efforts to reduce speed-related crashes and injuries.

#### ***b. Statute authorizing the collection of information***

Title 23, United States Code, Section 403 authorizes the NHTSA to conduct research and development activities, including demonstration projects and the collection and analysis of highway and motor vehicle safety data and related information needed to carry out this section, with respect to all aspects of highway and traffic safety systems and conditions relating to vehicle, highway, driver, passenger, motorcyclist, bicyclist, and pedestrian characteristics; accident causation and investigations; and human behavioral factors and their effect on highway and traffic safety. [See 23 U.S.C. 403(b)(1)(A)(i)-(ii); 23 U.S.C. 403(b)(1)(B)].

### **A.2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.**

ICF, the Contractor, will conduct this study under a task order on an Indefinite Delivery/Indefinite Quantity contract with NHTSA. Participation in this study will be voluntary, and participants will be sampled from all 50 States and the District of Columbia using address data from the most recent USPS DSF of residential addresses. Up-to-date information about driver attitudes and behaviors regarding speeding will help NHTSA track trends over time and develop speeding-related traffic safety countermeasures.

The survey form (NHTSA Form 1538 for English or NHTSA Form 1539 for Spanish) will be self-administered and completed either via web or paper and pencil. The first part of the form is a screener for all sampled households to determine eligibility to participate in the survey. Eligible respondents are U.S. adults (18 years old and older) who drive a motor vehicle, with or without a

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<sup>8</sup> National Center for Statistics and Analysis. (2007). *Speeding: 2006 data* (Traffic Safety Facts. DOT HS 810 814).

license. The survey form will specify that the adult with the next birthday be the one to complete the survey form. Eligible respondents will be administered a questionnaire about speeding attitudes and behaviors followed by demographic questions. Ineligible respondents will only be administered demographic questions to address potential bias and measurement errors.

Survey invitation materials and reminders (NHTSA Forms 1544, 1545, and 1546) will inform participants about the study and guide them through informed consent. Following consent, participants will complete a questionnaire that covers attitudes, beliefs, knowledge, and behaviors regarding speeding—referred to as the National Survey of Traffic Safety (NHTSA Forms 1538 and 1539).

The purpose of this survey is to examine the extent to which drivers speed, who the speeders are, when and why drivers speed, and what countermeasures are most acceptable and perceived effective in reducing speeding. In addition, NHTSA aims to identify factors, such as attitudes, perceptions, norms, and underlying behaviors that may help explain and predict speeding behavior. Furthermore, NHTSA plans to measure whether self-reported behaviors, attitudes, and perceptions regarding speeding have changed over time since the previous administrations of this national survey in 2002 and 2011. The data from this study will provide NHTSA with information that will guide the development of speeding countermeasure initiatives to reduce speeding-related crashes.

More specifically, this survey will collect detailed information important to developing effective programs, including data addressing the following areas of interest:

- The extent to which drivers speed;
- Demographic and typological descriptions of speeders;
- Locations and times when speeding is most frequent;
- Attitudes and perceptions about speeding;
- Reasons and motivations for speeding;
- Knowledge of measures to deter speeding;
- Attitudes towards measures to deter speeding;
- Correlates of speeding behavior; and
- Trends and changes in trends in speeding behavior and attitudes compared to the 1997, 2002, and 2011 survey administrations.

The data collected in the survey will be used to assist NHTSA in its ongoing responsibilities for: (a) planning and designing program activities which reduce speeding on our nation's roadways; (b) providing support to groups involved in carrying out speeding management programs and public safety; and (c) identifying countermeasure strategies that are most acceptable to the public and perceived as effective in deterring speeding.

The results will assist governmental agencies and private organizations in developing implementation strategies and action plans that will reduce the incidence of speeding-related crashes.

NHTSA will use the data to help State Highway Safety Offices, law enforcement agencies, and other organizations with establishing and sustaining programs aimed at speed regulation and to

reduce the number of speeding-related crashes. The data will be used for planning and policy-related issues as they arise.

**A.3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also, describe any consideration of using information technology to reduce burden.**

Participant data will be collected using Computer Assisted Web Interviewing (CAWI)—a programmed, self-administered web survey—with paper versions available if the participant does not respond via CAWI. CAWI systems collect responses electronically. They also perform several functions which aid in avoiding errors that occur when using hard copy questionnaires, including:

- Providing correct question sequence;
- Automatically executing skip patterns based on prior question answers (which decreases overall interview time and, consequently, the burden on respondents);
- Recalling answers to prior questions and displaying the information in the text of later questions;
- Providing random rotation of specified questions or response categories (to avoid bias);
- Ensuring that questions cannot be skipped; and
- Rejecting invalid responses.

The CAWI system lists questions and corresponding response categories automatically on the screen, eliminating the need for respondents to follow skip patterns and flip pages. This allows the instrument to be administered efficiently, thus reducing burden on the respondent and analysts. Moreover, the respondents enter responses directly from their keyboards or electronic devices, and the information is automatically recorded in the cloud's memory.

CAWI surveys will be considered the default and encouraged because they employ question-skipping logic to only show the relevant questions, reducing burden because people will not see any skipped questions. This process will also improve data quality. Paper surveys will be designed to work with optical mark recognition and image scanning to facilitate ease of use and data accuracy. A separate program designed for the paper survey will include all survey skip logic. The program will detect and reconcile any inconsistent responses according to established data cleaning rules.

**A.4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.**

NHTSA has conducted three studies about speeding attitudes and behaviors. The first of these studies was conducted in 1997, followed by a second study in 2002, and most recently, in 2011.

The 1997 and 2002 studies were split-sample designs that addressed speeding and other unsafe driving behaviors. The 2011 study focused solely on speeding-related behaviors. All three former studies were administered via telephone. Given the need for up-to-date data and recognizing the decline of telephone survey response rates in recent years, this new collection of information is important to help support NHTSA's statutory mandate.

Overall, the following criteria were applied to determine whether existing information may be duplicative:

- Currency of information - The data must be current to have utility for making sound strategic decisions concerning future programmatic and research activities, especially regarding emerging technologies.
- National basis - The safety efforts of NHTSA are national in scope. NHTSA, therefore, requires national-level data for its planning.
- Focus on NHTSA program concerns - The items within the proposed survey instruments concern issues crucial to developing appropriate strategies for reducing speeding.

This data collection entails no duplication. This is the first nationally representative survey on attitudes and behavior survey on speeding in the past nine years. Since the last administration in 2011, advances in technology have made this collection effort essential and necessary in order to accurately gauge the public's perception and attitudes towards new and emerging technologies to deter speeding, including the proliferation of speed cameras and the use of in-vehicle speed governors. There is a need to collect up-to-date information about the public's attitudes and behavior on speeding in order to better inform programs aimed at reducing speeding. Furthermore, the collection is needed to inform trend analyses on speeding.

#### **A.5. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.**

Questionnaire information for this study will only be collected from individuals. There is no burden on small businesses for this collection of information request.

#### **A.6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.**

Speeding-related crashes are a serious problem in the United States. In 2018, there were 9,378 fatalities in speeding-related crashes—26% of all crash fatalities.<sup>9</sup> Public information and education are important elements of any effective speed management program.<sup>10</sup>

So far, attempts to address this problem through a variety of approaches have not led to a substantial reduction in speed-related fatalities. The percentage of speeding-related fatalities in

<sup>9</sup> National Center for Statistics and Analysis. (2018, March, revised). *Speeding: 2016 data* (Traffic Safety Facts. DOT HS 812 480). National Highway Traffic Safety Administration.

<sup>10</sup> U.S. Department of Transportation. (2014). *Speed Management Program Plan*. DOT HS 812 028. National Highway Traffic Safety Administration.

2018 (26%) is only slightly lower than it was in 2000 (29%).<sup>11</sup> Speeding countermeasures have typically been associated with uncertain or limited success. NHTSA's reference guide, *Countermeasures That Work*, provides a list of speeding countermeasures that have been demonstrated to be effective.<sup>12</sup> However, most of these efforts focus on enforcement/punishment or engineering countermeasures to reduce speeding. A limitation with these types of countermeasures is that they are less effective with some driver groups, such as risk-taking young males, and new approaches need to be tried with these groups.

NHTSA provides guidance to State and local governments in designing and applying a balanced and effective speed management program to reduce speeding-related crashes. Speeding is a complex problem, involving the interaction of many factors including public attitudes, road user behavior, vehicle performance, roadway design and characteristics, posted speed limits and enforcement strategies. To reduce speeding-related crashes, fatalities, and injuries, an interdisciplinary approach involving engineering, enforcement, and education is needed. Findings from this speed survey will provide crucial information to be used in applying enforcement efforts and appropriate technology that effectively target speeders; marketing communication and educational messages that focus on high-risk drivers; soliciting the cooperation, support and leadership of traffic safety stakeholders; and providing updated speed and safety statistics. This information is necessary to support safety programs both at the local and national levels.

**A.7. Explain any special circumstances that would cause an information collection to be conducted in a manner:**

- a. requiring respondents to report information to the agency more often than quarterly;**
- b. requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- c. requiring respondents to submit more than an original and two copies of any document;**
- d. requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records, for more than three years;**
- e. in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**
- f. requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**
- g. that includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data**

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<sup>11</sup> Liu, C., Chen, C. L., Subramanian, R., & Utter, D. (2005). *Analysis of speeding-related fatal motor vehicle traffic crashes* (DOT HS 809 839). NHTSA's National Center for Statistics and Analysis.

<sup>12</sup> Richard, C. M., Magee, K., Bacon-Abdelmoteleb, P., & Brown, J. L. (2018, April). *Countermeasures that work: A highway safety countermeasures guide for State Highway Safety Offices, Ninth edition* (Report No. DOT HS 812 478). National Highway Traffic Safety Administration.

- security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or
- h. requiring respondents to submit proprietary trade secrets, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

No special circumstances require this collection to be conducted in a manner inconsistent with guidelines in 5 CFR 1320.5(d)(2).

**A.8. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to the comments. Specifically address comments received on cost and hour burden. Describe efforts to consult with persons outside the agency to obtain their views.**

The 60-day Federal Register Notice, which notified the public of NHTSA's intent to conduct this collection of information and provided a 60-day comment period, was published on August 3, 2020 (Vol. 85, No. 149, Pages 46782-46786). A copy is attached.

NHTSA received two comments. Sarah Smoak provided comments supportive of the proposed information collection. An anonymous commenter provided remarks about the COVID-19 pandemic with no mention of the proposed survey or traffic safety. Comments on the proposed information collection are appreciated. Thank you to Ms. Smoak for providing thoughtful commentary as to the importance of conducting the National Survey of Speeding Attitudes and Behaviors. This included using the data to be able to formulate plans, procedures, and countermeasures to have positive impacts on the public by reducing speed-related deaths. Ms. Smoak also appreciates that the periodic surveys help track behavioral changes related to speeding.

National experts at NHTSA and ICF have collaborated on and agreed on the survey instrument and methodology. Prior to the survey development work, NHTSA program and regional offices and the Federal Highways Administration provided significant input on the speeding topics to be addressed in the survey.

The Federal Register notice notifying the public of NHTSA's intent to submit this information collection to the Office of Management and Budget, and providing a 30-day comment period, was published on December 31, 2020 (Vol. 85, No. 251, pp. 86980-86983).

**A.9. Explain any decisions to provide any payment or gift to respondents, other than remuneration of contractors or grantees.**

We plan to offer all sampled households a \$1 pre-survey incentive. A dollar bill will be included in the first mailing as motivation to complete the survey. Eligible respondents who complete the survey also have the option to receive a \$5 post-survey incentive. If the respondent completes the



survey via web, they will receive a \$5 Amazon gift card code immediately upon completing the survey. If the respondent completes the survey via mail, a \$5 bill will be mailed to their address once the survey is received and processed. Our experience indicates that anything less than the proposed compensation would likely result in failure to survey enough participants to provide adequate statistical power.

Recent studies by NHTSA (2127-0704, 2127-0645) have confirmed that this level of compensation is necessary to meet recruiting requirements.

**A.10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy. If the collection requires a system of records notice (SORN) or privacy impact assessment (PIA), those should be cited and described here.**

In a letter mailed to all sampled households, we will promise that the data will be kept private, used only for statistical purposes, and protected to the full extent of the law. The survey form includes an informed consent statement, which promises that no individual results and no personally identifiable information will be published, and that no personal results will be shared with any licensing regulatory authority. All published results will provide only summary statistics that cannot be used to identify any individual or individual's responses. Participation in the survey is voluntary. There will not be any identifying information such as names, addresses, telephone numbers, or social security numbers in the database delivered to NHTSA.

A SORN is not required for this research as PII will not create a Privacy Act System of records. The survey response data and household address are held in separate files. While the contractor will access information by unique Master ID, the access will be limited. The PII (an address file) will be accessed four times to flag households that respond to the survey to avoid sending them future reminders. The contractor will extract an electronic list of the unique ID codes from the response file and will merge the list with the address file before processing the mailing of the reminders to flag households who responded. After the merge, the electronic list of unique ID codes will be destroyed. Other than the mailings, the contractor only accesses the addresses in very limited circumstances, such as when a researcher needs to insure the quality of the data.

NHTSA has published a PIA for research and studies performed by its Office of Behavioral Safety Research. The Department's Senior Agency Official for Privacy adjudicated the PIA on June 10, 2019, and it is available at <https://www.transportation.gov/individuals/privacy/nhtsa-office-behavioral-safety-research-obsr-research-studies>.

**A.11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information**

**is requested, and any steps to be taken to obtain their consent.**

The questionnaire includes items about speeding and a few questions on other unsafe driving behaviors such as driving after drinking and texting and driving, which are illegal. However, this information is critical to understanding the safety problem, and it will only be used and reported in aggregate. The survey data collection does not contain additional questions related to matters that are commonly considered sensitive or private.

**A.12. Provide estimates of the hour burden of the collection of information on the respondents and estimates of the annualized labor cost to respondents associated with that hour burden.**

Data collection will involve a pilot administration of the survey to at least 150 randomly selected respondents and a full administration of the survey with at least 7,000 randomly selected respondents during the main data collection effort. Each respondent will be administered the survey once. The total estimated annual burden is 3,830 hours for the project activities. Tables 1 and 2 (below) summarize the calculation of this estimated burden.

Wave	Number of Contacts	Participant Type	Estimated Burden per Sample Unit (in minutes)	Frequency of Burden	Number of Sample Units	Burden Hours*	Total Burden*
Wave 1 (Initial Invitation - NHTSA Form 1544)	444	Contacted potential participant - Non-respondent	1	1	391	7	26
		Screened out participant - Ineligible respondent	3	1	2	1	
		Recruited participant - Eligible respondent	21	1	51	18	
Wave 2 (Reminder Postcard #1 - NHTSA Form 1546)	391	Contacted potential participant - Non-respondent	1	1	356	6	19
		Screened out participant - Ineligible respondent	3	1	0	0	
		Recruited participant - Eligible respondent	21	1	35	13	
Wave 3 (1 <sup>st</sup> Survey Mailing - NHTSA Forms)	356	Contacted potential participant - Non-respondent	1	1	313	6	22
		Screened out participant - Ineligible respondent	3	1	2	1	
		Recruited participant -	21	1	41	15	

1538, 1545)		Eligible respondent					
Wave 4 (Reminder Postcard #2 - NHTSA Form 1546)	314	Contacted potential participant - Non-respondent	1	1	298	5	11
		Screened out participant - Ineligible respondent	3	1	0	0	
		Recruited participant - Eligible respondent	21	1	16	6	
Wave 5 (2 <sup>nd</sup> Survey Mailing - NHTSA Forms 1538, 1545)	298	Contacted potential participant - Non-respondent	1	1	289	5	9
		Screened out participant - Ineligible respondent	3	1	0	0	
		Recruited participant - Eligible respondent	21	1	9	4	
<b>Total</b>							<b>87</b>

Table 1. Estimated Total Burden for Pilot Survey.

\* Rounded up to the nearest hour.

Table 2. Estimated Total Burden for Main Data Collection Survey.

Wave	Number of Contacts	Participant Type	Estimated Burden per Sample Unit (in minutes)	Frequency of Burden	Number of Sample Units	Burden Hours*	Total Burden*
Wave 1 (Initial Invitation - NHTSA Form 1544)	20,600	Contacted potential participant - Non-respondent	1	1	18,130	303	1,147
		Screened out participant - Ineligible respondent	3	1	72	4	
		Recruited participant - Eligible respondent	21	1	2,398	840	
Wave 2 (Reminder Postcard #1 - NHTSA Form 1546)	18,130	Contacted potential participant - Non-respondent	1	1	16,498	275	833
		Screened out participant - Ineligible respondent	3	1	47	3	
		Recruited participant - Eligible respondent	21	1	1,585	555	
Wave 3 (1 <sup>st</sup> Survey Mailing - NHTSA Forms	16,498	Contacted potential participant - Non-respondent	1	1	14,518	242	919
		Screened out participant - Ineligible respondent	3	1	57	3	
		Recruited participant -	21	1	1,923	674	

Wave	Number of Contacts	Participant Type	Estimated Burden per Sample Unit (in minutes)	Frequency of Burden	Number of Sample Units	Burden Hours*	Total Burden*
1538, 1545)		Eligible respondent					
Wave 4 (Reminder Postcard #2 - NHTSA Form 1546)	14,519	Contacted potential participant - Non-respondent	1	1	13,793	230	479
		Screened out participant - Ineligible respondent	3	1	21	2	
		Recruited participant - Eligible respondent	21	1	705	247	
Wave 5 (2 <sup>nd</sup> Survey Mailing - NHTSA Forms 1538, 1545)	13,793	Contacted potential participant - Non-respondent	1	1	13,379	223	365
		Screened out participant - Ineligible respondent	3	1	12	1	
		Recruited participant - Eligible respondent	21	1	402	141	
<b>Total</b>							<b>3,743</b>

\* Rounded up to the nearest hour.

For the pilot survey, a mass mailing using USPS DSF to 469 addresses, of which 444 are expected to be valid contact addresses, is expected to reach 156 willing participants age 18 and older. Of these willing participants, it is expected that the participant screener will exclude 4 possible participants that are not eligible to participate given that they do not drive (4 people, 3 minutes each, across 5 waves totaling 2 hours – rounded up by wave). Eligible participants will then complete the survey (152 people, 21 minutes each, 56 hours total).

For the main data collection survey, a mass mailing using USPS DSF to 21,800, of which 20,600 are expected to be valid contact addresses, is expected to reach 7,221 willing participants age 18 and older. Of these willing participants, it is expected that the participant screener will exclude 208 possible participants that are not eligible to participate given that they do not drive (208 people, 3 minutes each, across 5 waves totaling 13 hours – rounded up by wave). Eligible participants will then complete the survey (7,013 people, 21 minutes each, 2,457 hours total). The informed consent information is provided in the mailings and at the beginning of the paper-based survey. There is not a separate informed consent form.

The opportunity cost to respondents could be computed using an average hourly wage. Based on mean per capita wage for all occupations in the United States, the maximum total input cost is estimated as follows:

$$\text{\$25.72 per hour}^{13} \times 3,830 \text{ hours} = \text{\$98,507.60}$$

<sup>13</sup> U.S. Department of Labor, Bureau of Labor and Statistics, May 2019 National Occupational Employment and Wage Estimates United States: [https://www.bls.gov/oes/current/oes\\_nat.htm#00-0000](https://www.bls.gov/oes/current/oes_nat.htm#00-0000)

**A.13. Provide an estimate of the total annual cost to the respondents or record keepers resulting from the collection of information.**

Participation in this study is voluntary, and there are no costs to respondents beyond the time spent completing the questionnaires.

**A.14. Provide estimates of the annualized cost to the federal government.**

This is one-time data collection. The total cost to the Federal Government for this study is \$799,676.75 which includes up to \$58,094 for incentives. Since data collection will take less than a year, the annualized cost is the same. The estimated cost in terms of government time is approximately 120 hours for the Contracting Officer’s Representative (COR) and 20 hours for the supervisor for about \$9,000 in wages.

**A.15. Explain the reasons for any program changes or adjustments reported on the burden worksheet. If this is a new collection, the program change will be the entire burden cost and number of burden hours reported in response to questions 12 and 13. If this is a renewal or reinstatement, the change is the difference between the new burden estimates and the burden estimates from the last OMB approval.**

This is a request to reinstate with modification a previously approved collection. The previous administration of this survey expired: OMB # 2127-0613.

This ICR is being updated as the number of interviews and costs have changed because, for the first time, this collection will include web and paper surveys, which requires a larger sample, and general cost for surveys have changed since the previous survey in 2011. In addition, the burden for the last approved survey was calculated only using the estimated number of completed surveys. The current survey burden was calculated using both the estimated number of completed surveys as well as the estimated number of contacts of potential respondents. This change results in a significant increase in the estimated cost and time burdens.

*Table 3. Estimated Burden for New and Previous Collections.*

	Last OMB Collection Approval	New Collection	Difference
<b>Pilot Survey</b>			
<b>N Respondents</b>	30	152 (444 contacts)	+122
<b>Cost Burden</b>	\$203.20	\$2,237.64	+\$2,034.44
<b>Time Burden (hours)</b>	10	87	+77

<b>Main Data Collection Survey</b>			
<b>N Respondents</b>	6,000	7,013 (20,600 contacts)	+1,013
<b>Cost Burden</b>	\$40,640.00	\$96,269.96	+\$55,629.96
<b>Time Burden (hours)</b>	2,000	3,743	+1,743
<b>TOTAL</b>			
<b>N Respondents</b>	6,030	7,165 (21,044 contacts)	+1,135
<b>Cost Burden</b>	\$40,843.20	\$98,507.60	+\$57,664.40
<b>Time Burden (hours)</b>	2,010	3,830	+1,820

**A.16. For collection of information whose results will be published, outline plans for tabulation, and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions as applicable.**

The technical report will include survey results and methodology details. The results section will include summary statistics and tables, as well as the results of statistical analysis of the information, but it will not include any personal information. Figures and tables will be presented with limited accompanying text. The data presentations will be largely made up of percentage distributions and cross-tabulations. The data will be segmented by the following characteristics: age, race, gender, household income, and driver category (based on cluster analysis). The final sample size of each cell will determine the categories each characteristic will be analyzed by. Only cells which have sufficient sample to draw reliable estimates will be used in the analysis and reported on. The results section will also include relevant trends using the previous administrations of the survey.

The methodology portion of the report will include information on the sampling frame, survey participation rate, weighting procedures, and copies of the questionnaires in both English and Spanish.

The current plan is for the final technical report and summary sheets to be published in early 2022. These plans are based upon data collection starting in January 2021 and ending by September 2021. Delays in approval of this ICR could delay publication of the final technical report and will likely result in contract modifications and additional costs to the government.

**A.17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.**

NHTSA will display the expiration date for OMB approval.

**A.18. Explain each exception to the topics of the certification statement identified in "Certification for Paperwork Reduction Act Submissions." The required certifications can be found at 5 CFR 1320.9.**

No exceptions to the certification statement are made.

The following statement will be provided to respondents on the survey documents:

Under the Paperwork Reduction Act, a federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0613. The average amount of time to complete this survey is 20 minutes. All responses to this collection of information are voluntary. If you have comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, send them to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590 NHTSA Form 1538.