#### Information Collection Request Supporting Statements: Part A Fatal Crash Seat Belt Use Reporting and Awareness OMB Control No. 2127-NEW

#### Abstract:

The National Highway Traffic Safety Administration (NHTSA) of the U.S. Department of Transportation is seeking approval to collect information from 1,500 participants from two seat belt user groups, 750 who are full-time and 750 who are occasional or non-users, for a one-time voluntary experiment to understand whether the inclusion of seat belt status in a fatal crash news report could affect seat belt use. NHTSA will contact a sample of 20,850 potential participants from a marketing research firm's panel with an invitation email and screening questions to identify adult volunteers who regularly drive a passenger vehicle. Recruiting participants for the experiment has an estimated burden of 348 hours for the invitation email and 70 hours for the screening questions. (An estimated 20% of the invited potential participants will be interested in participating in the study and will complete the screener form, i.e., 4,170 potential participants.) An estimated 1,668 potential participants will read the consent form with an estimated burden of 139 hours. The 1,500 participants will complete the experiment with an estimated burden of 500 hours. The experiment involves a 40-question online survey that participants will complete in their own homes using their personal computers. Participants will read one of three fictitious news reports of crashes (some of which involve fatalities) to gauge whether including seat belt use in news reports has the potential to increase belt use by occasional and non-seat belt users. After reading the news report, participants will report their recollection of belt use in the news report they read, self-reported seat belt use, intentions to use belts, attitudes about seat belts, and demographic information. The total estimated burden associated with reporting is 1,057 hours. The collection does not involve recordkeeping or disclosure. An approved Institutional Review Board (IRB), Advarra, has reviewed the study and determined that the research project is exempt from IRB oversight. NHTSA will summarize the results of the collection using aggregate statistics in a final report to be distributed to NHTSA program and regional offices, State Highway Safety Offices, and other traffic safety stakeholders. This collection will inform the development of countermeasures, particularly in the areas of communications and outreach, for increasing seat belt use and reducing fatalities and injuries associated with the lack of seat belt use.

### A. Justification

#### 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.

NHTSA was established by the Highway Safety Act of 1970 (Pub. L. No. 91-605, §202(a), 84 Stat. 1713, 1739-40). Its mission is to reduce the number of deaths, injuries, and economic losses resulting from motor vehicle crashes on our nation's highways. To further this mission, NHTSA conducts research on driver behavior and traffic safety to develop efficient and effective means of bringing about safety improvements. This information collection supports NHTSA's strategic goal of improving safety by increasing seat belt use.

In 2019, 22,215 occupants of passenger vehicles (passenger cars, pickup trucks, vans, and SUVs) died in motor vehicle crashes in the United States. Of those killed where restraint status was known, 47% were unrestrained at the time of the fatal crash. NHTSA estimates that seat belts saved the lives of 14,955 passenger vehicle occupants age 5 and older in 2017 (latest data available), and, if all passenger vehicle occupants age 5 and older had worn seat belts, an additional 2,549 lives could have been saved.<sup>1</sup>

This project supports NHTSA's efforts to increase traffic safety by understanding factors related to seat belt use for the development and refinement of programs to increase belt use. Previous research indicated that news organizations do not report seat belt use in many of the driving fatalities they cover.<sup>2,3</sup> Many stakeholders believe that increased reporting of seat belt usage in fatal crashes, especially when seat belts were not worn, could increase seat belt use. However, when seat belt status has been reported in a news report, it is not clear that individuals are paying attention. If individuals notice the reported seat belt status, encouraging media reporting of seat belt status, particularly involving unbelted fatalities, may be an effective countermeasure to encourage individuals to wear seat belts.

**Title 23, United States Code, Chapter 4, Section 403** gives the Secretary (NHTSA by delegation) authorization to use funds appropriated 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,

<sup>&</sup>lt;sup>1</sup> National Center for Statistics and Analysis. (September 2021). *Occupant protection in passenger vehicles: 2018 data* (Traffic Safety Facts. Report No. DOT HS 813 176). National Highway Traffic Safety Administration. https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813176

<sup>&</sup>lt;sup>2</sup> Connor, S. M., & Wesolowski, K. (2004). Newspaper framing of fatal motor vehicle crashes in four Midwestern cities in the United States, 1999-2000. *Inj Prev.*, *10*(3),149-153. https://doi.org/10.1136/ip.2003.003376

<sup>&</sup>lt;sup>3</sup> Rosales, M., & Stallones, L. (2008). Coverage of motor vehicle crashes with injuries in U.S. newspapers, 1999-2002. *Journal of Safety Research*, 39(5), 477-82. <u>https://doi.org/10.1016/j.jsr.2008.08.001</u>

and pedestrian characteristics; accident causation and investigations; and human behavioral factors and their effect on highway and traffic safety.

## 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.

This is a new collection. It will provide critical information needed by NHTSA to develop, implement, and maintain effective countermeasures that meet the Agency's mandate to improve traffic safety. While NHTSA has made significant research contributions throughout the years in increasing seat belt use, research gaps still exist. This collection will support a research study related to the reporting of belt status in fatal crashes as a possible countermeasure intended to increase belt use, and it is the first study to assess whether individuals recognize the status of seat belt use in news reports. This study will examine whether media reporting of seat belt use in crashes is associated with drivers' intentions and attitudes toward using a seat belt. If so, consistent reporting of seat belt status in media reports of crashes may be an effective and low-cost countermeasure to encourage individuals to wear seat belts. It could also provide a non-enforcement mechanism for increasing belt use and improving traffic safety.

In addition to using the collected information for its own program development and technical assistance activities, through publication, NHTSA will disseminate the information, as applicable, to

- State and local highway safety authorities, who may use it to encourage State and local police agencies and media outlets to report belt use in fatal crashes,
- interested safety organizations so that this information can be used to develop, improve, and target their own programs and activities aimed at increasing belt use, especially for public information and education campaigns,
- organizations such as the National and State Associations of Chiefs of Police to encourage reporting so that this information can be used when preparing reports to the media and public about vehicle crashes, particularly fatal crashes and seat belt use,
- media outlets that report on local motor vehicle crashes, so that they understand the potential importance of inclusion of seat belt status information in their reports of crashes and increase reporting, and
- academics concerned with traffic safety issues through a peer-reviewed journal article, so that it can be used as a baseline for future studies related to the use of crash information for improving safety.
- 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.

The proposed methodology for this research is a web-based experiment. Respondents will complete the consent process and the 40-question experiment by clicking on a link provided via email from a marketing research company serving as the recruiter for the study. The link will route participants to the study materials prepared by the researcher's internet study and web site designer. The web designer will prepare the experiment for web site delivery and will be responsible for providing the research staff with a tabulated format of the data for each respondent.

The study instructions, news crash reports, and questions have undergone cognitive testing by nine panelists and were revised to ensure ease of comprehension. The consent form contains the study investigator's contact information should participants have questions about the study. The experiment meets Section 508 compliance and follows the visual layout of the questions on principles of heuristics that people follow in interpreting visual cues. The experiment is designed to be easily navigable from page to page. Participants can leave the system and then re-enter (at the point of departure) without losing the responses previously entered.

# 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 conducted a literature review with no restrictions on publication date in the following subject databases to ensure that the present study was not a duplication of effort: APA PsycInfo, APA PsycArticles, Communications and Mass Media Complete Newswire, Google Scholar, Newswire, Newspaper Source Plus, PubMed, Sociological Abstracts, TRID, and Transport Research Portal. None of the studies uncovered in the literature search specifically focused on motorists reading or viewing news reports about motor vehicle crashes with detailed information on seat belt status and then responding to questions of the type proposed in this collection. Additionally, there were no studies that specifically focused on experimental studies that vary seat belt status reporting or awareness.

However, one recent study used an experimental design approach like this proposed collection. The research involved 999 subjects randomly assigned to read one of three versions of a news article describing a traffic crash involving a pedestrian. After reading the description, subjects were asked to apportion blame, identify an appropriate punishment for the driver, and assess various approaches for improving road safety. A thematic frame significantly increased support for infrastructure improvements. The study provided strong evidence that efforts to change public perceptions of road safety should include a focus on improving editorial patterns in traffic crash reporting.<sup>4</sup> However, their study was different from the proposed collection because its focus was on manipulating perception of blame related to pedestrian safety, whereas the proposed collection focuses on recall of use of seat belts and its injury outcome to encourage belt use.

<sup>&</sup>lt;sup>4</sup> Goddard, T., Ralph, K., Thigpen, C. G., & Iacobucci, E. (2019). Does news coverage of traffic crashes affect perceived blame and preferred solutions? Evidence from an experiment. *Transportation Research Interdisciplinary Perspectives*. <u>https://doi.org/10.1016/j.trip.2019.100073</u>

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

There will be no impact on small businesses or other small entities. The collection involves a subset of a pool of individuals who agreed to participate in online research for a marketing research group.

# 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 the burden.

The information collection is necessary for NHTSA and other safety stakeholders to develop effective programs that encourage motorists to wear their seat belts. If newspaper reporting of seat belt use in fatal crashes can convey the negative consequences of riding or driving unrestrained and encourage motorists to buckle up, then a simple, effective, and inexpensive countermeasure would be to encourage police to provide seat belt use information to the media for inclusion in reports of fatal crashes as well as encourage the media to include the information. These data are necessary as rationale and supporting evidence for information to police and the media about the importance of reporting seat belt use in fatal crashes. If the proposed collection is not conducted, NHTSA will not have access to information with which to help guide programmatic decisions and support new countermeasures to help State and local governments reduce the incidence of unrestrained fatalities. There are no known technical or legal obstacles to reducing the burden.

- 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 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.

There are no special circumstances that would cause this collection to be collected in a manner inconsistent with 5 CFR 1320.5(d)(2).

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 collection of information 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 on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format, and on the data elements to be recorded, disclosed, or reported.

The Federal Register notice notifying the public of NHTSA's intent to conduct this information collection, and providing a 60-day comment period, was published on September 28, 2021 (86 FR 53727). NHTSA received no comments.

In November 2020, the Schlesinger Group interviewed nine individuals, including fulltime seat belt users, occasional belt users, and non-users. The individuals completed the experimental protocol including all forms and then participated in cognitive testing of the materials. The results generally confirmed the burden estimates. The results also provided indication that clarifications were warranted in two places. Based on the results, clearer instructions will be provided when identifying the ability to go back and change a response and the screening protocol will clarify seat belt status in this experiment applies to "when driving."

## 9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

Following completion of the 40 questions, the Schlesinger Group will provide study compensation in the form of \$3 worth of points to the participant's online Schlesinger account that can be used in exchange for gift cards (submission of the questionnaire upon completion alerts the Schlesinger Group that the participant has completed the experiment). This payment amount and the method of payment are consistent with the Schlesinger Group's payment to their pool of participants who complete other studies of this type and duration. In addition, recent NHTSA surveys have found that the use of contingent incentives increase the likelihood of completion (response rate), e.g., the 2016 Motor Vehicle Occupant Safety Survey pilot study found a \$5 contingent incentive increased the response rate by 7.8 percentage-points compared to no incentive.<sup>5</sup>

<sup>&</sup>lt;sup>5</sup> Bailly, K., Martin, K. & Block, A. (2019, December). 2016 Motor vehicle occupant safety survey: Volume

#### **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 Systems of Records Notice (SORN) or Privacy Impact Assessment (PIA), those should be cited and described here.

The Schlesinger Group has assigned a unique participant identification number to each of their 1.5 million panelists. Study participants will only be identified in the study instruments and electronic data files by their participant identification number. Neither the online study nor the electronic data files will contain names, addresses or telephone numbers of respondents. Completed study materials will be stored in locked file cabinets in the contractor's office in Quakertown, PA. All project files will be password protected, and access to the files will be limited to authorized project staff. Data files submitted to NHTSA will contain no identifying information. The contractor will submit a technical report to NHTSA that includes an executive summary, and methods, results, and discussion sections. Results will be presented in the aggregate within the study group.

Participants are notified in the informed consent that their responses are voluntary, anonymous, and will only be reported in the aggregate. Participants will be able to complete the experiment only once. Study participants will enter the study via a link contained in an email sent to them by the Schlesinger Group. This link will take them to screener questions to determine eligibility. If participants are eligible to participate, they will receive a link to the informed consent document. If they complete the informed consent document, they will receive a link to the study. Upon questionnaire submission (once it is completed), the Schlesinger Group will receive the participant ID for compensation.

In addition, an Institutional Review Board (IRB) has reviewed the experiment instruments and other documents and procedures to ensure that the rights of individuals participating in the experiment are safeguarded (Advarra, Pro00447075). TransAnalytics (Contractor) has a current Federalwide Assurance Number (FWA00002847). Staff at TransAnalytics have completed training through the Collaborative Institutional Training Initiative (CITI) curriculum on Human Subjects Protection.

This proposed collection is covered under the Privacy Impact Assessment "NHTSA Office of Behavioral Safety Research (OBSR) Research Studies," which is available at <a href="https://www.transportation.gov/individuals/privacy/nhtsa-office-behavioral-safety-research-obsr-research-studies">https://www.transportation.gov/individuals/privacy/nhtsa-office-behavioral-safety-research-obsr-research-studies</a>. NHTSA's Office of Behavioral Safety Research (OBSR) conducts research studies on behaviors and attitudes in highway safety, focusing on drivers, passengers, pedestrians, and motorcyclists, and uses those studies to develop and refine countermeasures to deter unsafe behaviors and promote safe alternatives. To carry out these research studies, such as the one associated with this proposed collection, OBSR contracts with universities and other research partners. This Privacy Impact Assessment was conducted because OBSR's contractors collect,

*<sup>1,</sup> Methodology report* (Report No. DOT HS 812 851). National Highway Traffic Safety Administration. <u>https://rosap.ntl.bts.gov/view/dot/43610</u>

process, and maintain Personally Identifiable Information on members of the public on behalf of NHTSA as part of these studies.

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.

Participants will be asked to answer several questions about their own thoughts, beliefs, attitudes, perceptions, and behaviors to measure the psychological and psychosocial constructs of interest. Some of these questions may be considered sensitive in nature. For example, the experiment includes questions that ask about risk-taking behavior, perceptions that do not align with social norms, and views towards government involvement. It is necessary to ask the specific questions included in the experiment because they contribute to understanding the effects that attitudes, thoughts, beliefs, and perceptions have on the decision to wear seat belts and whether they also impact recollection of seat belt use in news articles. If questions were changed or removed, a complete answer to the research question may not be able to be achieved. However, participation in the experiment will be completely voluntary. Participants may choose not to participate in any portion of the experiment. If participants are uncomfortable with answering any of the experiment questions, they can move on to the next question with which they feel comfortable.

# 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.

Schlesinger will send a recruitment email to 20,850 of their panelists. Based on Schlesinger's experience in marketing research and recruiting panelists for study participation, 20% will be interested and qualify to participate. Given the wide variation in response rates on surveys, and that the current project involves recruitment for an experiment, not a survey, the researchers are relying on Schlesinger's experience for the estimated participation rate. Of the 20,850 who receive the recruitment email, an estimated 20% will be interested (4,170), and those individuals will complete the screener form. A national study of self-reported seat-belt use shows that approximately 80% of participants wear their seat belt every time they drive.<sup>6</sup> The researchers have determined that targeting 20,850 panelists is necessary to achieve a sample of 1,500 study participants (750 full-time seat belt users and 750 occasional or non-users). Eligibility requirements are age of majority (18 in most States), U.S. residency, ability to read and write in English fluently, primary means of transportation is a passenger vehicle (car, van, SUV, or pickup truck), and willingness to indicate seat belt use (which will be measured using the

<sup>&</sup>lt;sup>6</sup> Spado, D., Schaad, A., & Block, A. (2019, December). *2016 motor vehicle occupant safety survey; Volume 2: Seat belt report* (Report No. DOT HS 812 727). National Highway Traffic Safety Administration. <u>https://rosap.ntl.bts.gov/view/dot/43609</u>

question, "When is the last time that you did <u>not</u> wear a seat belt when driving?"). Based on the estimate that 20% of the recruits will be interested in participating, and the 80/20 split for self-reported seat belt use, it is estimated that 834 (20,850 × 20% × 20%) of the recruits will be non-or part-time users. Based on the level of detail about the study in the recruitment email, it is anticipated that 90% of eligible participants who are interested in the study and read the consent form will provide consent and participate. This estimate is based upon the Schlesinger Group's corporate experience with similar types of recruitment as well as NHTSA's experience with the recent "Psychological Constructs Related to Seat Belt Use" survey.<sup>7</sup> Schlesinger will provide a link to the consent form to the first 834 qualified panelists who indicate full-time seat belt use and to the first 834 qualified panelists who do not use seat belts or use them occasionally. Of the 1,668 people who will receive the link to the consent form, it is anticipated that 90% (1,500) will provide consent and participate in the study.

Table 1 shows the total burden hours for the participants, derived by estimating the number of minutes each participant would spend on each form and multiplying by the number of participants. The total estimated burden hours associated with this collection is 1,057 hours.

Form Number and Name	Participants	Minutes per Participant	Opportunity Cost per Participant (\$29.92 per hour)	Total Burden in Hours	Total Opportunity Cost per Form
Form 1599:	20,850	1	\$0.50	348	\$10,412
Invitation Email					
Form 1604:	4,170	1	\$0.50	70	\$2,094
Screener Form					
Form 1600:	1,668	5	\$2.49	139	\$4,159
Informed Consent					
Form					
Form 1601:	1,500	20	\$9.97	500	\$14,960
Experiment Form					
Total		27		1,057	\$31,625

## Table 1. Burden Hours by Form

To calculate the opportunity cost to respondents associated with the collection, NHTSA used the national average hourly earnings of all employees on private

<sup>&</sup>lt;sup>7</sup> Sheveland, A. C., Bleiberg, M. A., Mendelson, J., Luchman, J. N., Eby, D. W., Molnar, L. J., & Walton, B. R. (2020, December). *Psychological constructs related to seat belt use, volume 1: Methodology report* (Report No. DOT HS 813 032). National Highway Traffic Safety Administration. https://rosap.ntl.bts.gov/view/dot/54281

nonfarm payrolls which the Bureau of Labor Statistics lists at \$29.92.<sup>8</sup> NHTSA estimated the opportunity cost for each form and arrived at a total opportunity cost of \$31,625.

To address equity considerations, the subcontractor that conducts the panel continually monitors social and demographic variables and actively onboards respondents to ensure a diverse panel. To ensure representativeness and panel diversity, key attributes for each panelist are recorded and updated via the subcontractor's processes. In addition, they include appropriate questions and selections during the process and are sensitive in their approach and question order. Selections continue to be added and modified to ensure inclusivity and provide all with a choice that reflects their demographic and are not just reported as "other." Important factors collected include gender, race, and ethnicity.

## 13. Provide an estimate of the total annual cost burden to respondents or record keepers resulting from the collection of information. Do not include the cost of any hour burden already reflected in the response provided in question 12.

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

14. Provide estimates of the annualized cost to the Federal Government. Provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information.

The estimated contract cost to the Federal government for this collection is \$176,157 over the 30-month period of performance. The annualized contract cost is therefore 70,463 ([\$176,157/30] × 12).

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. Using the annual salary of \$110,384 for a GS-13, Step 2, in Washington, DC, the estimated cost of wages for the COR is \$6,368 ( $120 \times $53.07$ ). Using the annual salary of \$176,300 for a GS-15, Step 7, in Washington, DC, the estimated cost of wages for the supervisor is \$1,695 ( $20 \times $84.76$ ). The total estimated annual cost in terms of wages is \$8,063. To estimate total compensation costs, NHTSA used the Bureau of Labor Statistics estimate that wages and salary only represent 61.7% of total employee compensation cost for State and local employees.<sup>9</sup> Therefore, the estimated annual total compensation cost is \$13,068.

<sup>&</sup>lt;sup>8</sup> *See* January 2021, Employment and Earnings Summary Table B, Hours and Earnings All Employees, Total Private Average Hourly Earnings, available <u>https://www.bls.gov/web/empsit/ceseesummary.htm</u> (accessed April 23, 2021).

<sup>&</sup>lt;sup>9</sup> See Table 1. Employer Costs for Employee Compensation by ownership (June 2021), available at https://www.bls.gov/news.release/pdf/ecec.pdf, last accessed October 15, 2021.

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 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 new information collection. As such, it requires a program change to add the estimated 1,057 hours and \$0 of burden for the new information collection.

16. For collections 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.

NHTSA will summarize the results of the collection using aggregate statistics in a final report to be distributed to NHTSA program and regional offices, State Highway Safety Offices, and other traffic safety stakeholders. A final electronic file containing data collected in the study will be developed. A data dictionary including variable names, labels, and value ranges will be designed to accompany the final file. The file will not contain any Personally Identifiable Information.

The analysis plan does not include any complex analytical techniques. The methods used in the final report will involve cross-tabulation and logistic regression. As is typical of experiments, group differences (within belt user groups) are controlled through random assignment of treatment: story where both drivers reported as wearing seat belts and both survived, story where one driver wore a belt and survived while the other driver did not wear a seat belt and died, and a story where one driver survived and one died but no mention of seat belt use (baseline). Hypothesis testing of participants' recall of aspects from the story will likely involve cross-tabulation and chi-squared tests. Multivariable logistic regression can test whether treatment group assignment, self-reported belt use, attitudes towards belt use, and demographic variables in the logistic regression will help control for possible differences between the participants and the universe of passenger vehicle drivers. To address equity considerations, tables of responses by race and other demographic variables will be tabulated as appropriate.

NHTSA will develop a final report that presents the aggregate statistics and results from the data collection effort, which will be disseminated on the agency website and added to the National Transportation Library. We expect data collection to take place in 2022, and we expect the report will be published in 2023. Individual data will not be identified in the report.

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.

The expiration date for OMB approval will be displayed.

18. Explain each exception to 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 are made.