

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

TITLE OF INFORMATION COLLECTION:

Fast Track Generic Clearance for the Collection of Qualitative Feedback on Awareness Campaign to Reduce Alcohol-Impaired Driving

PURPOSE:

The National Highway Traffic Safety Administration (NHTSA) was established by the Highway Safety Act of 1970 (23 U.S.C. 101) to carry out a Congressional mandate to reduce the mounting number of deaths, injuries and economic losses resulting from motor vehicle crashes on our Nation’s highways. In support of this mission, NHTSA has developed a public service communications campaign designed to deter impaired driving.

At this time, NHTSA proposes to conduct information collections to understand how and if the public’s current attitudes, beliefs, and behaviors related to impaired driving have changed over the last five years given the changes in culture, surge of rideshare apps and most recently COVID-19 pandemic.

Additionally, given the ongoing demand from media partners for Spanish-language assets, the second portion of this research project will be focused on Spanish dominant and Bicultural (English and Spanish) respondents. Much like the first portion, NHTSA will collect information to understand attitudes, belief and behaviors of this audience segment. During this portion, Spanish dominant and Bicultural respondents will also be exposed to existing Spanish creative assets to help understand if the current work created is resonating with this audience or if there’s a need to craft new strategy and creative assets to best communicate to this audience.

For this, NHTSA proposes to conduct 16 online focus group sessions, each lasting 90 minutes with six participants in each. For the recruiting of these participants, NHTSA proposes to recruit up to eight people for each of the 16 online groups, although no more than six recruits per group will be virtually seated as participants for the online focus group sessions. Recruiting will be done via telephone screening calls estimated to take no more than 10 minutes each. The total estimated burden for this information collection is 93 hours.

Focus group sessions will be recorded purely for review by research vendor/moderator to assist in development of final report. All recordings will not be shared with any other party and destroyed within 90 days after final report completion.

DESCRIPTION OF RESPONDENTS:

The target audience of the campaign is U.S. adult male drivers age 21-34 who drink alcohol at least occasionally. The 16 online focus groups will consist of approximately six participants per group. Eight groups will focus on the general market and be segmented into two age groups: 21-26 (Gen Z) and 27-34 (Millennials). The remaining eight groups will consist of the same core target with a focus on Latinos/Hispanics also segmented into Gen Z and Millennial groups. Respondents will include a fair representation of demographics including race/ethnicity, education level, and income.

The focus group discussions will be conducted online by Cultural Edge (the project's research vendor), and recruitment will be conducted across the U.S. but ensuring participants 1) own a vehicle and personally drive to social occasions and 2) drink alcohol outside the home regularly. For the Latino groups specifically, participants will be recruited primarily from Miami, Houston, LA, Chicago and New York markets although other markets may be considered.

Online focus groups will be recorded for vendor to reference when putting together research report only. Video recordings will be destroyed after research report is presented to NHTSA and no recordings or personally identifiable information will be shared with NHTSA.

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/virtual) | <input type="checkbox"/> Other: Online Survey |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Susan McMeen

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
 - a. **No personally identifiable information will be collected or shared with NHTSA.**
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

Cultural Edge (the project's research vendor) will be managing recruitment of participants and providing payment. Each respondent will be provided with \$100 following their participation in an online focus group session. This amount is in line with the industry standard. These industry-standard stipends help to ensure that respondents can be recruited efficiently and ensure their

arrival and participation in the groups. These standards exist to provide fair compensation for costs incurred by participants while attending groups, based on the location of and expenses in each market.

BURDEN HOURS

No. of Respondents	No. of Responses per Respondent	Average Burden per Response (hours)	Total Burden Hours
128 Participants (Screening call)	1	1/6 hours (10 minutes)	21
96 participants (Focus group discussion)	1	1.5 hour (90 minutes)	144
TOTAL			165

The maximum total input cost, if all respondents were interviewed on the job, is estimated as follows:

$$\$28.01 \text{ per hour} \quad \times \quad 165 \text{ interviewing hours} \quad = \quad \$4,621.65$$

The \$28.01 per hour amount is calculated from the mean for all workers in all occupations in accordance with the Bureau of Labor Statistics.

FEDERAL COST: The estimated annual cost to the Federal government is \$96,500.

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?

[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?

A combination of grassroots, local and nationwide recruiters will be recruiting on NHTSA’s behalf, per the screeners NHTSA provides. Recruiting staff works primarily from a pool within their proprietary database of people in that particular marketplace who have previously submitted demographic, lifestyle and product preference information. So, based on submission of NHTSA’s screener, the recruitment manager will filter the database to search for potential

respondents in the project's specifications. Then the recruiters will place telephone calls to those potential respondents to administer the full screener.

If there is more than one person in a household who may match the screening criteria, the recruiter will screen only the first one willing to be screened. After going through the database, if the recruiters can't fill the project's total numbers and/or quotas, the secondary step is to procure additional sample from any of numerous national sample providers of names, addresses and phone numbers as well as seeking referrals from database panel members and existing respondents. The recruiters then make phone calls to this list until the recruiting is completed.

If an individual qualifies based on the screener, he will be invited to participate.

Please see recruitment screener attached.

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, Online focus groups/virtual
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.