

Matured Unredeemed Bonds (MUD) Message Box Survey

February 12, 2008

BACKGROUND

This survey of customer service is conducted by the Bureau of the Public Debt pursuant to Executive Order 12862, which calls in part, for agencies to identify the customers who are, or should be, and provide the quality of service to customers equal to the best in business. With more than \$15.5 billion owed to holders of savings bonds that are no longer earning interest, BPD seeks to employ new communications techniques to educate the public about matured unredeemed savings bonds and to motivate our customers to redeem the bonds to put the money back to work for them and our economy.

We will develop two to three message concepts for target audiences identified below that represent possible approaches, or concepts, to educate them about the more than \$15.5 billion in matured unredeemed savings bonds that is outstanding. These concepts will take into account the overall theme of the message box, as well as all the supporting proof points.

We will test these approaches in focus groups with the target audiences to determine the messages and concepts that are the most motivating. Specifically, testing will assess: comprehension (readability, clarity, understanding); believability (source and content); cultural sensitivity (the use of language, norms); salience (attention, recall, retention); effect (positive or negative reactions); functional value (personal benefit, relevance, and utility); motivational value (desire to act as a result); and unintended effects (unexpected or negative response).

Specifically, we will formally test the message concepts through six focus groups, segmented according to the following recommended populations:

- General population women and men, 65+ (2 groups in metro-DC area)
- General population women and men, 35 – 60 years old (2 groups in metro-DC area)
- Financial services professionals women and men, non-age specific (2 groups in NY)

At the conclusion of the message testing process, Ogilvy PR, our contractor, will analyze the findings to identify factors that increase the relevance and likelihood of behavior change. Following the testing, Ogilvy PR will provide BPD with a written analysis along with recommendations for refining the messages for maximum resonance with the campaign's audiences and transcripts of each testing session. The findings, as well as BPD's input, will be used to refine the creative concepts and messaging before moving on to implementation of the campaign.

Burden Hours

| Number of Respondents | Total Burden per Respondent (Hrs) | Total Annual Burden (Hours) |
|-----------------------|-----------------------------------|-----------------------------|
| 60 | 2 | 120 |