November 9, 2010

Supporting Statement
Conducting Focus Groups For New Retail Securities Product

Part B.   Collection of Information Employing Statistical Methods

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

Twelve groups are proposed, arranged as follows:

Atlanta
- Individuals with household incomes under $35,000 between the ages of 25 to 44
- Individuals with household incomes between $35,000 to $60,000 between the ages of 45 to 64
- Unbanked under $35,000 household income

Baltimore
- Individuals with household incomes under $35,000 between the ages of 45 to 64
- Individuals with household incomes between $35,000 to $60,000 between the ages of 25 to 44
- Individuals with household incomes between $$60,000 to $100,000 between the ages of 25 to 64

St. Louis
- Individuals with household incomes under $35,000 between the ages of 25 to 44
- Individuals with household incomes between $35,000 to $60,000 between the ages of 45 to 64
- Unbanked under $35,000 household income

Phoenix
- Individuals with household incomes under $35,000 between the ages of 45 to 64
- Individuals with household incomes between $35,000 to $60,000 between the ages of 25 to 44
- Individuals with household incomes between $$60,000 to $100,000 between the ages of 25 to 64

2. Describe the procedures for the collection of information including:
*   * Statistical methodology for stratification and sample selection,*
*   * Estimation procedure,*
*   * Degree of accuracy needed for the purpose described in the justification,*
*   * Unusual problems requiring specialized sampling procedures, and*

* Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

N/A

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

N/A

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.

N/A

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Public Debt is working with KRC Research and the Federal Reserve Bank of St. Louis to facilitate the focus groups. The primary contacts for each organization is listed below:

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