

OMB Package **SOI-392C**

Focus Group Screener and Guideline for Internal Revenue Service (IRS) Taxpayer Segmentation Study

Justification for Proposed Changes to Approved Focus Group Instrument

The IRS Taxpayer Segmentation Study Focus Group Screener was approved by OMB in January of 2011. Based on the Focus Group results, we present corrections to the original package.

The recruitment efforts, expected response rate, and burden estimates for the focus groups changed from the original submission. The changes to the original submission are highlighted in the attachment and listed below for your convenience.

- The response rate to the recruitment efforts did not meet our expectations. We planned on contacting 160 potential participants and anticipated that approximately 80 participants would attend the four focus groups. Unfortunately, 1,753 potential participants had to be screened to obtain the sufficient number of participants. The final number of participants was 88.
- The time to complete the participant screening was estimated to be approximately 10 minutes per person and the estimated time to complete each focus group is two hours (120 minutes). In addition the travel time to and from the site for each participant was estimated at 30 minutes. Total burden hours for screening and focus group participation were estimated at 227 hours. With the increase number of potential participants that need to be screened, the actual total burden hours were 490.