Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1535-0143)

TITLE OF INFORMATION COLLECTION: Survey of current and prospective savings bond customer base.

PURPOSE: A two-component survey is designed to provide quick guidance for near-term message and targeting decisions. The first component will provide:

- A quick assessment of reactions to discontinuance of paper savings bonds
- Assess likelihood to convert paper bonds to TreasuryDirect
- Assess future interest in TreasuryDirect
- Identify how to most effectively reach customers affected by the discontinuance of paper savings bonds

The second component will:

- Identify, profile, and prioritize the prospective market of TreasuryDirect
- Identify media and technology use habits of the prospective market
- Evaluate awareness and propensity to invest in savings bonds online
- Describe features and benefits of TreasuryDirect and assess the appeal to the prospective market

DESCRIPTION OF RESPONDENTS:

Respondents to the first component will consist of a sample of current savings bond holders drawn from Bureau of the Public Debt (BPD) files including

a. Recent purchasers
b. Cross section of owners

The second component will be made up from a cross section of general online population of sufficient size to support multiple demographic subgroup analyses including:

a. Income segments, including low-to-moderate income
b. Age segments
c. Minority segments, especially Hispanic and African American
d. Current bondholders
e. Recent bond purchasers
f. Channel users (potential payroll/other)

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Usability Testing (e.g., Website or Software
[ ] Focus Group
[X] Customer Satisfaction Survey
[ ] Small Discussion Group
[ ] Other:____________________________

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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> 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: ______________________
Bruce A. Sharp

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

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes **[X]** No
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? **[X]** Yes [ ] No

Respondents to the online survey have been pre-recruited to participate in online surveys. When a panel member qualifies and responds to an individual survey, they typically earn "points" that are worth money or gifts from the panel management organization. These incentives are worth less than $10 for this survey.

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden**
Component 1: Telephone survey of individuals or households	400	20 minutes	134 hours
Component 2: Online survey of individuals or households	2000	15 minutes	500 hours
Totals	**2400**		**634**

FEDERAL COST: The estimated annual cost to the Federal government is not known at this time.

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?

This research will be conducted using a multi-mode approach

- The sampling audience for the first component will consist of current savings bond holders. The plan is to employ a multi-mode approach that would be initiated by a letter from BPD to savings bond holders, offering respondents alternative means for responding. The current plan is to offer an option of receiving a call (if they provide a phone number), calling in to an 800 number, or going to a web survey site. Respondents will also be provided a way to opt out of further contact.
  - BPD will provide a list of those receiving the letter to their contractor – Artemis Strategy Group, and a protocol will be developed for handling responses. Secure transfer procedures will be followed.
  - Sample will be stratified based on recency of purchase.
  - We will target completion of 400 interviews with this audience.
  - Respondents will have an identifier number that corresponds to their strata cell to allow tracking of responses, so that the final sample is distributed as much as possible to represent this audience in its proper proportions.
  - Recent purchasers (within last 2 years) will be over sampled and weighted back into proper proportion.
  - The questionnaire will be translated to Spanish and offered to respondents in that format if they desire.
  - The questionnaire will be about 18-20 minutes in length (while each version of the questionnaire will be similar, telephone interviews take longer to administer than online surveys). (Burden estimate of 400x 20 minutes = 134 hours).

- For speed, cost and targeting capability, the primary method will rely on an Internet panel provided by ResearchNow representative of the U.S. online population.
  - The sample will be large enough (n=2000) to support separate subgroup analyses
  - The questionnaire will average about 15 minutes in length, creating an overall respondent burden of 500 hours (though Internet panel participants are voluntary and compensated responders)
  - The questionnaire will be translated to Spanish and offered to respondents in that format if they desire
  - The sample is designed to match the U.S. population, and it is weighted upon completion of the survey to adjust for any variations.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [**X**] Web-based or other forms of Social Media
   [**X**] Telephone
   [ ] In-person
   [ ] Mail
   [ ] Other, Explain
2. Will interviewers or facilitators be used? [**X**] Yes [ ] No

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

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.