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

TITLE OF INFORMATION COLLECTION: Campaign and Treasury Product Awareness Survey.

PURPOSE: This survey is being conducted in the spring and fall of 2012 with two objectives:

1. To measure awareness, appeal, consideration, and trial of the **Ready.Save.Grow.** campaign and related Treasury products
2. To connect the measurement of these items to the pilot markets.

DESCRIPTION OF RESPONDENTS: This study will be conducted online using a pre-recruited internet panel that uses a cross-section sample of the U.S. online population. The sample will be designed as follows:

- 600 completed interviews nationally and 600 in the four pilot markets, for a total of 1,200 interviews
- 150 interviews will be completed in each of the pilot markets (Boston, Baltimore, Minneapolis and Dallas)
- The respondents will be adults age 18 and over

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 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: Bruce a Sharp Digitally signed by Bruce A. Sharp DN: c=US, o=U.S. Government, ou=Department of the Treasury, ou=Bureau of the Public Debt, ou=People, serialNumber=SH0238, cn=Bruce A. Sharp Date: 2012.02.27 12:54:28 -05'00'
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**
Pre-Campaign Awareness (Spring 2012) Online survey of individuals or households	1200	10 minutes	200 hours
Post-Campaign Awareness (Fall 2012) Online survey of individuals or households	1200	10 minutes	200 hours
Totals	**2400**		**400**

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 study will be conducted online using a pre-recruited internet panel that uses a representative sample of the online population. The sample will be designed as follows:

- 600 completed interviews nationally and 600 in the four pilot markets, for a total of 1,200 interviews
- 150 interviews will be completed in each of the pilot markets (Boston, Baltimore, Minneapolis and Dallas)
- The respondents will be adults age 18 and over

The questionnaire, developed by Artemis Strategy Group with significant input and final approval by TRSO and BPD, will average 10 minutes in length. It will contain up to two open ended questions. The questionnaire for both waves is expected to be 95% similar to determine if differences occur by wave. The team may decide to add a question or two to measure relevant events in the second wave or subsequent waves, but this will not appreciably change the length or nature of the survey instrument.

The first wave of the study will be completed in March, prior to the launch of the Ready.Save.Grow. campaign on March 27. The second wave of the study will be completed in November. A detailed timeline follows:

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [**X**] Web-based or other forms of Social Media
   [ ] Telephone
   [ ] In-person
   [ ] Mail
   [ ] Other, Explain
2. Will interviewers or facilitators be used? [ ] Yes [**X**] 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.