

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

TITLE OF INFORMATION COLLECTION:

Focus group research to test marketing efforts and motivation towards savings bonds purchases.

PURPOSE: A two-component qualitative process is under development to test marketing and communication efforts under consideration. The first component will be a traditional message testing focus group approach to obtain quick feedback on various verbal and visual stimuli under consideration as part of BPD savings bond marketing. The second component is characterized as motivation research. It is designed as a means-end inquiry, implemented through small focus groups, to support construction of a strategic communications mapping analysis to support longer term decisions related to product focus and communications.

DESCRIPTION OF RESPONDENTS:

A total of 6 focus groups are planned, to be conducted in two or three cities to provide moderate geographic diversity. Participants in the groups will be recruited following standard focus group recruiting procedures. Group participation is voluntary and participants are compensated for their time at standard focus group rates. Each group is led by a skilled moderator, following a discussion guide document.

The audiences for the groups will consist of two segments of the population: 1) adults who acknowledge that they are current holders of savings bonds, including a portion who have purchased savings bonds recently; 2) a cross section of non-savings bond holding adults who may be potential savings bond buyers, with income, age and gender all taken into account. The two segments will be in separate groups.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Group | <input type="checkbox"/> 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
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 are compensated for their time at a standard focus group rate up to \$75.00 each.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (hours)	Burden (hours)
Individuals – Telephone screening for focus group participants.	576	0.167	96.19
Individuals (age 25-44) – Focus group of current savings bond or Treasury product holders.	10	1.50	15
Individuals (age 45-75) – Focus group of current savings bond or Treasury product holders.	10	1.50	15
Individuals (age 25-40) – Focus group of prospective savings bond or Treasury product customers.	20	1.50	30
Individuals (age 40-64) – Focus group of prospective savings bond or Treasury product customers.	20	1.50	30
Totals	636		186.19

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?
[] Yes [X] 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?

Potential respondents will be selected from a database of consumers developed and maintained by a contractor with a focus group facility. Individuals volunteer to be on this list, and the facility keeps track of their demographic information. Consumers meeting the appropriate demographic criteria are called by the facility and screened to see if they meet the additional criteria required for the study. If they do meet the specifications we are seeking they are asked to participate.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? 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.