

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

TITLE OF INFORMATION COLLECTION:

Survey to assess visual and message alternatives under development for Treasury products.

PURPOSE:

This study is a follow-up to the qualitative information collection approved under this same Control Number titled "Focus group research to test marketing efforts and motivation towards savings bonds purchases."

This study is meant to provide a comparative quantitative assessment of design and name alternatives being developed by the Bureau of the Public Debt's communications team to help select visuals and messages being used in near-term communications materials and media. This project is scheduled to be conducted as soon as possible after the upcoming qualitative research to screen statements and images is conducted. The statements that perform best in the focus groups will be plugged into the quantitative questionnaire.

DESCRIPTION OF RESPONDENTS:

This study will be conducted online using the Research Now panel. A total of 300 interviews will be completed in the U.S. among a cross-section sample of the U.S. online population. Appropriate weighting will be applied to the final sample as needed to ensure the distribution is representative of the U.S. online population in terms of age, gender and race.

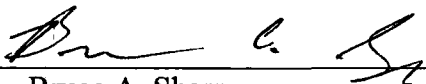
TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input 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

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No

- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
- 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? 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
Online survey of individuals or households	300	15minutes	75 hours
Totals	300		75

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

- 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 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 the Research Now panel. A total of 300 interviews will be completed in the U.S. among a cross-section sample of the U.S. online population. Appropriate weighting will be applied to the final sample as needed to ensure the distribution is representative of the U.S. online population in terms of age, gender and race.

We anticipate three language concepts and three visual designs will be evaluated. A sample of 300 in total is planned; this is a methodologically prudent and cost-effective size. The audience is a cross-section of the general public; Treasury product owners will be identified to assure representation, but that group will not be separately analyzed. Demographic or other differences may be analyzed if they appear to influence concept responses.

The questionnaire for this will include initial screening questions; a limited number of questions to establish awareness, use and perceptions of Treasury products; intent to purchase; and then the concept assessment questions. Each concept will be evaluated individually on a battery of

questions: overall appeal, appropriateness for Treasury, uniqueness and how well it conveys specific ideas. After the monadic review, respondents will view all three (language/design) concepts together, choose a favorite and provide a reason why.

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.