

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

TITLE OF INFORMATION COLLECTION: Quantitative positioning and segmentation study.

PURPOSE: The objective of this study is to develop a comprehensive categorization of the U.S. population based on a broad swath of attitude, demographic and behavioral measures. It is meant to create a body of knowledge about the potential public audiences for Treasury initiatives that can serve as a foundational source for communications and product development over the next several years.

DESCRIPTION OF RESPONDENTS:

A large, representative cross section sample of the entire U.S. population will be surveyed. The primary reason for the large sample is to support the statistical segmentation analysis and to allow accurate profiling of the most important segments. These segments will be formed using one or two of these information spaces. Potential dimensions employed in the formation of segments include:

- Income: including low-to-moderate income
- Age
- Ethnic heritage
- Current financial services use and interests, including current or prospective use of Treasury products
- Deep-seated financial behaviors and attitudes
- Financial channel use and attitudes
- Media use

The goal of sampling the entire U.S. population without qualifications is to assure that potential segments are included and so that segments can be properly sized.

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 [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

The survey will be conducted online using KnowledgePanel® which is probability-based online non-volunteer access panel. Panel members are recruited using a statistically valid sampling method with a published sample frame of residential addresses that covers approximately 97% of U.S. households. Sampled non-Internet households, when recruited, are provided a netbook computer and free Internet service so they may also participate as online panel members. 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	5000	25 minutes	2084 hours
Totals	5000		2084

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 special Internet panel that has been provided by KnowledgePanel® to be representative of the U.S. population.
- This panel has been constructed to include people who would not ordinarily have access to the Internet, making projections to the full population more reasonable than is the case with most Internet panels.

- The recommended sample will have 5000 respondents who complete the survey.
- The questionnaire will average no more than 25 minutes in length, creating an overall respondent burden of 2084 hours (though Internet panel participants are voluntary and compensated responders). Extending the questionnaire beyond this length is prohibitively expensive so we will manage to this target.
- The base recommendation is that the questionnaire only be available in English. This conforms to the BPD plan not to push communications efforts in Spanish.

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.