

June 21, 2011

Supporting Statement

Conducting Focus Groups For New Retail Securities Product

Part B. Collection of Information Employing Statistical Methods

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

Focus groups covered under this generic clearance will vary with regard to the universe and respondent selection. The potential universe for some surveys will include current bond holders and TreasuryDirect customers, while others may take a sampling of targeted customers within those groups. However, because the Bureau of the Public Debt is exploring the universal appeal of new retail products and services, the universe for some focus groups may include the entire U.S. population base, with a statistically valid sample selected for research.

2. Describe the procedures for the collection of information including:

- * Statistical methodology for stratification and sample selection,*
- * Estimation procedure,*
- * Degree of accuracy needed for the purpose described in the justification,*
- * Unusual problems requiring specialized sampling procedures, and*
- * Any use of periodic (less frequent than annual) data collection cycles to reduce burden.*

The specific method of data collection for each survey will be provided to OMB before each focus group is conducted.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

Various methods will be used to maximize response rates and to deal with issues of non-response. An extensive screening for participants will include questions to verify that the respondents meets the sample criteria and ensure that a cross-section of the entire U.S.

population is represented. Further screening will assess the participant's attitude towards participating and the ability to articulate opinions with other people. As appropriate, a number of oversample interviews may be conducted to ensure there is an adequate number of participants for each focus group.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.

Pre-tests are generally conducted for all collections. Procedures and methods will vary depending upon the particular collection involved.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

We will provide the names of all involved individuals for each submitted survey