

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)**

**TITLE OF INFORMATION COLLECTION: Fraud Against Older Consumers: Online Evaluation of Educational Materials**

**PURPOSE:** This survey will relate to consumer education materials, and will inform the design of a consumer education program to reach older consumers with messages about fraud. The Division of Consumer and Business Education seeks to reach older consumers who visit or reside in facilities that serve seniors. This research with people age 62 and older will help us determine whether the educational approach, developed after earlier focus groups and in-depth interviews, serves the needs of this general target population. Without this research, we are less confident that the content and delivery mechanisms would serve this audience well; with the research, we are confident that the education program will be used in the target audience.

**DESCRIPTION OF RESPONDENTS:** Respondents will be aged 62 or older, and drawn from pre-recruited national online panels. Our sample of 1,000 seniors will reflect varying ethnicities, educational backgrounds, household income/asset levels, etc. Respondents will be able to choose to complete an English or a Spanish version of the survey.

**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 type="checkbox"/> Focus Group                                   | <input checked="" type="checkbox"/> Other: Materials Evaluation |

**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: Jennifer M. Leach

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice been published?  Yes  No  N/A

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Private sector (In-depth Interviews)	1,000	20 minutes	333 hrs
<b>Totals</b>	<b>1,000</b>		<b>333 hrs</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$50,000.

**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?

The researchers will recruit participants using pre-recruited national online panels. Respondents will be selected to represent demographic variables including: age, ethnicity, educational background, and household income/asset levels. All respondents will be allowed to respond to the survey in either English or Spanish.

**Administration of the Instrument**

- How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
- Will interviewers or facilitators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**