

# Credit Cards Rewards and Deferred Interest Products Focus Groups Screener

## Quota

- **Credit Cards Rewards**
  - 4 groups of 5 participants each. Groups should include a mix of consumers with rewards credit cards and consumers who do not have rewards credit cards. Groups should include a mix of races/ethnicities, income, and education levels, and should include consumers who revolve credit and those who self-report as having Bad or Fair credit.
- **Deferred Interest Products**
  - 4 groups of 5 participants each. Groups should include consumers who have made a large purchase using a store credit card in the last three years. Groups should include a mix of races/ethnicities, income, and education levels, and should include consumers who revolve credit and those who self-report as having Bad or Fair credit.

## Recruitment Plan

- The study will be advertised by:
  - Emailing and calling contacts in the facility databases
  - Posting fliers in the local communities
  - Posting notices on appropriate social media sites
- Respondents will first complete the web screener
- Respondents who qualify based on the web screener are then called and administered the phone screener
- Respondents are sent a confirmation email with directions to the facility
- Respondents are contacted the day prior to the interview to remind them about their appointment
- Participants' information is reconfirmed upon arrival of interview
- Participants are compensated \$75 for the session

# Web Screener

Thank you for your interest in participating in a voluntary study with Fors Marsh Group, sponsored by the Consumer Financial Protection Bureau. We are currently seeking adults for interviews about different credit cards and credit options. Please note that all information you provide is completely anonymous. Any opinions or comments you give will not be shared with credit card companies, credit reporting agencies, banks, or any retail businesses. Your feedback will be used to help consumers like you understand credit card offers. Your response to this screener is purely voluntary.

These voluntary focus groups will take place at [office location] between [dates] and will last 60 minutes. If you are interested in participating, please answer the following questions. If you qualify for this study, we will contact you to schedule a time that is convenient for you. Compensation (\$75 in the form of a check) will be provided to those who participate.

[[Link to PRA Statement and Privacy Act Statement.](#)]

## Privacy Act Statement

### 5 U.S.C. 552(a)(e)(3)

The information you provide through your responses to Fors Marsh will assist the study sponsor, the Consumer Financial Protection Bureau (“CFPB”), in determining your eligibility in participating in a focus group that is evaluating consumers’ experiences with credit card rewards and deferred interest.

The CFPB will not obtain or access any directly identifying information from Fors Marsh about study participants. The agency will only obtain, and access, de-identified results and aggregated analyses of those results.

Information collected on behalf of the Bureau by Fors Marsh will be treated in accordance with the System of Records Notice (“SORN”), CFPB.022, <https://www.federalregister.gov/articles/2012/11/14/2012-27582/privacy-act-of-1974-as-amended>. This information will not be disclosed as outlined in the Routine Uses for the SORN. Direct identifying information will only be used by Fors Marsh to facilitate the study and will be kept private except as required by law.

This collection of information is authorized by Pub. L. No. 111-203, Title X, Sections 1013 and 1022, codified at 12 U.S.C. §§ 5493 and 5512.

Participation in this exercise is voluntary, you are not required to participate or share any identifying information with Fors March, including name, email address, mobile number, home number, work number or any other number, race, origin, gender, date of birth, level of education, current employment status, income range, occupation, credit range, and you may withdraw participation at any time. However, if you do not include the requested information, you may not participate in the study.

## Paperwork Reduction Act

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this collection is 3170-0022. It expires on 11/30/2015. The time required to complete this information collection is estimated to average approximately 4 minutes per response. Responding to this collection of information is voluntary. Comments regarding this collection of information, including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection should be submitted to Bureau at the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to [PRA@cfpb.gov](mailto:PRA@cfpb.gov).

1. Name:

2. Email:

3. Mobile Number:

4. Alternate Number:

5. Is your alternate number:

- Home
- Work
- Other

6. Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, of Hispanic, Latino, or Spanish origin

7. Please select all of the following that best describe your race:

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

8. What is your gender?

- Male
- Female

9. What is your age?

**//If under 18 years old, discontinue//**

- Under 18
- 18 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 54
- 55 to 65
- 66 and over
- Do not wish to answer

10. What is the highest level of education you have completed?

- Less than high school degree or equivalent
- High school graduate (GED or Diploma)
- Trade school certificate
- Some college courses completed
- Associate's degree (2-year)
- Bachelor's degree (4-year)

- Some graduate courses completed
- Post graduate degree (Master's or Doctorate)

11. Which of the following best describes what you are currently doing?

- Going to high school
- Going to community college, 2-year degree program, or trade school (either full-time or part-time)
- Going to a 4-year college/university (either full-time or part-time)
- Working full-time
- Working part-time
- Homemaker
- Retired
- Not employed [skip to Q14]

12. What is your occupation?

13. What industry do you work in?

14. Which best describes your annual household income?

- Less than \$25,000
- \$25K - \$34,999
- \$35K - \$49,999
- \$50K - \$74,999
- \$75K - \$100K
- More than \$100K

15. Do you know what your current credit rating is?

- No
- Yes
- Not sure

16. To the best of your knowledge, what is your current credit rating?

- Bad (e.g., 300-619)
- Fair (e.g., 620-660)
- Good (e.g., 661-720)
- Excellent (e.g., 721-850)
- Not sure

17. When, if ever, was the last time you participated in a study, such as a market research or usability study?

- I have never participated in a market research or usability study
- 0-3 months
- 3-6 months
- Over 6 months ago

**// If answer is 0-3 months, discontinue//**

18. Do you currently have at least one credit card?

- No
- Yes

**//If no, discontinue//**

**19.** Do any of the credit cards you currently have offer rewards for using them?

- No
- Yes
- Not sure

**20.** Do you typically pay the full balance on your credit cards every month?

- No
- Yes

**//If yes, skip to Q22//**

**21.** How much do you typically pay towards your credit cards each month?

- the minimum payment
- more than the minimum payment

**22.** In the last 3 years, have you made a large purchase (e.g., home appliance, electronic product, furniture, etc.) using a store credit card?

- No
- Yes
- Not sure

**//If yes, include for Deferred Interest groups only//**

**23.** In the last 3 years, have you used a store offer for special financing?

- No
- Yes
- Not sure

**//If yes, include for Deferred Interest groups only//**

Thank you for answering these questions. If you qualify for our upcoming study, we will contact you to coordinate your participation in our interviews.

# Phone Confirmation

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Hello \_\_\_\_\_. Thank you for your interest in participating in an interview with Fors Marsh Group. My name is \_\_\_\_\_ and I wanted to follow up on the upcoming focus groups about credit cards. Before I ask you a couple more questions, and see if you can schedule you, I'd like to read you a Privacy Act Statement. Do you have a few minutes?

The information you provide through your responses to Fors Marsh will assist the study sponsor, the Consumer Financial Protection Bureau ("CFPB"), in determining your eligibility in participating in a focus group that is evaluating consumers' experiences with credit card rewards and deferred interest.

A federal law called the Privacy Act directs how the CFPB collects, keeps and shares your personal, private information- including the personal information contained in your answers to these questions. Your participation is completely voluntary, and is subject to the CFPB privacy policy that can be found on our website, [consumerfinance.gov](http://consumerfinance.gov).

Q1. Can you please verify your age?

Q2. Do you currently have a credit card?

**ONLY ONE OF THE FOLLOWING QUESTIONS SHOULD BE USED:**

Q3A. **[For potential rewards participants]** Does your credit card offer rewards for using it? **[Terminate if responses are inconsistent with web screener]**

Q3B. **[For potential deferred interest participants]** In the last 3 years, have you made a large purchase (e.g., home appliance, electronic product, furniture, etc.) using a store credit card? **[Terminate if responses are inconsistent with web screener]**

## Invitation:

We would like to invite you to participate in a focus group about credit cards. The groups should last about an hour, and you will be paid \$75 when you are done. These discussions are anonymous, and no information will be shared with credit card companies, credit reporting agencies, banks, or any retail businesses. The feedback will be used to help understand credit card offers and consumers' decision-making process. Are you willing to participate in this study? Ok, great, let's find a time that works for you.

## Terminate message: both for web and phone screener

We are sorry but you do not qualify for this study. Would you like us to contact you for future studies that you qualify for?

1. Yes

2. No