

Request for Approval under the “Generic Clearance for the Collection of Qualitative Feedback on the Service Delivery of the Consumer Financial Protection Bureau” (OMB Control Number: 3170-0024)

1. TITLE OF INFORMATION COLLECTION: Marketing Campaign Evaluation

2. PURPOSE: This survey will evaluate the effectiveness of the consumer communications developed for the Consumer Financial Protection Bureau (CFPB) and its tools, specifically the Owning a Home tool and Consumer Response. This research will allow the CFPB to quantitatively select the most effect messaging and visual creative to drive positive brand awareness of the agency and increased usage of the agency’s consumer tools.

3. DESCRIPTION OF RESPONDENTS:

National online survey of 1,332 adults, age 30 to 65 who are either the sole financial decision-maker or share financial decision-making in their household.

- N=932 between the ages of 30 to 44
- N=400 between the ages of 45 to 65

4. TYPE OF COLLECTION (ADMINISTRATION OF THE INSTRUMENT):

a. How will you collect the information? (Check all that apply)

- | | |
|--|--------------------------------------|
| <input checked="" type="checkbox"/> Web-based or other forms of Social Media | <input type="checkbox"/> Telephone |
| <input type="checkbox"/> In-person | <input type="checkbox"/> Mail |
| <input type="checkbox"/> Small Discussion Group | <input type="checkbox"/> Focus Group |
| <input type="checkbox"/> Other, Explain _____ | |

b. Will interviewers or facilitators be used?

- Yes No Not Applicable

5. FOCUS GROUP OR SURVEY:

If you plan to conduct a focus group or survey, please provide answers to the following questions:

a. 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 Not Applicable

b. If the answer is yes, please provide a description below. 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 screened to be in between the ages of 25 and 65, with a minimum of 400 being between the ages of 30 to 44. All respondents will be screened to either be the sole financial decision-maker or share financial decision-making in their household.

The recruiting of survey respondents is subcontracted by GMMB and Applied Research & Consulting (ARC) to independent panel companies. These companies own and manage proprietary, national databases of potential respondents who have opted in to participate in surveys. At no point in the process will ARC, GMMB or CFPB have access to the respondents' names, mailing addresses, email addresses, phone numbers or any other information that would make it possible to identify or contact the individuals. ARC, GMMB and CFPB will only have access to the demographic, attitudinal and behavioral category data that comprise the contents of the survey questionnaire.

6. PERSONALLY IDENTIFIABLE INFORMATION:

- a. **Is personally identifiable information (PII) collected?** Yes No
- b. **If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?** Yes No Not Applicable
If applicable, what is the link to the Privacy Impact Assessment (PIA)?
- c. **If Applicable, has a System or Records Notice (SORN) been published?**
 Yes No Not Applicable
If Yes, provide Federal Register citation for the SORN __ FR _____.

7. INCENTIVES:

- a. **Is an incentive provided to participants?** Yes No
- b. **If Yes, provide the amount or value of the incentive?** “Reward Points” are provided to participants, which can be redeemed for items such as merchandise and gift cards. Given the variety of redemption options, a dollar value is not assigned to the points. The vendor will determine the amount of points participants will receive for taking the survey, based on the vendor’s determination of what is necessary to collect the targeted number of responses for the agreed upon sample set. The approximate value of the points is less than 5 (five) dollars.
- c. **If Yes, provide a statement justifying the use and amount of the incentive.**
- d. For this type of voluntary survey being given to respondents who have opted in to respond to such surveys, it is normal practice to provide a small incentive to survey participants. Such incentives help to ensure the organization receives a large enough number of responses to provide valuable data.

8. BURDEN ESTIMATES:

Information Collection	Number of Respondents	Frequency	Number of Annual Responses	Response Time (hours)	Burden Hours
Web-based survey	1,332	1	1,332	0.33 hours	444 hours
Totals	1,332	////////////////////	1,332	////////////////////	444 hours

9. **FEDERAL COST:** The estimated annual cost to the Federal government is \$86,726.48

10. CERTIFICATIONS:

CERTIFICATION PURSUANT TO 5 CFR 1320.9, AND THE RELATED PROVISIONS OF 5 CFR 1320.8(b)(3) :

By submitting this document, the Bureau certifies the following to be true:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It uses plain, coherent, and unambiguous terminology that is understandable to respondents;
- (d) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (e) It indicates the retention period for recordkeeping requirements;
- (f) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
 - (i) Why the information is being collected;
 - (ii) Use of information;
 - (iii) Burden estimate;
 - (iv) Nature of response (voluntary);
 - (v) Nature and extent of confidentiality; and
 - (vi) Need to display currently valid OMB control number;
- (g) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected;
- (h) It uses effective and efficient statistical survey methodology; and
- (i) It makes appropriate use of information technology.

CERTIFICATION FOR INFORMATION COLLECTIONS SUBMITTED UNDER A GENERIC INFORMATION COLLECTION PLAN

By submitting this document, the Bureau certifies the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents and low-cost for the Federal Government.
- The collection is non-controversial and does not raise issues of concern to other federal agencies.
- The results are not intended to be disseminated to the public.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- 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.
- The data collection is not statistically significant, the sample is not intended to be representative, and the results will not be used to make inferences beyond the survey sample.
- The results will not be used to measure regulatory compliance or for program evaluation.

