

# **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3038-0107)**

**TITLE OF INFORMATION COLLECTION:** Anti Financial Fraud Message Testing

## **PURPOSE:**

The Commodity Futures Trading Commission’s Office of Consumer Outreach (OCO) (hereafter “OCO”) will undertake a variety of service delivery-focused activities over the next few years which include consumer outreach and information-sharing with stakeholders that are responsive to stakeholders’ needs and sensitive to changes in the consumer market. The proposed information collection activity will use similar methods for information collection or otherwise share common elements, and provide a means to gather qualitative customer and stakeholder feedback in an efficient, timely manner. The solicitation of information on delivery of consumer services will address such areas as appropriate messages, effective message delivery methods, and current consumer beliefs, psychographics and social norms that will assist the agency in developing an outreach and communications campaign designed to change consumer behavior.

## **DESCRIPTION OF RESPONDENTS:**

Our target audiences for this effort include the following:

### **Men**

- Age 50-65
- College-educated
- Financial decision-makers in their household
- \$60K in HH income
- Financially literate
- Not risk-averse
- Married or partnered

### **Women**

- Age 50-65
- College-educated
- Financial decision-makers in their household
- \$60K in HH income
- Financially literate
- Married, partnered, or single

## **TYPE OF COLLECTION:** (Check one)

- ☐ Customer Comment Card/Complaint Form  
☐ Usability Testing (e.g., Website or Software)  
☒ Focus Group

- ☐ Customer Satisfaction Survey  
☐ Small Discussion Group  
☐ 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: Michael Herndon

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, 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

**Gifts or Payments:**

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

The screening criteria to recruit from our target audience calls for respondents with at least \$60,000 in annual income, a bachelor's degree, and a familiarity with multiple investment products. This is a wealthier target audience than is typically recruited for focus groups, and as a result they are more difficult to recruit. We contacted 18 professional focus group facilities and the lowest incentive rate suggested to recruit this audience was \$75 per recruit. In addition to their time, this incentive often covers travel costs as facilities recruit from a 45-mile radius and childcare costs since groups will not be conducted during school hours.

There are several factors that determine the amount offered to participants. As background, amounts are driven by a facility's ability to guarantee show rates. These show rates, or the rates at which respondents will "show" for research events, are tracked over time. Once show rates fall beneath the accepted industry average, facilities are forced to increase the incentive amount.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals (screened for focus groups)	2880	0.12	345.6
Individuals (who attend focus groups)	54	1.5	81
<b>Totals</b>	2934		426.6

**FEDERAL COST:** The estimated annual cost to the Federal government is  
\_ \$50,113.96 \_

**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?  
[ ] Yes [ X] 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?

Professional focus group recruitment facilities in each location will identify and screen potential participants for the testing using a random selection technique from their databases of area residents willing to participate in research. These focus group facilities develop their databases by placing ads in local papers and using community events and local resources to recruit respondents. Then, facilities will call individuals from their databases that are most likely to meet the criteria identified for participation for a specific project. Facilities will obtain specific demographic information on the individuals who agree to participate to make the recruiting process more efficient. For this effort, we are partnering with facilities who have a long track record of quality recruits (i.e., have quality databases). Moreover, the use of the focus group facilities' databases of people interested in participating in focus groups minimizes the need to "cold-call" individuals for participation thereby reducing recruitment costs.

Screeners Guides (Attachments A) will be used to ascertain that participants are representative of our target audience and to identify participants. These Screener Guides cover all questions to be used in the selection process.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
[ ] Web-based or other forms of Social Media  
[ ] Telephone  
[ X ] 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”

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**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.

**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.

**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.

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

