

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

TITLE OF INFORMATION COLLECTION: Awareness, Concern and Communication About Fraud in Diverse Communities

PURPOSE: This survey relates to consumer education and outreach, and will inform the design of a consumer education program to reach key demographic groups. The Division of Consumer and Business Education seeks to reach consumers in groups that include: low-income groups, first generation Americans, service members, veterans, older adults, Asian-Americans, Native Americans, African Americans, and Hispanics. This research with the general population and these key groups will help us determine how best to reach and communicate with each group by better understanding their concerns and awareness about frauds and scams, who they trust for fraud prevention messages, and where they go if they spot fraud. Without this research, we are less able to tailor our content, design, and delivery to best reach each group with messages that will resonate with them. With the research, we are confident that the education program will reach and be relevant to the target audience.

DESCRIPTION OF RESPONDENTS: Respondents will be aged 18 or older, and drawn from pre-recruited national online panels and augmented/over-sampled to include analyzable sub-cells for all key designated demographic groups (listed above). Our sample of 4,810 people will be able to choose to complete an English or Spanish version of the survey.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 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)	4,810	15 minutes	1,203 hrs
Totals	4,810		1,203 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$140,000.

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

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 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 and augmented/over-sampled to include analyzable sub-cells for all key designated demographic groups: general population, low-income adults (income less than \$15K individual/\$25K family of four), first-generation Americans, service members, veterans, older adults (ages 65+), Asian-Americans, Native Americans, African Americans, and Hispanics.

Administration of the Instrument

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