

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

TITLE OF INFORMATION COLLECTION: Evaluation of Materials for Older Adults

PURPOSE: In-depth interviews will evaluate the content and design of the FTC’s “Pass It On” materials that form the cornerstone of a consumer education program to reach older consumers with messages about fraud. The FTC’s Division of Consumer and Business Education seeks to reach older consumers and has focused distribution of materials on professionals whose programs and facilities serve seniors. This research with those professionals – and with older consumers themselves – will help us ensure that material content and design are relevant to those older people and useful for professionals who work with older people. Without this research, we are less confident that the materials are reaching their intended audience with an understandable message; with the research, and any content or design changes it indicates, we are confident that the education program will be used by the target audience.

DESCRIPTION OF RESPONDENTS: Respondents will be older adults or professionals who have ordered and used Pass It On – for example, community-policing officers, professionals in assisted living facilities, senior residence communities, local community centers, public libraries, state and local aging offices, the YMCA, and other similar groups.

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: In-depth interviews |

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)	25	30 minutes	13 hours
Totals	25		13 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$35,000.

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?

Researchers will recruit participants from a list of people who have (a) ordered Pass It On materials from the FTC's Bulk Order site; and (b) opted to allow further communications from the FTC. We will seek participants from each type of organization that has ordered Pass It On materials (i.e., at least one police officer, librarian, Area Agency on Aging, etc.). Potential participants will first be contacted by the FTC to get permission for the researchers to contact each individual.

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