

Participant Screener for CFPB Reverse Mortgage Research Location and Date TBD

General Information and Recruiting Specifications

- Two focus groups to be held at 5:30 p.m. and 7:30 p.m.
 - Length of focus groups: 90 minutes
 - Participant stipend: \$75
 - 12 participants recruited for each group
 - Four interviews to be held at 11:00 a.m., 12:30 p.m., 2:00 p.m., and 3:30 p.m.
 - Length of interviews: 60 minutes
 - Participant stipend: \$60
 - INTERVIEWERS: Ask all participants to bring their reading glasses if necessary, because they will be asked to read documents as part of the interview.
-

Recruiting Script

Hello, my name is **[first and last name]**. May I speak to **[candidate]**?

If someone other than Respondent asks why you are calling, say: I'm calling regarding an important US government study about reverse mortgages.

Say to Respondent: I am calling from **[marketing company's name]** for ICF International. ICF International is working with a US government agency, the Consumer Financial Protection Bureau. The Bureau is an agency in the Federal government whose role is to ensure that consumers get the information they need to make financial decisions. For this specific project, the Bureau is studying what people know about reverse mortgages, and how these products are advertised.

We are seeking people to participate in focus groups and interviews being held on _____. If you are selected and agree to participate, we will ask you some questions in those sessions about what you know and think about reverse mortgages. We will also show you some examples of reverse mortgage advertisements, and ask you questions about your reactions to those advertisements and their messages. You will not have to provide any information that you feel uncomfortable discussing.

It is important that you know that we will be audio- and videotaping your focus group so that we can be sure to collect what you say accurately. However, your name will not appear in any reports. Also, just so you are not surprised, staff from the Bureau and ICF International will observe your focus group from another room.

Do you have a few minutes to answer some pre-qualifying questions? (*If not, When would be a convenient time to call back?*)

If necessary: We are not selling anything, we are only looking to find people to participate in a study that the Consumer Financial Protection Bureau is conducting. Your responses will not be attributed to you and will be kept private except where required by law. Further, information which directly identifies you will not be given to the Consumer Financial Protection Bureau.

Q1: Do you currently own a home?

- Yes → Continue
- No → *Thank respondent politely and end call.*

Q2: Are you 62 years old or older?

- Yes → Continue
- No → *Thank respondent politely and end call.*

Q3: Are you the person in your household who is responsible for making financial decisions?

- Yes → Continue
- Yes, in cooperation with my [spouse, partner, etc.] → Continue
- No → *Ask the respondent whether the primary decision maker is available to join the call. If not, thank respondent politely and end call.*

Q4: Do you work, or have you ever worked, for a bank or other financial institution, or in the real estate or mortgage industry?

- Yes → *Thank respondent politely and end call.*
- No → Continue

Q5: Do you work or have you ever worked for a consumer rights non-profit related to the banking or financial industries?

- Yes → *Thank respondent politely and end call.*
- No → Continue

Q6: Have you participated in any other focus groups or interviews in the past 6 months?

- Yes → *Thank respondent politely and end call.*
- No → Continue

Q7: Have you ever heard of a “reverse mortgage”?

- Yes → Continue
- No → *Thank respondent politely and end call.*

Q8: Have you ever had a reverse mortgage?

- Yes → *Thank respondent politely and end call.*
- No → Continue

Q9: Do you currently have more than 50% equity in your primary residence?

- ❑ Yes → **Participant qualifies**
- ❑ No → *Thank respondent politely and end call.*

Recruiting Quotas	Criteria for Focus Groups (24 participants total)	Criteria for Interviews (4 participants total)
Q10: Have you ever considered getting a reverse mortgage? a) Yes b) No	At least 9 recruits should respond “Yes”	At least 2 recruits should respond “Yes”
Q11: What is your age? a) 62 to 70 b) 71 to 75 c) 76 or above	At least 9 recruits should respond “b” or “c”	At least 2 recruits should respond “b” or “c”
Q12: Which of the following categories best reflects your ethnicity? You can choose more than one category. a) Hispanic or Latino b) Not Hispanic or Latino	See Q13	See Q 13
Q 13: Which of the following categories best reflects your Race? You can choose more than one category. [<i>Respondents who wish to choose more than one category should be counted as minorities, even if one race mentioned is White.</i>] a) White b) Black or African-American c) Hispanic or Latino d) Asian or Pacific Islander e) Native American or Alaska Native	At least 9 recruits should respond “b” from Q12, or “b”, “c”, “d” or “e” from Q13	At least 2 recruits should respond “b” from Q12, “b”, “c”, “d” or “e” from Q13
Q14: What is the highest level that you reached in school? a) High school degree or less b) Some college work c) College graduate	<ul style="list-style-type: none"> • At least 5 recruits should respond “a” • At least 7 recruits should respond “b” 	<ul style="list-style-type: none"> • At least 1 recruit should respond “a” • At least 1 recruit should respond “b”
Q15: <i>Gender</i>	At least 10 recruits of each gender	At least 1 recruit of each gender

If participant qualifies: Based on your responses, we would like to invite you to participate in a focus group [*or interview, as appropriate*], which will be held at [**facility name and address**]. The focus

group [interview] will last about 90 minutes [one hour]. We may be showing you some documents to look at during the focus group, so if you use reading glasses please be sure that you bring them. We will provide you with a \$75 [\$60] incentive for participating in the focus group [interview].

If participant is willing to participate, record their name and contact information, confirm the time and date and indicate that they will receive a confirmation call the day before the group. Regardless of whether or not they are willing to participate, thank them before ending the call.