



## Screener Consumer Response – Small Business Intake

### Participants

- Small business owners
  - a. Revenue of at least 100K
  - b. No self-employed/no employee participants (minimum 10 employees)
  - c. Small business defined as less than 500 employees
  - d. Participants must be located outside the Washington D.C. area
  - e. Participants must have a banking relationship (such as having a business checking account)

User Group	Number of participants
Total number of participants	9
Small-business owners (no special ownership designation)	3
Minority-owned small-business owners	3
Women-owned small-business owners	3

### Recruitment Plan

- A panel provider will host the participation opportunity on their website.
- Panel members will have the option to complete a web-based screener to determine if they qualify for the study.
- The FMG recruitment team will contact qualified participants by phone and administer the phone-based screener to ensure they should be selected for participation.
- Participants will be sent \$75 via PayPal after their participation in the interview.

# Web-Based Screener

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**Initial Project Description:** Small business owners requested to help improve a Government website

**Introduction:** Fors Marsh Group is conducting remote one-on-one interviews with small-business owners. Participants will be asked to complete tasks on a website and provide insight based on their experience as a small-business owner.

**Incentive:** \$75 for 1 hour

Q1. Fors Marsh Group is conducting interviews on behalf of the Consumer Financial Protection Bureau to help improve a website used to submit complaints about financial institutions. Please click on the check boxes to indicate that you have reviewed the following information:

Privacy Act Statement

5 U.S.C. 552(a)(e)(3)

The information you provide through your responses to Fors Marsh Group will assist the survey sponsor, the Consumer Financial Protection Bureau (“CFPB”), in evaluating a form that consumers can complete to file a complaint about a financial institution.

The CFPB will not obtain or access any directly identifying information from Fors Marsh about study participants. The agency will only obtain and access de-identified results and aggregated analyses of those results.

Information collected on behalf of the Bureau by Fors Marsh Group will be treated in accordance with the System of Records Notice (“SORN”), CFPB.005 – CFPB Consumer Response System, 79 FR 21440. Direct identifying information will only be used by Fors Marsh Group to facilitate the study and will be kept private except as required by law.

This collection of information is authorized by Pub. L. 111-203, Title X, Sections 1011, 1012, 1013(b)(3), 1021, 1034, codified at 12 U.S.C. 5491, 5492, 5493(b)(3), 5511, 5534..

Paperwork Reduction Act

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to, respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this collection is 3170-0042. It expires on 05/31/2018. The time required to complete this information collection is estimated to average approximately 5 minutes per response. Responding to this collection of information is voluntary. Comments regarding this collection of information, including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection should be submitted to Bureau at the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to [CFPB\\_PRA@cfpb.gov](mailto:CFPB_PRA@cfpb.gov).

Participation in this survey is voluntary, you are not required to participate or share any identifying information with Fors Marsh Group, including name and email address, and you may withdraw participation at any time. However, if you do not include the requested information, you may not participate in the study.

Q1. Are you a small-business owner?

- Yes
- No **[Terminate]**

Q2. How many employees do you have?

- 10 employees or less **[Terminate]**
- 11–50 employees
- 51–100 employees
- 101–250 employees
- 251–500 employees
- More than 500 employees

Q3. What is the estimated annual revenue for your business?

- Less than \$100K **[Terminate]**
- \$100K to less than \$1M
- \$1M to less than \$5M
- \$5M to less than \$10M
- \$10M or more

Q4. Please describe the products or services that your business provides: **[Text box]**

Q5. What is the city and state where your business is located? **[Text box]**

Q6. Is your small business classified as any of the following?

- Women-owned business
- Minority-owned business
- Veteran-owned business
- Native American owned business
- Small disadvantaged business
- None of the above

Q7. Which of the following financial services does your business use?

- Business checking account
- Business credit card
- Merchant services
- Business loan
- Business line of credit
- None of the above **[Terminate]**

Q8. Have you had any issues with any financial institution's services in the past year? If yes, please take a few sentences to describe: **[Large Text Box]**

Q9. First name: **[Text box]** Last name: **[Text box]**

Q10. Email **[Text box]**

Q11. Phone number: **[Text box]**

Q12. Age:

- 18–25 years old
- 25–34 years old
- 35–44 years old
- 45–64 years old
- 65+ years old

Q13. What is your gender?

- Male
- Female

Q14. Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, of Hispanic, Latino, or Spanish origin

Q15. Please select all of the following that best describe your race:

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

Q16. What is the highest educational degree that you have earned?

- Less than high school degree or equivalent
- High school graduate (grade 12, diploma, or GED)
- Trade school certificate
- Some college courses completed
- Graduated with a 2-year degree (Associate)
- Graduated with a 4-year degree (Bachelor's)
- Some graduate school courses completed
- Graduated with a post-graduate degree

Thank you for completing this survey. We will be in contact if you qualify and are selected for this study. If you have any questions, please contact Fors Marsh Group at [ux@forsmarshgroup.com](mailto:ux@forsmarshgroup.com) or call us at 571-858-3817. You can also visit our website at [www.forsmarshgroup.com](http://www.forsmarshgroup.com).

## Phone-Based Screener (for those who qualify based on web-based screener)

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Hello \_\_\_\_\_. Thank you for your interest in participating in a user experience study with Fors Marsh Group. My name is \_\_\_\_\_ and I wanted to follow up regarding a web-based survey that you completed recently for upcoming interviews with small-business owners. I wanted to ask a couple more questions and see if we can schedule you. Your participation is completely voluntary. Do you have a few minutes?

Q1. Could you tell me about the responsibilities you have as the owner of your business?

Q2. Could you talk about the products or services that your business provides? [**Open ended. Terminate if responses are inconsistent with web-based screener**]

Q3. Could you confirm the financial services that your small business uses to operate? //List responses from web screener//

### **Invitation:**

We would like to invite you to participate in an interview. During the interviews, participants will be asked to complete tasks on a website and provide insight based on their experience as a small-business owner. The entire interview should last an hour, and you will be paid \$75 via PayPal after the interview. Would you like to participate in this study?

**Reconfirm participant's email address.**

### **Terminate message: both for web and phone screener**

We are sorry but based on your responses you unfortunately do not qualify for this study. Thank you for your interest in participating.