

Request for Approval under the “Generic Clearance for the Collection of Qualitative Feedback on the Service Delivery of the Consumer Financial Protection Bureau” (OMB Control Number: 3170-0024)

1. TITLE OF INFORMATION COLLECTION:

Recruitment Screener for Owning a Home Project User Experience Testing

2. PURPOSE:

The Dodd Frank Act directs the Consumer Financial Protection Bureau (CFPB) to develop a program of consumer education and engagement. As part of that program, the CFPB has developed a suite of online tools and resources, known as the Owning a Home project, to help consumers make better, more informed decisions about mortgages. The purpose of this information collection is to identify eligible participants for user experience testing to improve the tools, resources, and overall online experience of the Owning a Home project.

This IC request seeks approval only for the recruitment screener, which is intended to be used for a variety of user experience tests over time. This approach of using a standard, pre-approved recruitment screener will allow us to more quickly and efficiently recruit participants for rapid, iterative user testing. Separate IC requests will be submitted as applicable for specific user experience tests.

3. DESCRIPTION OF RESPONDENTS:

This recruitment screener is used to recruit participants for qualitative user experience testing. Respondents are recruited via a variety of local channels and may come from a wide range of backgrounds and circumstances. The screener seeks to identify a variety of demographic and socioeconomic characteristics, as well as the participant’s experience with homebuying, in order to provide a diverse sample for the qualitative user experience test.

4. TYPE OF COLLECTION (ADMINISTRATION OF THE INSTRUMENT):

a. How will you collect the information? (Check all that apply)

<input checked="" type="checkbox"/> Web-based or other forms of Social Media	<input checked="" type="checkbox"/> Telephone
<input type="checkbox"/> In-person	<input type="checkbox"/> Mail
<input type="checkbox"/> Small Discussion Group	<input type="checkbox"/> Focus Group
<input type="checkbox"/> Other, Explain _____	

b. Will interviewers or facilitators be used?

Yes No Not Applicable

The initial screener is conducted online. Interviewers are used to follow-up with interested participants via telephone.

5. FOCUS GROUP OR SURVEY:

If you plan to conduct a focus group or survey, please provide answers to the following questions:

a. 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 [X] Not Applicable

b. If the answer is yes, please provide a description below. 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?

6. PERSONALLY IDENTIFIABLE INFORMATION:

a. Is personally identifiable information (PII) collected? [X] Yes [] No

b. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [X] Yes [] No [] Not Applicable

If applicable, what is the link to the Privacy Impact Assessment (PIA)?

http://files.consumerfinance.gov/f/201409_cfpb_consumer-education_pia.pdf

c. If Applicable, has a System or Records Notice (SORN) been published?

[X] Yes [] No [] Not Applicable

If yes, cite the SORN. Title: Market and Consumer Research Records, CFPB.022
77 FR 67802

7. INCENTIVES:

a. Is an incentive provided to participants? [] Yes [X] No

While incentives are provided to participants who attend a user experience testing session, no incentive is provided to complete the recruitment screener. Incentives for the actual user experience testing sessions will be captured in future IC requests covering those tests, as applicable.

b. If Yes, provide the amount or value of the incentive? \$_____.

c. If Yes, provide a statement justifying the use and amount of the incentive.

8. BURDEN ESTIMATES:

Information Collection	Number of Respondents	Frequency (Responses per Respondent)	Number of Annual Responses	Response Time (hours)	Burden Hours
Web-based screener	5,000	1	5,000	.08	400
Follow-up phone screener	1,000	1	1,000	.05	50
Totals	5,000*	//////////	6,000	//////////	450

*NOTE: Respondents to the phone screener are a subset of those who responded to the web-based screener.

9. **FEDERAL COST:** The estimated annual cost to the Federal government is

\$ 0

There is no specific cost associated with conducting the recruitment screener. The costs of the overall user experience testing will be captured in future IC requests submitted as applicable for each individual test.

10. CERTIFICATIONS:

CERTIFICATION PURSUANT TO 5 CFR 1320.9, AND THE RELATED PROVISIONS OF 5 CFR 1320.8(b)(3) :

By submitting this document, the Bureau certifies the following to be true:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It uses plain, coherent, and unambiguous terminology that is understandable to respondents;
- (d) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (e) It indicates the retention period for recordkeeping requirements;
- (f) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
 - (i) Why the information is being collected;
 - (ii) Use of information;
 - (iii) Burden estimate;
 - (iv) Nature of response (voluntary);
 - (v) Nature and extent of confidentiality; and
 - (vi) Need to display currently valid OMB control number;
- (g) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected;
- (h) It uses effective and efficient statistical survey methodology; and
- (i) It makes appropriate use of information technology.

CERTIFICATION FOR INFORMATION COLLECTIONS SUBMITTED UNDER A GENERIC INFORMATION COLLECTION PLAN

By submitting this document, the Bureau certifies the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents and low-cost for the Federal Government.
- The collection is non-controversial and does not raise issues of concern to other federal agencies.
- The results are not intended to be disseminated to the public.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- 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.
- The data collection is not statistically significant, the sample is not intended to be representative, and the results will not be used to make inferences beyond the survey sample.
- The results will not be used to measure regulatory compliance or for program evaluation.