

CFPB/GMMB
Concept Evaluation Survey
Draft 3/21/16

METHODOLOGY:

National online survey of the following:

- 1500 English-speaking adults, age 30 to 65 with household income between \$35k and \$150k.
- 1500 Spanish-speaking adults, age 25 to 65 with household income between \$25k and \$125k

All respondents must at least share the financial decision-making for the household.

Sample Split into 5 Cells for both English and Spanish language groups:

English
Approximately For Each Cell (N=300)

Age:
N=200 between the ages of 30 and 44
N=100 between the ages of 45 and 65

Gender:
N=150 female
N=150 male

Income:
N=150 \$75k or less
N=150 Over \$75k

Spanish
Approximately For Each Cell (N=300)

Age:
N=200 between the ages of 25 to 44
N=100 between the ages of 45 to 65

Gender:
N=150 female
N=150 male

Income:
N=150 \$50k or less
N=150 Over \$50k

A. [Introduction/Screening]

This voluntary survey seeks to understand consumer opinions, attitudes, and beliefs about financial products and services. Your responses will assist the survey sponsor to develop services to provide better financial information to consumers. This survey takes about 3 minutes to complete. Thank you in advance for your participation!

Responses to this data collection will be used only for statistical purposes. The reports prepared for this study will summarize findings across the sample and will not associate responses with a specific organization or individual. We will not provide information that identifies you or your affiliation to anyone outside the study team, except as required by law.

Paperwork Reduction Act and Privacy [[HYPERLINK TO PRA/PRIVACY NOTICE](#)]

[Note: All respondents who take any part of the survey will be given the option to view the Paperwork Reduction Act (PRA) and privacy notifications as a link on the first page of the survey, and automatically shown the full notifications at the survey closing.]

#	Lang)	[HIDDEN QUESTION TO TAG SURVEY LANGUAGE]	
		English	1
		Spanish.....	2
#	A1)	What is your gender?	
		Male	1
		Female	2
#	A2)	What is your age? [DROP DOWN BOX WITH 1 TO 100+]	
#	A3)	Which of the following best describes your situation with regard to financial decision-making and bill paying?	
		I am the primary financial decision-maker for my household.....	1
		I share the financial decision-making responsibility for my household.....	2
		I do not participate in financial decision-making for my household.....	3
		Don't know/Refused	98

[TERMINATE IF A3 = 3 OR 98]

#	A4)	What is the zip code in which you live?	
		Insert the first three digits of your zip code: _ _ _ XX	
#	A5)	What is your household's approximate annual income, including wages, tips, investment income, public assistance, income from retirement plans, etc.? Would you say it is....?	
		Less than \$15,000	1
		At least \$15,000 but less than \$25,000.....	2
		At least \$25,000 but less than \$35,000.....	3
		At least \$35,000 but less than \$50,000.....	4
		At least \$50,000 but less than \$75,000.....	5
		At least \$75,000 but less than \$100,000.....	6
		At least \$100,000 but less than \$125,000.....	7
		At least \$150,000 but less than \$150,000.....	8
		\$150,000 or more.....	9
		Don't know	98
		Prefer not to say	99

[FOR ENGLISH: TERMINATE IF A5 = 1 OR 2 OR 3 OR 9 OR 98 OR 99, THEN PRA/PRIVACY NOTICE]

[FOR SPANISH: TERMINATE IF A5 = 1 OR 2 OR 8 OR 9 OR 98 OR 99, THEN PRA/PRIVACY NOTICE]

SPLIT SAMPLE:

- Cell 1: Views Concept 1
- Cell 2: Views Concept 2
- Cell 3: Views Concept 3
- Cell 4: Views Concept 4
- Cell 5: Views Concept 5

Each cell split will view a single concept consisting of 3 creative executions.

B. Concept Testing

This part of the survey takes about 10 minutes to complete. Again, this voluntary survey seeks to understand consumer opinions, attitudes, and beliefs about financial products and services.

[INSTRUCTIONS FOR VIEWING CREATIVE STIMULUS]

- # B1) Are these advertisements relevant to you personally?
- Yes 1
 - No 2
 - Don't know 98

- # B2) How appealing is the overall look of these advertisements?

Not at all appealing										Extremely appealing
1	2	3	4	5	6	7	8	9	10	

- # B3) To the best of your recollection, what was the name of the organization that was featured in the three ads you just looked at? [RANDOMIZE ANSWER CHOICES]
- Consumer Financial Protection Bureau (CFPB) 1
 - Federal Trade Commission (FTC)..... 2
 - Better Business Bureau..... 3
 - Federal Reserve Bank..... 4
 - Consumer Federation of America..... 5
 - Consumer Reports 6
 - National Association of Realtors 7
 - Some other organization..... 8
 - Don't know 98

- # B4) What kind of organization do you think it was? [RANDOMIZE ANSWER CHOICES]
- A government agency 1
 - A not-for-profit 2
 - A for-profit company 3
 - Don't know 98

B5) The ads were for an organization called the Consumer Financial Protection Bureau or CFPB. Having seen these three ads, how do you feel about the CFPB?

I hate it										I love it
1	2	3	4	5	6	7	8	9	10	

B6) Please indicate your level of agreement with the following statements.

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
B6a)	I intend to review the CFPB website to see if the information is helpful.					
B6b)	I intend to use CFPB information as a part of my next important financial decision.					
B6c)	I would recommend the information on the CFPB website to others.					

B7) Please indicate your level of agreement with the following:

The CFPB is ...

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
B7a)	Trustworthy	1	2	3	4	5	98
B7b)	Effective	1	2	3	4	5	98
B7c)	Helpful	1	2	3	4	5	98
B7d)	Approachable	1	2	3	4	5	98
B7e)	Unique	1	2	3	4	5	98
B7f)	Authoritative	1	2	3	4	5	98

- # B8) How much new information do the ads give you about CFPB?
 A lot of new information 1
 Some new information..... 2
 No new information..... 3
 No information at all..... 4
- # B9) Did this campaign communicate to you that the CFPB is a consumer advocate?
 Yes 1
 No 2
 Don't know 98
- # B10) Did this campaign communicate to you that the CFPB is a government regulator of the financial industry?
 Yes 1
 No 2
 Don't know 98
- # B11) Did this campaign communicate to you that the tools and services offered by the CFPB are free of charge?
 Yes 1
 No 2
 Don't know 98
- # B12) How strongly do you agree or disagree that what the ads say or show about the CFPB is believable?
 Agree strongly 1
 Agree slightly 2
 Neither agree nor disagree 3
 Disagree slightly 4
 Disagree strongly 5

B13) On a scale of 1 to 10, where 1 means “I hate it” and 10 means “I love it,” please indicate how appealing to you are each of the following statements.

		I hate it									I love it
B13a)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13b)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13c)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13d)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13e)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13f)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13g)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13h)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13i)	Headline TBD	1	2	3	4	5	6	7	8	9	10
B13j)	Headline TBD	1	2	3	4	5	6	7	8	9	10

C. [Additional Demographics]

C1) How much do you agree or disagree with the following statement? “I would trust information provided by the government to help me make financial decisions.”

Strongly agree 1
 Agree 2
 Neither agree nor disagree 3
 Disagree 4
 Strongly disagree 5
 Don’t know 99

C2) Prior to taking this survey, had you heard of the Consumer Financial Protection Bureau (CFPB)?

Yes 1
 No 2
 Don’t know/not sure 99

[SKIP TO C4 if C2=2 or 99]

#	C3)	Have you ever contacted CFPB or been to its website?	
		Yes	1
		No	2
		Don't know/not sure	99
#	C5)	Do you consider yourself Spanish/Hispanic/Latino/a?	
		Yes, Spanish/Hispanic/Latino/a.....	1
		No, not Spanish/Hispanic/Latino/a.....	2
#	C6)	Which of the following best describes your race? (check all that apply) [SELECT MULTIPLE]	
		White or Caucasian.....	1
		Black or African-American	2
		Native Hawaiian/Pacific Islander	3
		Asian.....	4
		Native American or Alaska Native.....	5
		Other [ANCHOR].....	6
		Prefer not to say [UNIQUE/ANCHOR].....	99
#	C7)	What was the last year of education that you completed?	
		Did not complete high school	1
		High school graduate – regular high school diploma.....	2
		High school graduate – GED or alternative credential.....	3
		Some college.....	4
		College graduate	5
		Post graduate education	6
		Prefer not to say	99
#	C8)	What is your marital status?	
		Married	1
		Single	2
		Separated	3
		Divorced	4
		Widowed/widower.....	5
		Prefer not to say	99
#	C9)	Which of the following best describes your current employment or work status?	
		Self employed	1
		Work full-time for an employer.....	2
		Work part-time for an employer.....	3
		Homemaker	4
		Full-time student.....	5
		Permanently sick, disabled, or unable to work.....	6
		Unemployed or temporarily laid off.....	7
		Retired	8
		Prefer not to say	99

#	C10)	Are you a current or former member of the United States Armed Forces, or the spouse or dependent of a servicemember or veteran?	
		Servicemember or veteran	1
		Dependent or spouse of a servicemember or veteran	2
		Both	3
		Neither	4

[ASK C11 if C10=1 OR C10=3 IS SELECTED]

#	C11)	What is your status? Select all that apply.	
		Active.....	1
		Reserve	2
		National Guard	3
		Retired	4
		Veteran.....	5

[ASK C12 if C10= 2 (SERVICEMEMBER OR VETERAN) OR C10=3 (BOTH) IS SELECTED]

#	C12)	What is the servicemember's status? Select all that apply.	
		Active.....	1
		Reserve	2
		National Guard	3
		Retired	4
		Veteran.....	5

#	C13)	How many children do you have who are financially dependent on you? Please include children not living at home, and step-children as well.	
		0 (No financially dependent children)	1
		1	2
		2	3
		3	4
		4 or more.....	5
		Prefer not to say	99

Thank you for participating!

[PAPERWORK REDUCTION ACT (PRA)/PRIVACY NOTICE]

The survey sponsor, the Consumer Financial Protection Bureau (CFPB), will not obtain or access any personally identifiable information about survey participants. CFPB will only obtain and access anonymous results and aggregated analyses of those results. CFPB will treat the information received consistent with its confidentiality regulations at 12 C.F.R. Part 1070, *et seq.*

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 study is 3170-0024. The control number expires on 11/30/2018. The estimated time to complete this survey is about 10 minutes. If you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please contact the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW., Washington, DC 20552; 202-435-9575; or CFPB PRA@cfpb.gov.

Privacy Act Statement
5 U.S.C. 552a (e)(3)

The information you provide will assist the study sponsor, the Consumer Financial Protection Bureau (“CFPB”), in understanding the effectiveness of Bureau communications to the public.

The CFPB will not obtain or access any directly identifying information about study participants. The agency will only obtain and access non-direct identifying information.

The collected information will be treated in accordance with the System of Records Notice (“SORN”), CFPB.021 – CFPB Consumer Education and Engagement Records, 77 F.R. 60382. This information will only be disclosed in accordance with the Routine Uses for the SORN. Any direct identifying information you provide will only be used to contact you for follow-up purposes except as required by law.

This collection of information is authorized by Pub. L. No. 111-203, Title X, Sections 1013 and 1022, codified at 12 U.S.C. §§ 5493 and 5512.

Participation in this study is voluntary, you are not required to participate or share any identifying information, and you may withdraw participation at any time. However, if you do not include the requested information, you may not be able to participate in the study.