



May 27, 2014

Memorandum to: Shagufta Ahmed, Policy Analyst  
Office of Information and Regulatory Affairs  
Office of Management and Budget

From: Leneta G Gregorie, Counsel  
Federal Deposit Insurance Corporation

RE: Qualitative Survey: Money Smart for Older Adults Survey

Under the generic clearance entitled "Occasional Qualitative Surveys" (3064-0127), the FDIC hereby submits for OMB approval the enclosed survey to gather basic information for those interested in downloading FDIC's Money Smart for Older Adults (MSOA) curriculum. The MSOA curriculum is a resource that helps instructors teach older adults, age 62 and up, and their caregivers how to prevent, identify and respond to elder financial exploitation, plan for a secure financial future, and make informed financial decisions. MSOA equips older adults in their formative years with the basics of financial education while giving them the knowledge, skills, and confidence they need to manage their finances. This survey continues the FDIC practice of using qualitative surveys to determine outcomes as well as to make quality improvements to products and services.

Purpose of survey. The survey is a management tool used to track downloads and interest in the product by the geographic area of the country. Geographic results will be used to allocate outreach resources and to expand services into new locations. We plan to measure the effectiveness of our outreach efforts to promote the curriculum by the types of organizations who use our products. It can then be determined whether additional resources need to be devoted to help instructors with the basics of teaching a financial education curriculum. In the end, we hope to gain a better understanding of how the curriculum is being used.

Methodology. The survey will be located on the FDIC's external Money Smart website, under Money Smart for Older Adults, and made available to anyone that would like to download the online curriculum. Initially, the person will be asked if they would like to participate in an optional online survey. The survey is strictly voluntary and will allow those who do not wish to participate, the option to decline and continue to download the curriculum without delay.

Burden Estimate

Number of respondents: 8000  
Estimated time per response: 5 minutes  
**Total annual burden** = 667 hours.

Your expeditious response to this request would be appreciated.