

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)**

**TITLE OF INFORMATION COLLECTION: Rural Fraud Research: Survey of Consumers**

**PURPOSE:** *The survey will inform the design of a consumer education program to reach rural consumers with messages about fraud. The Division of Consumer and Business Education seeks to explore the knowledge, attitudes, and behaviors of consumers in rural areas as it relates to consumer fraud issues relevant to the FTC’s consumer protection mission. This research will help us to create content relevant to rural consumers and to design content delivery mechanisms in a way most useful to those who deliver educational programs in rural areas. Without this research, we are less confident that the delivery mechanisms, particularly, would serve this audience well; with the research, we are confident that the education program will benefit the target audience.*

**DESCRIPTION OF RESPONDENTS:** *Adults (21 or older), both male and female, who live in “rural” districts (they would both agree to that description and live in districts that qualify as “rural” according to typical standards).*

**TYPE OF COLLECTION:** (Check one)

- |  |   |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input type="checkbox"/> Customer Satisfaction Survey             |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                   |
| <input type="checkbox"/> Focus Group                                   | <input checked="" type="checkbox"/> Other: Message Testing Survey |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. 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.

Name: Andrew Johnson

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No

3. If Applicable, has a System or Records Notice been published?  Yes  No  N/A

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

No incentive will be offered for survey participants.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households (online survey)	800	22 minutes	293 hrs

**FEDERAL COST:** The estimated annual cost to the Federal government is \$0.00.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. 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

If the answer is yes, please provide a description of both below (or attach the sampling plan)? 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?

The researchers will recruit participants using databases of professionals (both proprietary and other databases). Respondents will be selected from a nationally distributed online panel according to the attached screener.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
 Web-based or other forms of Social Media  
 Telephone  
 In-person  
 Mail  
 Other, Explain

Will interviewers or facilitators be used?  Yes  No