

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

TITLE OF INFORMATION COLLECTION: Focus Groups for Targeted User Groups

PURPOSE:

The Federal Trade Commission (FTC) is preparing to redesign and migrate its informational websites from the Drupal 7 website content management system (CMS) to the new Drupal 8 CMS. The contractor selected for this task, CHIEF, is performing extensive research in order to map user needs to the new design and build of FTC.gov and consumer education websites. Part of this research involves holding focus groups with specific website users. These focus groups will be used to gather users’ general needs and wants from the FTC web properties and how they do or do not self-identify with the subject matter on the FTC web properties. The groups will also provide a deeper qualitative understanding of each segment, especially concerning fraud, e.g., when faced with fraud, fears of fraud, or in their particular job that deals with fraud.

DESCRIPTION OF RESPONDENTS:

Respondents will be recruited individuals based on the following breakdown:

- 1 active duty military or veteran
- 1 person over the age of 65
- 1 small or medium business owner
- 1 person from the media (e.g., investigative journalism)
- 1 person in law enforcement (federal, state or local)
- 1 attorney or other legal professional
- 1 consumer intermediary (e.g., educator, advocate or trainer) who works with underserved communities
- 3 members of the general public

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., Website or Software) Small Discussion Group
 Focus Group Other: _____

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: Christine Noonan Sturm, FTC Website Manager, Office of Public Affairs

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	10	2 hours	20 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$5,000

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?

- 1 active duty military or veteran
- 1 person over the age of 65
- 1 small or medium business owner
- 1 person from the media (e.g., investigative journalism)
- 1 person in law enforcement (federal, state or local)
- 1 attorney or other legal professional
- 1 consumer intermediary (e.g., educator, advocate or trainer) who works with underserved communities
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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

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.