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: Focus Groups with Consumers

PURPOSE: *The focus groups 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)

[ ] Customer Comment Card/Complaint Form   [ ] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[X] Focus Group   [ ] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: <u>Andrew Johnson</u>

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

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] 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 [x] N/A

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [ ] No

We will offer an incentive of $75.00 for focus group participants.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private sector (Focus Groups)	40	90 minutes	60 hrs
Private sector (Screener)	48	5 minutes	4 hrs
Totals			**64 hrs**

FEDERAL COST: The estimated annual cost to the Federal government is $3,000.

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?
[X] 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 according to screeners for the focus groups.

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

2. Will interviewers or facilitators be used? [X] Yes [ ] No