

CONSUMER FINANCIAL PROTECTION BUREAU
INFORMATION COLLECTION REQUEST –
SUPPORTING STATEMENT PART B
GENERIC INFORMATION COLLECTION PLAN FOR CONSUMER COMPLAINT
AND
INFORMATION COLLECTION SYSTEM (TESTING AND FEEDBACK)
(OMB CONTROL NUMBER 3170-0042)

B. STATISTICAL METHODS

This generic clearance will allow the CFPB to test and pilot new and improved questions and design for the Intake Form. Feedback from consumers, companies, and agencies gathered under this generic clearance authority will be used by Consumer Response to inform program improvements, enhancements and prioritization. Data collection methods and procedures will vary; however, the primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

Generally, these information collections under this generic information collection plan will not employ statistical methods. The key purpose of this generic information collection plan is to test and pilot new questions or instruments pertaining to the Web Complaint and Inquiry Intake and Paper/Telephone Complaint and Inquiry Intake mechanisms. The stakeholder feedback surveys contemplated by this generic clearance include:

- User Experience and Web Portal Feedback
- Complaint Referral Process Improvement Feedback Survey
- Complaint Monitoring User Feedback Survey

1. Universe and Respondent Selection

The feedback surveys conducted under this clearance may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys are tools used by program managers to change or improve programs, products, or services. The accuracy, reliability, and applicability of the results of these surveys

are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

2. Procedures for Collecting Information

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The CFPB expects to use a limited variety of methodologies for these collections. For example, the CFPB or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback, web-based, or mail surveys. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of the CFPB's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used, as applicable.

3. Methods to Maximize Response

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful customer input, but it does not yield data about customer opinions that can be generalized.

4. Testing of Procedures

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers who are familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, the CFPB will submit the pretest instruments for review under this generic clearance. The main purpose of this generic information collection plan is to test instruments and questions pertaining to the consumer complaint system approved under OMB control number 3170-0011.

5. Contacts for Statistical Aspects and Data Collection

Not applicable.