

BUREAU OF CONSUMER FINANCIAL PROTECTION

**REQUEST FOR APPROVAL UNDER THE
“GENERIC INFORMATION COLLECTION PLAN FOR THE COLLECTION OF
QUALITATIVE FEEDBACK ON THE SERVICE DELIVERY OF THE CONSUMER
FINANCIAL PROTECTION BUREAU”**

(OMB Control Number: 3170-0024)

1. TITLE OF INFORMATION COLLECTION:

Video Games and Apps: Focus Groups

2. PURPOSE:

As part of Money as You Grow, we maintain Money as You Grow Bookshelf, a series of guides for parents that accompany popular children’s books. The guides are designed for parents of young children, because parents and children at this age generally read together. (Money as You Grow has a philosophy of building on existing family behaviors, rather than attempting to create new behaviors.) We have received interest from parents and those who work with parents, requesting similar guides for parents of older children. We contracted with a vendor to produce a report about video games being a potential topic for similar guides aimed at parents of older children. The report found that video games and apps would be a promising way to help school-age children acquire the age-appropriate building blocks of financial capability, and that parents and caregivers can have a role. Gaining input directly from parents will allow the vendor to complete a series of recommendations for how the CFPB might help parents connect video games and apps with productive, skill-building money conversations with children.

3. DESCRIPTION OF RESPONDENTS:

- Six focus groups total; ten participants will be scheduled per focus group (to ensure at least 8 people participate in each group)
- The six groups will be segmented by level of participant video game use:
 - Three focus groups will be made up of higher-intensity video game users
 - Three focus groups will be made up of lower-intensity video game users

4. TYPE OF COLLECTION (ADMINISTRATION OF THE COLLECTION INSTRUMENT):

a. How will you collect the information? Check all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Web-based or other forms of Social Media | <input checked="" type="checkbox"/> Telephone |
| <input type="checkbox"/> In-person | <input type="checkbox"/> Mail |
| <input type="checkbox"/> Small Discussion Group | <input checked="" type="checkbox"/> Focus Group |
| <input type="checkbox"/> Other (please explain) _____ | |

b. Will interviewers or facilitators be used?

- Yes No Not Applicable

5. FOCUS GROUP OR SURVEY:

If you plan to conduct a focus group or survey, please provide answers to the following questions:

a. 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 Not Applicable

b. If **yes**, please provide a description below. If **no**, please provide a description of how you plan to identify your potential group of respondents and how you will select them.

The contractor CFPB is working with has access to a pool of respondents. They will reach out to this pool and contact people who have opted in to the pool.

6. INFORMATION COLLECTION PROCEDURES:

Please summarize the procedures that will be used to collect data from respondents.

For recruiting, the contractor will contact respondents by phone. The contractor will collect contact information (name, telephone, and e-mail) so that the respondent can receive scheduling information and reminders. In addition, the respondent will be asked screening questions, to ensure the respondent meets the criteria for participating in the focus group.

In the focus groups, the contractor will ask the questions in the focus group guide. The contractor will take notes. The contractor will also record audio and video, for purposes of checking and validating the notes.

7. PERSONALLY IDENTIFIABLE INFORMATION:

a. Is personally identifiable information (PII) collected? Yes No

b. If yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?

Yes No Not Applicable

c. Has a System or Records Notice (SORN) been published?

Yes No Not Applicable

If yes, list the SORN title and the *Federal Register* (FR) citation:

Title: CFPB.021, CFPB Consumer Education and Engagement Records, 83 F.R. 23435

d. If applicable, please provide a link to the Privacy Impact Assessment.

8. INCENTIVES:

- a. Is an incentive provided to participants? [] Yes [X] No
- b. If yes, provide a statement justifying the use and amount of the incentive *and* the amount or value of the incentive: \$ _____.

9. ASSURANCES OF CONFIDENTIALITY:

- a. Will a pledge of confidentiality be made to respondents? [] Yes [X] No
- b. If yes, please cite the statute, regulation, or contractual terms supporting the pledge.

10. JUSTIFICATION OF SENSITIVE QUESTIONS (if applicable):

11. BURDEN HOURS:

| Collection of Information | Number of Respondents | Frequency | Number of Annual Responses | Average Response Time (hours) | Burden (hours) |
|---------------------------|-----------------------|------------|----------------------------|-------------------------------|----------------|
| Recruiting | 180 | 1 | 180 | .25 | 45 |
| Focus groups* | 60 | 1 | 60 | 1.5 | 90 |
| Totals | 180 | ////////// | 240 | ////////// | 135 |

*the participants in the focus group will be a subset of those screened for participation

12. FEDERAL COST: The estimated annual cost to the Federal government is \$ 48,122 .

13. CERTIFICATION:

CERTIFICATION PURSUANT TO 5 CFR 1320.9, AND THE RELATED PROVISIONS OF 5 CFR 1320.8(b)(3):

By submitting this document, the Bureau certifies the following to be true:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It uses plain, coherent, and unambiguous terminology that is understandable to respondents;
- (d) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (e) It indicates the retention period for recordkeeping requirements;
- (f) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
 - (i) Why the information is being collected;
 - (ii) Use of information;
 - (iii) Burden estimate;
 - (iv) Nature of response (voluntary);
 - (v) Nature and extent of confidentiality; and
 - (vi) Need to display currently valid OMB control number;
- (g) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected;
- (h) It uses effective and efficient statistical survey methodology; and
- (i) It makes appropriate use of information technology.

CERTIFICATION FOR INFORMATION COLLECTIONS SUBMITTED UNDER A GENERIC INFORMATION COLLECTION PLAN

By submitting this document, the Bureau certifies the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents.
- The collection is non-controversial and does not raise issues of concern to other Federal agencies.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- The collection is not statistically significant; the results are not intended to be generalizable beyond the survey population.
- The results will not be used to measure regulatory compliance or for program evaluation.

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