

**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)**

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**1. TITLE OF INFORMATION COLLECTION:**

**Recruitment Screener for Buying a House Project User Experience Testing**

**2. PURPOSE:**

The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 (Pub. L. 111-203) directs the Consumer Financial Protection Bureau (CFPB) to develop and implement “initiatives intended to educate and empower consumers to make better informed financial decisions” (12 U.S.C. § 5493(d)). As part of fulfilling this mission, the CFPB has developed a suite of online tools and resources, known as Buying a House, to help consumers make better, more informed decisions about mortgages. The purpose of this information collection is to identify eligible participants for user experience testing to improve the tools, resources, and overall online experience of the Buying a House project.

This IC request seeks approval only for the recruitment screener, which is intended to be used for a variety of user experience tests over time. This approach of using a standard, pre-approved recruitment screener will allow us to more quickly and efficiently recruit participants for rapid, iterative user testing. Separate IC requests will be submitted as applicable for specific user experience tests.

**3. DESCRIPTION OF RESPONDENTS:**

This recruitment screener is used to recruit participants for qualitative user experience testing. Respondents are recruited via a variety of local channels and may come from a wide range of backgrounds and circumstances. The screener seeks to identify a variety of demographic and socioeconomic characteristics, as well as the participant’s experience with homebuying, in order to provide a diverse sample for the qualitative user experience test.

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

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

<input checked="" type="checkbox"/> Web-based or other forms of Social Media	<input type="checkbox"/> Telephone
<input type="checkbox"/> In-person	<input type="checkbox"/> Mail

Small Discussion Group

Focus Group

Other (please explain) \_\_\_\_\_

b. Will interviewers or facilitators be used?

Yes  No  Not Applicable

The initial screener is conducted online. Interviewers are used to follow-up with interested participants via telephone.

## 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 recruiting of respondents is contracted to Fors Marsh Group (FMG) on behalf of the Bureau. FMG own and manage proprietary, national databases of potential respondents who have opted in to participate in market research. At no point in the process will FMG or the Bureau have access to the respondents' names, mailing addresses, email addresses, phone numbers or any other information that would make it possible to identify or contact the individuals. FMG and the Bureau will only have access to the demographic, attitudinal and behavioral category data that comprise the contents of the screening criteria.

## 6. INFORMATION COLLECTION PROCEDURES:

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

Screening data will be collected through web-based methods conducted by contractor Fors Marsh Group (FMG). Qualitative research data will be collected through a variety of methods such as in-person individual and group interviews and through online Question & Answer sessions, all conducted by moderators.

## 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?

[X] Yes [ ] No [ ] Not Applicable

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

[X] 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 FR 23435](#)

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

[http://files.consumerfinance.gov/f/201409\\_cfpb\\_consumer-education\\_pia.pdf](http://files.consumerfinance.gov/f/201409_cfpb_consumer-education_pia.pdf).

**8. INCENTIVES:**

a. Is an incentive provided to participants? [ ] Yes [X] No

While incentives are provided to participants who attend a user experience testing session, no incentive is provided to complete the recruitment screener. Incentives for the actual user experience testing sessions will be captured in future IC requests covering those tests, as applicable.

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)
Web-based screener	5,000	1X	5,000	.08	400
Follow-up phone screener	1,000	1X	1,000	.05	50
<b>Totals</b>	<b>5,000*</b>	//////////	<b>6,000</b>	//////////	<b>450</b>

\*NOTE: Respondents to the phone screener are a subset of those who responded to the web-based screener.

**12. FEDERAL COST:** The estimated annual cost to the Federal government is \$ 400\_\_\_\_\_.

### 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.