



## General Audience Screener for the CFPB consumer touchpoints

This screener is intended for use across multiple potential future projects where the CFPB will seek to test the effectiveness and usability of their consumer touchpoints. This screener seeks to identify a broad sample of consumers that might use the CFPB's tools and touchpoints in getting help with a product or issue with a financial company.

### Recruitment Plan

- ▶ Recruitment will be conducted by TBD.
- ▶ Panel members first complete the web-based screener.
- ▶ Panel members who qualify based on the web-based screener are called and administered the phone-based screener.
- ▶ If panel members qualify and there is availability, members are scheduled for a time that is convenient for them.
- ▶ Participant's information is reconfirmed upon arrival for their interview.
- ▶ Participants are compensated \$75 for the 60-minute session.

## Web-Based Screener (NOTE: Items in grey are FMG standard recruiting items.)

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Thank you for your interest in participating in research studies at [Insert name of organization]. We are seeking participants to provide feedback about their experiences with financial products and services. One-on-one interviews will be held [insert dates] and will take place at our office in [Insert location]. If you are interested in participating, please complete this questionnaire. If you qualify for this study, and there is availability, we will contact you with further questions and schedule you at a time that is convenient for you. Compensation (\$75 check) will be provided to those who participate in the study.

Paperwork Reduction Act Statement [[Link to new window](#)].

[Paragraph below in the new window]

Paperwork Reduction Act

According to the Paperwork Reduction Act of 1995, “an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid [Office of Management and Budget (OMB)] control number.” The OMB control number for this collection is 3170-0024 and expires on 5/31/22. The time required to complete this information collection is estimated to average approximately 6 minutes per response. Responding to this collection of information is voluntary. Comments regarding this collection of information—including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection—should be submitted to the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to [PRA@cfpb.gov](mailto:PRA@cfpb.gov).

[Paragraph below included]

### General Audience Screener for the CFPB consumer touchpoints

Privacy Act Statement

5 U.S.C. 552a(e)(3)

The information you provide through your responses to the Fors Marsh Group (FMG) will assist the study sponsor, the Consumer Financial Protection Bureau (“Bureau”), in identifying consumers that might use the Bureau’s tools and touchpoints in getting help with a product or issue with a financial company.

The Bureau will not obtain or access any directly identifying information such as your name, email address, phone number, gender, ethnic heritage, race, city and state of residence from the FMG. The Bureau will only obtain and access de-identified results and aggregated analyses of those results.

Information collected on behalf of the Bureau by the FMG will be treated in accordance with the System of Records Notice (SORN), CFPB.021, Consumer Education and Engagement Records, 85 FR 3662. Although the Bureau does not anticipate further disclosing the information provided, it may be disclosed as indicated in the Routine Uses described in the SORN.

This collection of information is authorized by Pub. L. No. 111-203, Title X, Sections 1013 and 1022, codified at 12 U.S.C. §§ 5493 and 5512.

Participation in this study is voluntary.

Thank you for your interest.

Q1 How often do you access the Internet? [Radio buttons, select only one]

1. 20+ hours a week
2. 10-20 hours a week
3. 5-9 hours a week
4. 1-4 hours a week
5. Less than 1 hour a week
6. I don't access the internet without help from a friend or family member

Q2 Which device do you use the most to access the Internet? [Radio buttons, select only one]

1. Desktop or laptop computer
2. Tablet (e.g., iPad, Nexus 7 or 9, Samsung Galaxy Tab, Kindle Fire): [Please specify]
3. Smartphone (e.g., iPhone, HTC One, Samsung Galaxy S5, Nexus 4 or 5, Nokia Lumia): [Please specify]
4. Other: [Please specify]

Q3 Are you considering switching your provider for one or more of the following financial products or services? [Check boxes, select all that apply]

1. Credit card [Continue]
2. Prepaid card [Continue]
3. Government benefit card or payroll card [Continue]
4. Money transfer or money service [Continue]
5. Mortgage [Continue]
6. Student loan [Continue]
7. Vehicle loan or lease [Continue]

8. Payday, title, pawn, or installment loan [Continue]
9. Checking or savings account [Continue]
10. I am not currently considering switching my provider for any financial products or services [Skip to Q5]

Q4 [For each instance Q3\_1 – Q3\_9 is selected] Please tell us about why you are considering switching providers for your [Insert response from Q3]. [Repeat for each item selected.] *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q5 Are you actively shopping for any of the following new financial services or products (i.e., not switching current provider)? [Check boxes, select all that apply]

1. Credit card [Continue]
2. Prepaid card [Continue]
3. Government benefit card or payroll card [Continue]
4. Money transfer or money service [Continue]
5. Mortgage [Continue]
6. Student loan [Continue]
7. Vehicle loan or lease [Continue]
8. Payday, title, pawn, or installment loan [Continue]
9. Checking or savings account [Continue]
10. I am not currently shopping for any financial products or services [Skip to Q7  
[Terminate if Q3\_10 and Q5\_10 are both selected]]

Q6 [For each instance Q5\_1 – Q5\_9 is selected] Please tell us about what you have done so far with your shopping for a new [Insert response from Q5]. [Repeat for each item selected.] *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q7 In the past year, have you had any issues with the following financial products or services?

[Check boxes, select all that apply]

1. Credit card [Continue]

2. Prepaid card [Continue]
3. Government benefit card or payroll card [Continue]
4. Money transfer or money service [Continue]
5. Mortgage [Continue]
6. Student loan [Continue]
7. Vehicle loan or lease [Continue]
8. Payday, title, pawn, or installment loan [Continue]
9. Debt collection [Continue]
10. Credit reporting [Continue]
11. Checking or savings account [Continue]
12. Other: please specify [Text box] [Continue]
13. I haven't had any issues with financial products or services [Terminate]

Q8 [For each instance Q7\_1 - Q7\_12 is selected] Please go into detail about the issue(s) you had with [Insert response from Q7]. *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q9 Which of the following have you done or plan to do since experiencing this financial issue?

1. Shared or plan to share experience with people online
2. Searched or plan to search online to see if others have had a similar issue
3. Submitted or plan to submit a complaint to the financial provider
4. Submitted or plan to submit a complaint to a consumer advocate group (e.g., Better Business Bureau, Consumer Financial Protection Bureau)
5. Hired or plan to hire an attorney
6. Other: please specify

Q10 [For each instance Q9\_1 - Q9\_6 is selected] Please go into detail about why you have or plan to [Insert response from Q9]. *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q1 First name: [Text box] Last name: [Text box]

1

Q1 Email: [Text box]

2

Q1 Mobile number: [Text box]

3

Q1 Alternate number: [Text box]

4

Q1 Age: [Check boxes] [Collected only to ensure a broad spectrum of respondents]

5

1. 18-24
2. 25-29
3. 30-34
4. 35-39
5. 40-44
6. 45-49
7. 50-54
8. 55-59
9. 60-65
10. 65+

Q1 What is your gender? [Collected only to ensure a broad spectrum of respondents]

6

1. Male
2. Female

Q1 Are you of Hispanic, Latino, or Spanish origin? [Collected only to ensure a broad spectrum of respondents]

7

1. No, not of Hispanic, Latino, or Spanish origin
2. Yes, of Hispanic, Latino, or Spanish origin

Q1 Please select all of the following that best describe your race: [Collected only to ensure a broad spectrum of respondents]

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1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian
5. Native Hawaiian or Other Pacific Islander
6. Some other race

Q1 What city and state do you live in? [Text box]

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Q20 What is the highest degree of education that you have earned? [Radio buttons, select only one)

1. Less than high school degree or equivalent
2. High school graduate (grade 12, diploma, or GED)
3. Trade school certificate

4. Some college courses completed
5. Graduated with a two-year degree (Associate)
6. Graduated with a four-year degree (Bachelor's)
7. Some graduate school courses completed
8. Graduated with a post-graduate degree (Master's, JD, MD, PhD)

Q21 Which of the following best describes what you are currently doing? [Check boxes, select all that apply]

1. Going to high school
2. Going to community college, two-year degree program, or trade school (either full-time or part-time)
3. Going to a four-year college/university (either full-time or part-time)
4. Working full-time [If selected, continue to Q12]
5. Working part-time [If selected, continue to Q12]
6. Homemaker
7. Retired
8. Not employed

Q22 What is your occupation? [Text box] *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q23 What industry do you work in? [Text box] *Please do not share any Personally Identifiable Information (PII), including, but not limited to, your name, address, phone number, email address, Social Security number, etc.*

Q24 What is your annual household income? [Radio buttons, select only one]

1. Less than \$30,000
2. \$30,000 to less than \$50,000
3. \$50,000 to less than \$100,000
4. \$100,000 to less than \$150,000
5. \$150,000 or more

Thank you for completing this survey. The study is taking place [insert dates]. We hope to be in contact with you soon about scheduling a time for you to participate. If you have any questions, please contact us at [Insert email address] or call us at [Insert phone number]. You can also visit our website at [Insert website address].

[Terminate if Q17\_1-9 or Q19\_1-9, and Q21\_1-12 are not selected]

## Phone-Based Screener (for those who qualify based on web-based screener)

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Hello \_\_\_\_\_. Thank you for your interest in participating in user experience studies at [insert facility's name]. My name is \_\_\_\_\_ and I wanted to follow up regarding a web-based screener that you completed recently for an upcoming study about financial products and services. I wanted to ask a couple more questions and see if we can schedule you.. Do you have a few minutes?

Before I ask you a few questions, I'd like to read you a Privacy Act Statement:

### Privacy Act Statement

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The information you provide through your responses to the Fors Marsh Group (FMG) will assist the study sponsor, the Consumer Financial Protection Bureau ("Bureau"), in identifying consumers that might use the Bureau's tools and touchpoints in getting help with a product or issue with a financial company.

A federal law called the Privacy Act directs how the Bureau collects, keeps and shares your personal, private information- including the personal information contained in your answers to these questions. Your participation is completely voluntary and is subject to the Bureau's privacy policy that can be found on our website, [consumerfinance.gov](http://consumerfinance.gov).

Q1. Can you please verify your age?

Q2. Which device do you use most to access the internet?

Q3. [If Q17\_1-9 is selected] Could you talk about why you are considering switching providers for your [Insert response from Q17]? [Open ended. Terminate if responses are inconsistent with web screener]

Q4. [If Q19\_1-9 is selected] Could you talk about what you have done so far with your shopping for a new [Insert response from Q19]?

Q5. [If Q21\_1-12 is selected] Could you talk about the issues you've had with financial products and services?

[Terminate if responses are inconsistent with web screener]



Invitation:

We would like to invite you to participate in our study. We will be asking you questions about your experiences with financial product and services. The entire interview should last about an hour, and you will be paid \$75 in the form of a check when you are done. Would you be willing to participate in this study?

Reconfirm participant's email address.

Terminate message: both for web and phone screener

We are sorry but you do not qualify for this study. Would you like us to contact you for future studies that you qualify for? [Radio buttons, select only one]

1. Yes

2. No