

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:

General Audience Screener for Testing Usability of CFPB Consumer Touchpoints

2. PURPOSE:

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.

3. DESCRIPTION OF RESPONDENTS:

General public that has some level of experience of dealing with an issue with a product or service with a financial company and/or in filing a financial complaint to any organizations (e.g., government, non-profit, company, etc.).

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 checked="" type="checkbox"/> Telephone |
| <input type="checkbox"/> In-person | <input type="checkbox"/> Mail |
| <input type="checkbox"/> Small Discussion Group | <input type="checkbox"/> Focus Group |
| <input type="checkbox"/> Other (please explain) _____ | |

b. Will interviewers or facilitators be used?

- Yes (for phone follow-up) 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.

6. INFORMATION COLLECTION PROCEDURES:

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

Persons interested in participating in user research projects will be directed to a web-based screener form survey that will collect information from them to identify if they are a possible candidate for the research. Those persons that complete the screener and meet that criteria receive a follow-up phone screener that will identify if they will participate in the actual study or not.

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

If Yes, describe what PII will be collected and why it is needed and how it will be used.

Participants' names and phone numbers will be collected in order for the vendor to contact them. Participants' age range, race and education level will be collected in order to ensure the research includes a cross-section of the general public.

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, Consumer Education and Engagement Records 85 FR 3662 .

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

Consumer Experience Research PIA:

https://files.consumerfinance.gov/f/201406_cfpb_consumer-experience-research_pia.pdf

8. INCENTIVES:

a. Is an incentive provided to participants? Yes No

If yes, provide a statement justifying the use and amount of the incentive **and** the amount or value of the incentive:

The screeners will not provide incentives for responding.

9. ASSURANCES OF CONFIDENTIALITY:

a. Will a pledge of confidentiality be made to respondents? [] Yes [X] No

10. JUSTIFICATION OF SENSITIVE QUESTIONS (if applicable):

N/A

11. BURDEN HOURS:

Collection of Information	Number of Respondents	Frequency	Number of Annual Responses	Average Response Time (hours)	Burden (hours)
Screener	200	1-2	400	.1	40
Totals:	200	////////////////	400	////////////////	40

12. FEDERAL COST: The estimated annual cost to the Federal government is \$1,800

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.