

**Consumer and Community Affairs Publications and Resources
Consumer Survey Content Sample
(FR 1378; OMB No. 7100- to be assigned)**

Description of Information Collection

Consumer Surveys

The consumer surveys would be used to gather qualitative and quantitative information directly from consumers (consumer surveys) that are users or potential users of Federal Reserve Board publications and resources. Participation would be voluntary.

Publications and resources may include reports, brochures, audio and visual content, whether delivered in print, online or through other means. Information gathered may also include: general input on users' interests and needs; feedback on website navigation and layout, distribution channels, or other factors which may affect the ability of users to locate and access content online; and/or the timing and means of delivery of publications.

Qualitative surveys include data gathering methods such as focus groups and individual interviews. Quantitative surveys include surveys conducted online or via mobile device, by phone, or by mail, or a combination of these methods. The Federal Reserve may choose to contract with an outside vendor to conduct focus groups, interviews, or surveys, or may choose to collect the data directly. The Federal Reserve may also work with outside parties when appropriate to identify potential respondents (e.g. networks of community groups or researchers)

As the Federal Reserve's publications and resources continue to evolve, the Federal Reserve may seek input from users or potential users of our publications on questions such as:

- Was the content relevant and of value?
- Was the length and nature of the discussion appropriate and useful for this topic?
- How did the reader access the publication or other content – in hard copy distributed at an event, online, or using a mobile device? If online or through a mobile device, was the document printed for reading, read on a tablet or other e-reader, or read on a computer screen?
- Could the Federal Reserve improve the format and appearance of the print or electronic presentation? This could include the readability of type size or of charts and graphs; organization of information; and ease of locating information through indexing, search tools, and links.
- Was the reader able to use the information to inform their work?

The frequency of the survey and content of the questions will vary as needs arise for feedback on different resources and from different audiences.