

# Audience Identification & Task Prioritization Survey

This survey aims to provide a better understanding of the FTC's primary web user groups; assess their familiarity with the FTC and their media consumption habits; and define, assign and compare task and resource priorities. It targets the general public (i.e., consumers) as well as the specific audience segments identified during stakeholder engagement. It is being conducted under the authority of the FTC Act. We will not require your name or any other personally identifying information. Your participation in this survey is voluntary. Your responses to our questions will be combined with those of others who participate in the survey. The project has been approved by the Office of Management and Budget, which assigned OMB Control Number 3084-0159.

*[Explanatory notes are italicized inside brackets and will not be included in the final survey.]*

## Identification

**Which of the following categories best describe you? Check all that apply. *[Responses to this question determine which one of the remaining sections each respondent will be asked to complete. "None of the above" captures the general public (i.e., consumers). List order will be automatically randomized for each respondent.]***

- Active duty service member or veteran *[Group 1]*
- Attorney or legal services professional *[Group 2]*
- Business owner *[Group 3]*
- Media or journalism professional *[Group 4]*
- Law enforcement professional *[Group 5]*
- Educator, advocate or trainer *[Group 6]*
- None of the above *[Group 1]*

**What is your age?**

- Under 18 years
- 18-29 years
- 30-49 years
- 50-64 years
- 65 years and over

**What is the highest level of education you have completed?**

- Did not complete high school
- High school or GED
- Some college
- Bachelor's degree
- Master's degree
- Advanced graduate study or Ph.D.

**How familiar are you with the following organizations? *[Response options to be presented in a matrix on a scale from 1-5. List order will be automatically randomized for each respondent.]***

- Federal Trade Commission (FTC)
- Consumer Financial Protection Bureau (CFPB)
- Federal Communications Commission (FCC)
- Federal Department of Agriculture (FDA)
- Better Business Bureau (BBB)
- Department of Defense (DOD)
- Securities & Exchanges Commission (SEC)
- Consumer Reports

**Which of the following best reflects your understanding of what the Federal Trade Commission (FTC) does? *[List order will be automatically randomized for each respondent.]***

- Protects consumers by preventing anticompetitive, deceptive, and unfair business practices, enhancing informed consumer choice and public understanding of the competitive process, and accomplishing this without unduly burdening legitimate business activity
- Protects investors, maintains fair, orderly, and efficient markets, and facilitates capital formation
- Works side by side with consumers for truth, transparency, and fairness in the marketplace, using rigorous research, consumer insights, journalism and policy expertise to inform purchase decisions, improve the products and services that businesses deliver, and drive regulatory and fair competitive practices
- Advances marketplace trust by setting standards; encouraging and supporting best practices by engaging with and educating consumers and businesses; celebrating marketplace role models; calling out and addressing substandard marketplace behavior; and creating a community of trustworthy businesses and charities
- Aims to make consumer financial markets work for consumers, responsible providers, and the economy as a whole; protects consumers from unfair, deceptive, or abusive practices and takes action against companies that break the law; and arms people with the information, steps, and tools that they need to make smart financial decisions

- I'm not sure

## Group 1 (Active duty service member or veteran; None of the above)

**Where do you usually get your news and information? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]***

- Social media
- News or informational websites
- Print media
- Television media
- Friends, family or coworkers
- Other: *[Free text field]*

**Where do you usually hear about unfair business practices, fraud or scams that might affect you? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]***

- Social media
- News or informational websites
- Print media
- Television media
- Friends, family or coworkers
- Other: *[Free text field]*

**Have you ever been affected or targeted by unfair business practices, fraud or scams of the following types? Check all that apply. *[List order will be automatically randomized for each respondent. [View list source.](#)]***

- Debt Collection
- Identity Theft
- Imposter Scams
- Telephone and Mobile Services
- Banks and Lenders
- Prizes, Sweepstakes and Lotteries
- Shop-at-Home and Catalog Sales
- Credit Bureaus, Information Furnishers and Report Users
- Auto Related
- Television and Electronic Media
- Credit Cards
- Internet Services
- Foreign Money Offers and Counterfeit Check Scams

- Health Care
- Travel, Vacations and Timeshare Plans
- Business and Job Opportunities
- Advance Payments for Credit Services
- Investment Related
- Computer Equipment and Software
- Mortgage Foreclosure Relief and Debt Management
- Education
- Office Supplies and Services
- Home Repair, Improvement and Products
- Grants
- Magazines and Books
- Charitable Solicitations
- Tax Preparers
- Internet Auction
- Funeral Services
- Buyers' Clubs
- None of the above

**If you were to be affected or targeted (whether again or for the first time), where would you be most likely to turn for information? Check all that apply. *[List order will be automatically randomized for each respondent.]***

- Television media
- Print media
- Social media
- News websites
- Banks or financial institutions
- Official government sources
- Police or other law enforcement
- Web search
- Friends, family or coworkers
- None of the above

**Select the 5 types of unfair business practices, fraud or scams that you're most concerned about. *[List order will be automatically randomized for each respondent.]***

- Debt Collection
- Identity Theft
- Imposter Scams
- Telephone and Mobile Services
- Banks and Lenders
- Prizes, Sweepstakes and Lotteries
- Shop-at-Home and Catalog Sales

- Credit Bureaus, Information Furnishers and Report Users
- Auto Related
- Television and Electronic Media
- Credit Cards
- Internet Services
- Foreign Money Offers and Counterfeit Check Scams
- Health Care
- Travel, Vacations and Timeshare Plans
- Business and Job Opportunities
- Advance Payments for Credit Services
- Investment Related
- Computer Equipment and Software
- Mortgage Foreclosure Relief and Debt Management
- Education
- Office Supplies and Services
- Home Repair, Improvement and Products
- Grants
- Magazines and Books
- Charitable Solicitations
- Tax Preparers
- Internet Auction
- Funeral Services
- Buyers' Clubs
- None of the above

**Which qualities would be most important to you on a website about unfair business practices, fraud and scams? *[List order will be automatically randomized for each respondent.]***

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

**Which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3 minutes on this exercise. *[List order will be automatically randomized for each respondent.]***

- Submit complaints
- Apply for refunds
- Do Not Call list
- Report unwanted calls
- Verify Do Not Call registration
- Scam alerts
- Free credit report
- Identity theft
- Antitrust violations
- Early Termination Notices
- Public comments
- Press releases
- Business guidance
- Business blog
- Competition policy guidance
- Order free materials
- About FTC
- About FTC staff
- About FTC Commissioners
- Jobs at FTC
- Events
- Contests
- Media resources
- File documents
- FOIA requests
- FTC budgets
- Cases and proceedings
- Case documents
- Banned companies and people
- Petitions to quash
- Adjudicative documents
- Letters and statements
- Premerger notifications (HSR)
- Merger guidance
- Consumer Sentinel Network
- Anticompetitive practices
- Rules and statues
- Advocacy documents
- Advisory opinions
- Federal Register notices
- Policy statements
- Reports and studies
- Congressional testimony
- International issues

**Which topics are you most interested in learning more about to protect yourself from unfair business practices, consumer fraud and scams? Select the 5 that are most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3**

**minutes on this exercise. [List order will be automatically randomized for each respondent.]**

- Shopping
- Saving and investing
- Making a budget
- Buying and owning a car
- Car title loans
- Credit and loans
- Credit history
- Debit cards and prepaid cards
- Using credit
- Dealing with debt
- Resolving consumer problems
- Home loans
- Buying a home
- Home improvement
- Saving energy at home
- Renting and timeshares
- Healthy living
- Treatments and cures
- Weight loss and fitness
- Education and training
- Job hunting
- Working from home
- Going into business
- Investments and grants
- Limiting unwanted calls and emails
- Online security
- Protecting kids online
- Audio and video
- Blogs
- Opening a bank account
- Paychecks
- Buying and using phone cards
- Sending money overseas
- Payday loans and cash advances
- Avoiding identity theft
- Recovering from identity theft
- Scams against immigrants
- Job scams
- Money wiring scams
- Lesson plans
- Worksheets and presentations
- Toolkits for sharing financial tips
- Resources for immigrant communities
- Choosing a college or technical school
- Personal financial managers (PFMs), financial counselors and legal help
- Using allotments
- Using public wi-fi
- Securing laptops, phones and devices

## Group 2 (Attorney or legal services professional)

**As an attorney or legal services professional, which of the following best describes your area of focus? Check all that apply. *[List order will be automatically randomized for each respondent.]***

- Antitrust
- Privacy
- Mergers
- Healthcare
- Compliance
- Policy
- Technology
- None of the above

**If you needed information about unfair business practices, consumer fraud or scams to do your job, which sources would you be most likely turn to? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]***

- Coworkers or my employer
- Research tools like LexisNexis
- Community organizations
- News or business websites
- Official government websites
- Web search engine
- Print media
- Television media
- Social media
- Other: *[Free text field]*

**In your capacity as an attorney or legal services professional, which qualities would be most important to you on a website about unfair business practices, consumer fraud and scams? *[List order will be automatically randomized for each respondent.]***

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

**In your capacity as an attorney or legal services professional, which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about**



**unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3 minutes on this exercise. *[List order will be automatically randomized for each respondent.]***

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- Rules and statues
- Advocacy documents
- Advisory opinions
- Federal Register notices
- Policy statements
- Reports and studies
- Congressional testimony

- International issues

## Group 3 (Business owner)

**Which of the following best describes your business?**

- I am my only employee
- My business employs 1-50 people
- My business employs 51-500 people
- My business employs 501-1000 people
- My business employs 1000 or more employees

**If you needed information about unfair business practices, consumer fraud or scams to do your job, which sources would you be most likely turn to? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]***

- Coworkers or my business partners
- Community organizations
- News or business websites
- Official government websites
- Web search engine
- Print media
- Television media
- Social media
- Other: *[Free text field]*

**In your capacity as a business owner, which qualities would be most important to you on a website about unfair business practices, consumer fraud and scams? *[List order will be automatically randomized for each respondent.]***

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

**In your capacity as a business owner, which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3**

**minutes on this exercise. [List order will be automatically randomized for each respondent.]**

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- Advocacy documents
- Advisory opinions
- Federal Register notices
- Policy statements
- Reports and studies
- Congressional testimony
- International issues

## Group 4 (Media or journalism professional)

As a media or journalism professional, which of the following best describes your employer? Check all that apply. *[List order will be automatically randomized for each respondent.]*

- Print news outlet
- Online news outlet
- Print and online news outlet
- Television news outlet
- I am self-employed
- None of the above

If you needed information about unfair business practices, consumer fraud or scams to do your job, which sources would you be most likely turn to? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]*

- Coworkers or my employer
- Community organizations
- News or business websites
- Official government websites
- Web search engine
- Print media
- Television media
- Social media
- Other: *[Free text field]*

In your capacity as a media or journalism professional, which qualities would be most important to you on a website about unfair business practices, consumer fraud and scams? *[List order will be automatically randomized for each respondent.]*

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

In your capacity as a media or journalism professional, which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in

**only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3 minutes on this exercise. *[List order will be automatically randomized for each respondent.]***

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- International issues

## Group 5 (Law enforcement professional)

**As a law enforcement professional, which of the following best describe your employer? [List order will be automatically randomized for each respondent.]**

- Federal law enforcement organization
- State law enforcement organization
- City or county law enforcement organization
- Independent investigator
- None of the above

**If you needed information about unfair business practices, consumer fraud or scams to do your job, which sources would you be most likely turn to? [Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]**

- Coworkers or my employer
- Community organizations
- News or business websites
- Official government websites
- Web search engine
- Print media
- Television media
- Social media
- Other: [Free text field]

**In your capacity as a law enforcement professional, which qualities would be most important to you on a website about unfair business practices, consumer fraud and scams? [List order will be automatically randomized for each respondent.]**

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

**In your capacity as a law enforcement professional, which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend**

**no more than 3 minutes on this exercise. [List order will be automatically randomized for each respondent.]**

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## Group 6 (Educator, advocate or trainer)

**As an educator, advocate or trainer, which of the following best describes you? *[List order will be automatically randomized for each respondent.]***

- I work primarily with children under 18
- I work primarily with the elderly
- I work primarily with minorities
- I work primarily with immigrants
- I work primarily with the LGBTQ community
- None of the above

**If you needed information about unfair business practices, consumer fraud or scams to do your job, which sources would you be most likely turn to? *[Responses to be rank-ordered. Initial list order will be automatically randomized for each respondent.]***

- Coworkers or my employer
- Community organizations
- News or business websites
- Official government websites
- Web search engine
- Print media
- Television media
- Social media
- Other

**In your capacity as an educator, advocate or trainer, which qualities would be most important to you on a website about unfair business practices, consumer fraud and scams? *[List order will be automatically randomized for each respondent.]***

- It should be from an official source
- It should be from a source I recognize
- It should be designed for people like me
- It should be factual and objective
- It should provide tools to help me take action
- It should provide information to help me learn more
- None of the above

**In your capacity as an educator, advocate or trainer, which tasks would you most want to be able to complete on a Federal Trade Commission (FTC) website about unfair business practices, consumer fraud and scams? Select the 5 tasks/resources from the list below that would be most important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend**



**no more than 3 minutes on this exercise. [List order will be automatically randomized for each respondent.]**

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- Advocacy documents
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- Policy statements
- Reports and studies
- Congressional testimony
- International issues

**Which topics are you most interested in to help protect the people you work with from unfair business practices, consumer fraud and scams? Select the 5 that are most**

**important to you. Enter a score of 1 beside the most important, 2 beside the next most important, then a 3, then a 4, then a 5. Important: Fill in only five (5) of the boxes below. Leave all the rest blank. Please trust your first instincts and spend no more than 3 minutes on this exercise. [List order will be automatically randomized for each respondent.]**

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- Credit and loans
- Credit history
- Debit cards and prepaid cards
- Using credit
- Dealing with debt
- Resolving consumer problems
- Home loans
- Buying a home
- Home improvement
- Saving energy at home
- Renting and timeshares
- Healthy living
- Treatments and cures
- Weight loss and fitness
- Education and training
- Job hunting
- Working from home
- Going into business
- Investments and grants
- Limiting unwanted calls and emails
- Online security
- Protecting kids online
- Audio and video
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- Opening a bank account
- Paychecks
- Buying and using phone cards
- Sending money overseas
- Payday loans and cash advances
- Avoiding identity theft
- Recovering from identity theft
- Scams against immigrants
- Job scams
- Money wiring scams
- Lesson plans
- Worksheets and presentations
- Toolkits for sharing financial tips
- Resources for immigrant communities
- Choosing a college or technical school
- Personal financial managers (PFMs), financial counselors and legal help

- Using allotments
- Using public wi-fi
- Securing laptops, phones and devices

## Optional Demographic Questions

*[Optional demographic questions will be presented to all respondents at the conclusion of the survey.]*

### **What is your gender?**

- Male
- Female
- Other

### **Which categories describe you? Check all that apply.**

- Black or African American
- American Indian or Alaska Native
- Asian
- Hispanic, Latino or Spanish origin
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- Some other race, ethnicity or origin