

Surveys of Consumer and Community Affairs Publications and Resources (FR 1378; OMB No. 7100-0358)

The surveys in this collection are used to gather qualitative and quantitative information directly from users or potential users of Board publications, resources, and conference material, such as consumers (consumer surveys) and stakeholders. Participation is voluntary.

Publications and resources may include reports, brochures, as well as 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 that may affect the ability of users to locate and access content online; and/or the timing and means of delivery of publications.

Conferences may include events where attendees gather to learn or discuss topics related to the work of the Board, such as community development, consumer finance, and consumer compliance issues and trends. Conference material may include the information that is generated by and distributed to attendees and users during or after the event. Information gathered may also include: general input on attendees' and users' interests and needs; reactions to the topics and narrative presented; and feedback on event or materials produced from the event such as conference proceedings, websites, and other online or printed material.

Qualitative surveys may be conducted using data gathering methods such as focus groups and individual interviews. Quantitative surveys may be conducted online or via mobile device, by phone, by mail, by other electronic device, or a combination of these methods.

As the Board's publications and resources continue to evolve, the Board 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, or read on a tablet other e-reader, or a computer screen?
- Could the Board improve the format and appearance of the print or electronic presentation? Improvements to the format and appearance 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?

For both quantitative and qualitative surveys, the Board may find it beneficial to partner with a Federal Reserve Bank to develop the instrument, plan the data collection methods, and/or report the findings. The Board will partner with a Federal Reserve Bank when, for example, information is specific to regions in which a Federal Reserve Bank may have expertise that would complement the research of the Board, when conferences are jointly hosted by the Board and a Federal Reserve Bank, and when resources targeted at consumers (consumer surveys) and/or stakeholders (stakeholder surveys) are region specific.

Additionally, the Board may choose to contract with an outside vendor to conduct focus groups, interviews, or surveys, or may choose to collect the data directly. The Board may also work with outside parties when appropriate to identify potential respondents (e.g., networks of community groups or researchers) and to collect data.