

Consumer Financial Protection Bureau Publications Customer Satisfaction Survey vFinal

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Survey Introduction Page

Welcome to the Consumer Financial Protection Bureau (CFPB) Publications Customer Satisfaction Survey.

We at the CFPB need your feedback about our publications. This online survey will tell us about what is working, what could be improved, and what direction you would like us to take in the future to best support you in providing people with the information, steps, and tools they need to make smart financial decisions.

We understand that your resources may be constrained because of the many closures and other precautions being taken to limit the spread of COVID-19. Under these circumstances, we are grateful for any amount of time you can spare to answer our survey. We estimate it will take approximately 10-12 minutes to complete it. This survey is authorized by the Office of Management and Budget Control No. 1090-0007 which expires September 30, 2021. Your responses will remain anonymous and stored on a secure server. A third party, CFI Group, is managing the entire data collection process. Please be completely candid.

Click “next” below to begin the survey.

If you have any questions or feedback regarding the survey, please email FinancialEducation@cfpb.gov

If you require technical assistance with the survey, please email SurveyHelp@cfigroup.com.

Privacy Notice:

The information you provide through your response to CFI Group (“CFI”) will assist the study sponsor, the Consumer Financial Protection Bureau (“CFPB”) to evaluate CFPB financial education materials.

No personally identifiable information (PII) will be collected.

Participation in this survey is voluntary and you may withdraw from participation at any time.

Screener Questions

S1. How familiar are you with the publications provided by the Consumer Financial Protection Bureau (CFPB)?

1. Very familiar
2. Somewhat familiar
3. Not at all familiar [**Go to TERMINATE-Screener**]

TERMINATE: Thank you for your willingness to participate in this survey. In this survey, we are seeking feedback from people familiar with CFPB publications, so we have no further questions for you at this time.

S2. When was the last time you ordered any publications from CFPB?

1. Within the past month
2. Within the past six months
3. Within the past year
4. Not recently (more than 18 months ago) [**Go to TERMINATE-Screener**]

TERMINATE - Screener: Thank you for your willingness to participate in this survey. In this survey, we are seeking feedback from people with more recent experiences using CFPB's publications, so we have no further questions for you at this time.

Use of CFPB Publications and Resources

U1. For how long have you been using CFPB publications to support the work you do?

1. Less than one year
2. One to two years
3. Three to five years
4. More than five years

U2. How, if at all, have the publications available through CFPB changed over time?

1. Greatly improved
2. Somewhat improved
3. About the same
4. Somewhat worse
5. Much worse

U3. Why do you feel CFPB publications are [INSERT U2 RESPONSE]?
[OPTIONAL]

U4. How often do you typically order or download publications from CFPB?

1. Weekly
2. Monthly
3. Quarterly
4. Twice per year
5. Once per year
6. Less than once per year [Go to TERMINATE – Use]

TERMINATE - Use: Thank you for your willingness to participate in the survey. In this survey we are seeking feedback from people who frequently use CFPB publications, so we have no further questions for you at this time.

U5. How do you typically acquire CFPB publications?

1. Order online from the publication ordering page
2. Retrieve or download online
3. Other (please specify)

Please indicate how often you order the following:

Topics/Publication Categories	Regularly	Sometimes	Never
U6. Accounts (Checking and Savings)			
U7. Credit (Cards, Reports, Scores)			
U8. Managing Someone Else's Money			
U9. Money as You Grow			
U10. Money Management (Debt, Saving, Spending)			
U11. Money Smart for Older Adults			
U12. Mortgages (Homebuying, Financing, Foreclosure)			
U13. Newcomer's Guides to Managing Money			
U14. Placemats			
U15. Saving at Tax Time			
U16. Servicemembers and Veterans			
U17. Your Money, Your Goals			
U18. Youth Financial Education			

U19. What topics or publication categories currently not available through CFPB do you think are needed? [OPTIONAL]

U20. What other CFPB resources or tools do you use?

1. Audio files
2. Videos
3. Podcasts
4. Interactive calculators (financial well-being scale, buying a house, planning for retirement, etc.)
5. Other (please specify)

U21. How, if at all, has the COVID-19 pandemic impacted the way you use CFPB publications? [OPTIONAL]

CFPB Ordering Process



O1. When ordering publications on the CFPB ordering website ((<https://pueblo.gpo.gov/CFPBpubs/CFPBpubs.php>)) what information do you need to determine which ones best meet your needs or the needs of the people you serve?

1. Publication date
2. Brief description of the content
3. Image of the publication
4. Audience targeted by materials
5. Other (please specify)

O2. [Ask if U5 = 1, otherwise go to C1] Thinking about the *online ordering process* for CFPB publications at the publications ordering page, please rate each of the following on a 10-point scale, where “1” means “poor” and “10” means “excellent.”

1. Ease of navigating the website to locate documents

2. Relevance of search functionality
3. Ease of previewing the publication prior to ordering
4. Ease of ordering online

[DK/NA FOR EACH]

- O3. **[Ask if U5 = 1, otherwise go to C1]** Thinking about the service you received after ordering, please rate each of the following on a 10-point scale, where “1” means “poor” and “10” means “excellent.”

[ROTATE]

1. Timeliness of getting your order
2. Order being filled correctly
3. Order arriving in a usable condition

[DK/NA FOR EACH]

- O4. **[Ask if U5 = 2 otherwise go to C1]** Thinking about the publications *print on demand process* at the publication ordering page, how would you rate the following on a 10-point scale, where “1” means “poor” and “10” means “excellent.”

1. Ease of navigating the website to locate documents
2. Relevance of search functionality
3. Description or preview of the publication
4. Ease of downloading the publication
5. How well the document prints for you

[DK/NA FOR EACH]

Content

- C1. Next, thinking about *the content* of CFPB publications, please rate them on each of the following, using a 10-point scale where “1” means “poor” and “10” means “excellent.”

[ROTATE]

1. Providing credible information
2. Providing information suitable for the people we serve
3. Providing information that is comprehensive and complete
4. Providing unbiased information
5. Providing relevant information
6. Providing information written in a useful and understandable way
7. Providing information we are confident using

[DK/NA FOR EACH]

- C2. What recommendations do you have to improve the content of CFPB publications?
[OPTIONAL]

Publication Format/Access

FOR1. In which of the following formats do you order or use CFPB publications? (Choose all that apply) **[MULTI-SELECT]**

1. Printed
2. PDF
3. E-Reader
4. Read Online

FOR2. Which of the following CFPB publication formats do you use most often?

[POPULATE WITH RESPONSE OPTIONS SELECTED IN FOR1; SINGLE SELECT]

1. Printed
2. PDF
3. E-Reader
4. Read Online

FOR3. Why do you use **[INSERT FOR2 RESPONSE]** most often?

[IF FOR1 IS 2, 3, or 4, ASK FOR4; OTHERWISE SKIP TO FOR5]

FOR4. Using a scale of 1 to 10, where 1 is "Poor" and 10 is "Excellent", how would you rate the accessibility of electronic-format publications for people with low vision or using screen readers or assistive technology?

FOR5. In what other languages are CFPB publications needed to help the people you serve?
[OPTIONAL]

Thinking generally about *the format* of CFPB publications, and using a scale from 1 to 10, where 1 is "Poor" and 10 is "Excellent," please rate CFPB on the following:

[RANDOMIZE ORDER]

- FOR6. Informational booklet
- FOR7. Bookmark
- FOR8. E-Pub
- FOR9. Brochure or fact sheet
- FOR10. Worksheet
- FOR11. Placemat
- FOR12. Poster
- FOR13. Toolkit

Printing/Technical Quality

P1. Thinking about the *quality* of CFPB publications, please rate it on each of the following using a 10-point scale where “1” means “poor” and “10” means “excellent.”

[ROTATE]

1. Ease of reading (that is, format, font size and spacing of text)
2. Clarity of graphics, pictures and tables
3. Error free printing
4. Quality of the paper and binding

[DK/NA FOR EACH]

Compared to Other Publications

O1. From what other sources do you obtain publications aimed at educating the public on money matters? Select all that apply.

1. Banks
2. Credit unions
3. Financial planning organizations
4. Community groups
5. State or local organizations
6. State or local government entities
7. Other (please specify)

O1a. Please rank these sources based on which you use most, giving the most used source a value of 1, the second most a value of 2 and the third most a value of 3.

[ONLY RESPONSES CHOSEN IN O1 WILL BE SHOWN]

O2. How would you compare CFPB publications compared to the other publications you have used? Would say CFPB publications are:

O2a **[NUMBER 1 RANKED SOURCE FROM O1a]**

O2b **[NUMBER 2 RANKED SOURCE FROM O1a]**

O2c **[NUMBER 3 RANKED SOURCE FROM O1a]**

[Scale for grid]:

1. Much better
2. Somewhat better
3. About the same
4. Somewhat worse
5. Much worse

[DK/NA FOR EACH]

O3. In what ways, if at all, do the other publications you have used better meet your needs?

[OPTIONAL]

- O4. How important is it that CFPB publications come from a government entity versus a commercial financial institution?
1. Very important
 2. Somewhat important
 3. Neither important or unimportant
 4. Somewhat unimportant
 5. Not at all important

Satisfaction with CFPB Publications

CSI1. Using a 10-point scale where "1" means "very dissatisfied" and 10 means "very satisfied," please rate your *overall satisfaction* with CFPB publications.

[DK/NA FOR EACH]

CSI2. Considering all of your expectations, to what extent has CFPB publications fallen short of your expectations or exceeded your expectations? Use a 10-point scale where "1" now means "fallen short of your expectations" and "10" means "exceeded your expectations."

[DK/NA FOR EACH]

CSI3. Next, imagine an ideal publication, how well do you think CFPB publications compare to ideal publications? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[DK/NA FOR EACH]

Outcome Measures

OM1. On a 10-point scale where "1" means "very unlikely" and "10" means "very likely," how likely are you to recommend CFPB publications to others?

[DK/NA FOR EACH]

OM2. On a 10-point scale where "1" means "very unlikely" and "10" means "very likely," how likely are you to return to the CFPB website when you need publications in the future?

OM3. Using a scale from 1 to 10, where 1 means "Not at all" and 10 means "A great deal," to what extent has your experience with CFPB publications changed the way you serve and educate your clients?

Respondent Background Questions

ROLE. What best describes your role within the organization? Select all that apply

1. Librarian
2. Financial educator (of adult clients)
3. K-12 financial educator
4. Social worker or other service provider (other than financial education)
5. Credit counselor
6. Housing counselor
7. Financial coach

8. Financial planner
9. Program manager
10. Other, please specify

ORG. What best describes your organization? Select all that apply

1. Public library
2. Financial institution
3. Faith-based organization
4. Housing organization
5. Credit building organization
6. Nonprofit community development organization
7. U.S. federal government
8. Local or state government
9. College, university or trade school
10. K-12 school or program
11. Other, please specify

SIZE. Approximately how many clients do you serve annually?

1. 25 or less
2. 26 to 50
3. 51 to 200
4. 201 to 500
5. More than 500

POP. Which of the following populations do you serve? Select all that apply

1. Adults
2. Children and youth
3. Low income or economically vulnerable families and individuals
4. Elderly
5. Students
6. Military service members or veterans

Close

SUGGEST. What suggestions do you have for CFPB to improve your satisfaction with its publications? **[OPTIONAL]**

Thank you for taking the time to complete this survey. Please click "finish" to submit your responses and exit the survey.