

**Supporting Statement Part B for the  
Board Public Website Usability Surveys  
(FR 3076; OMB No. 7100-0366)**

**Summary**

For all information collections that involve surveys or require a statistical methodology, the Board of Governors of the Federal Reserve System (Board) is required to provide a complete justification and explanation of the use of such a methodology. For collections that employ surveys without such a methodology, the Board should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. Data collection methods and procedures will vary. However, the primary purpose of this collection will be for internal management purposes. There are no plans to publish or otherwise release this information.

**Background**

The FR 3076 is used to gather qualitative and quantitative information directly from users or potential users of the Board's website such as the Congress, other government agencies, the public, economic educators, economists, financial institutions, financial literacy groups, and community development groups and more. Participation is voluntary.

Web pages about which the Board will seek information may include press releases, data releases and downloads, reports, supervision manuals, brochures, new web pages, audio, video, and use of social media. 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.

As FederalReserve.gov continues to evolve, the Board may seek input from users or potential users of Board's public website on questions such as the following:

- Did you find the content and layout relevant and of value?
- How did you find the content you were looking for?
- Was the navigation useful?
- How did you learn about the content?
- How did you access the content? (e.g.: paper copy distributed at an event, online, or mobile device). If online or through a mobile device, was the document printed, viewed on a tablet, or on a computer screen?
- What suggestions do you have for improving the format and appearance of online presentation? (e.g.: readability - font size, charts, and graphs; organization of information; and navigating - indexing, search tools, and links)
- What other information would be of value to enhance the online tool or information?

## **Universe and Respondent Selection**

The activities under this clearance may involve samples of self-selected clients, as well as convenience samples and quota samples. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual survey and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys and focus groups will be used by program managers to change or improve programs, products, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

## **Procedures for Collecting Information**

The Board will conduct qualitative and quantitative surveys. 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, e-mails, or a combination of these methods. The Board may choose to contract with an outside vendor to conduct focus groups, interviews, or surveys; or the Board may choose to collect the data directly.

## **Methods to Maximize Response**

Information collected under this clearance will not yield generalizable quantitative findings. It can provide useful respondent input, but it does not yield data about respondent opinions that can be generalized.

## **Testing of Procedures**

There will be no testing of procedures.

## **Contacts for Statistical Aspects and Data Collection**

When appropriate, the Board will obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys. This statistical expertise will be available from agency statisticians or from contractors and the Board will include the names and contact information of persons consulted in the specific information collection requests submitted under this clearance.