

**Supporting Statement Part B for the
Surveys of Consumer and Community Affairs Publications and Resources
(FR 1378; OMB No. 7100-0358)**

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.

Background

The Board conducts consumer-focused research, implements statutory requirements, and facilitates community development. These activities promote a fair and transparent consumer financial services market, including for traditionally underserved households and neighborhoods.

As a part of the Board's work, the Board shares information on emerging community development, consumer finance, and consumer compliance issues and trends. The Board also provides information on community development and stabilization practices from across the nation and on tools available to practitioners and policymakers to aid local efforts. The Board reports on findings from (1) outreach, conferences, monitoring efforts, and qualitative and quantitative data collections, (2) the review of research conducted by outside individuals and organizations, and (3) applied research using a variety of data sources and methods. The Board relays this information through the Board's public website, conferences, printed publications, and other media—such as podcasts, video, and data visualizations.

The Board uses this collection to seek input from users or potential users of the Board's publications, resources, and conference materials to (1) understand their interests and needs, (2) inform decisions concerning content, design, and dissemination strategies, (3) gauge public awareness of its publications and resources, and (4) assess the effectiveness of its communications with various respondents.

Universe and Respondent Selection

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 materials, such as consumers (consumer surveys) and stakeholders (stakeholder surveys). Stakeholders may include, but are not limited to, nonprofits, community development organizations, consumer groups, conference attendees, financial institutions and other financial companies offering consumer financial products and services, other for profit companies, state or local agencies, and researchers from academic, government, policy, and other institutions.

Procedures for Collecting Information

The surveys in this collection are used to gather information from users or potential users of Board publications, resources, and conference material.

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 related to such publications and resources may include: general input on users' interests and needs; the relevance of the content; feedback on website navigation and layout, distribution channels, or other factors that may affect the ability of users to locate and access content online; feedback on the length and nature of the discussion; 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 materials may include the information that is generated by and distributed to attendees and users during or after the event. Information gathered related to conference materials may 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.

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 and/or stakeholders are region specific.

Additionally, the Board may choose to contract with an outside vendor, selected through a competitive bid, 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.

Methods to Maximize Response

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples in which estimates are published or otherwise released to the public. Information collected under this clearance will not yield generalizable quantitative findings; it can provide useful customer input, but it does not yield data about customer opinions that can be generalized.

Testing of Procedures

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers who are familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, the Board will submit the pretest instruments for review under this clearance.