

Federal Reserve Forum on Consumer Research & Testing: Tools for Evidence-based  
Policymaking in Financial Services  
Panel Three: Exploring key consumer issues

Marianne Crowe:

...surveys and collecting data, and now we're going to turn it from the perspective of the consumers themselves. And what's interesting about this panel is it's kind of an eclectic group. Everybody here is focusing on consumers in their work, but one looks at a focus on the youth, another more on the elderly perhaps, one on the under banked and the lower income, and our last guest from Paypal more broadly on all consumers of different types. So as we know that consumers are different and have different needs and issues, and we're going to hear about those this afternoon. So we'll go in the order that everybody is sitting here today, and we'll start with Betsy.