

2008 TreasuryDirect® Customer Survey Questions
11/30/07 Draft—Subject to OMB and Executive Approval

OMB No. 1535-0112

Investment Practices

1. Have you bought Treasury securities from any source in the last 2 years? (If yes, select all that apply.)

- Yes, I bought the following in the last 2 years:
 - U.S. Savings Bonds
 - U.S. Treasury Bills
 - U.S. Treasury Notes
 - U.S. Treasury Bonds
 - Treasury Inflation-Protected Securities (TIPS)
- I have bought Treasury securities, but not in the last 2 years.
- I have never bought any Treasury securities.

2. What types of financial investments do you currently own? (Select all that apply.)

- I do not currently own any financial investments.
- Treasury bills, notes, bonds, or Treasury Inflation-Protected Securities (TIPS) (If selected, ask Q. 3. If not selected, skip Q. 3)
- U.S. Savings Bonds (If selected, ask Q. 4. If not selected, skip Q. 4.)
- Bank-type products (savings, money market, certificates of deposit)
- Employer retirement savings plan (401K, TSP, ESOP, SEP, etc)
- Individual retirement savings plan (IRA, Roth IRA)
- Preferred/common stock
- Mutual funds, ETFs, etc.
- Municipal/corporate bonds, etc.
- Real estate
- Other: _____

<i>TSP – Thrift Savings Plan</i> <i>ESOP – employee stock ownership plan</i> <i>SEP – simplified employee pension</i> <i>ETF – exchange-traded fund</i>
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3. Where do you hold Treasury bills, notes, bonds, or Treasury Inflation-Protected Securities (TIPS)? (Select all that apply.)

- Broker/dealer account (mutual fund, investment company)
- Bank, S&L, or credit union account
- Retirement account
- TreasuryDirect® account
- Legacy Treasury Direct® account

4. What kind of savings bonds do you hold? (Select all that apply.)

- I have paper savings bonds.
- I have savings bonds in TreasuryDirect.

Have you ever purchased securities (or deposited funds) in TreasuryDirect? (Don't ask respondent; answer via data tables.)

- Yes, during the last two years (Populate w/Group 1) (If selected, ask Q's. 5 – 6.)
- Yes, prior to the last two years (Populate w/Groups 2 & 3) (If selected, ask Q's. 5 – 7.)
- No (Populate w/Group 4) (If selected, ask Q. 7.)

5. Approximately how much of your investment portfolio is held in TreasuryDirect?

- None
- 10% or less
- 11% to 25%
- 26% to 50%
- 51% to 75%
- 76% to 100%
- No opinion

6. Why do you hold securities in TreasuryDirect? (Select all that apply.)

- I like the safety.
- I like the convenience.
- I like the low cost of service.
- I like the quality of customer service.
- I like holding my securities in an online account.
- I like the direct-hold relationship with the U.S. Treasury (no banks or brokers are required).
- Other: _____

7. If you've not purchased securities in TreasuryDirect recently (or ever), please tell us why not? (Select all that apply.)

- I have a new account (6 months or less) and am still deciding whether to purchase.
- I have a new account (6 months or less) and will be purchasing in the near future.

- I'd rather buy U.S. Savings Bonds in paper form.
- I'd rather buy U.S. Savings Bonds through a financial institution or my employer.

- I'd rather buy Treasury securities in Legacy Treasury Direct.
- I'd rather buy Treasury securities through broker/dealer account (e.g., mutual fund, investment company).

- I don't want Treasury to withdraw funds from my checking or savings account.
- I don't buy financial products or services on the Internet.

- I prefer other investment options at this time.
- I don't find the interest rates attractive at this time.

- I don't find my TreasuryDirect account easy to use.
- Other: _____

8. How likely are you to buy securities in TreasuryDirect in the next 12 months?

- Definitely will buy (Skip Q. 9.)
- Probably will buy (Skip Q. 9.)
- Probably will not buy
- Definitely will not buy
- No opinion (Skip Q. 9.)

9. Why not? (Select all that apply.)

- I'd rather buy U.S. Savings Bonds in paper form.
- I'd rather buy U.S. Savings Bonds through a financial institution or my employer.

- I'd rather buy Treasury securities in Legacy Treasury Direct.
- I'd rather buy Treasury securities through broker/dealer account (e.g., mutual fund, investment company).

- I don't want Treasury to withdraw funds from my checking or savings account.
- I don't buy financial products or services on the Internet.

- I prefer other investment options at this time.
- I don't find the interest rates attractive at this time.

- I don't find my TreasuryDirect account easy to use.
- Other: _____

10. Would it matter to you or not if the U.S. Treasury stopped selling paper savings bonds and only sold bonds in TreasuryDirect?

- Yes
- No
- No opinion

Navigating Your TreasuryDirect Account

When was the last time you accessed your TreasuryDirect account? (Don't ask respondent; answer via data tables.)

- Within the past 6 months
- 7 to 12 months ago
- 13 to 24 months ago
- 25 to 36 months ago
- 37 to 48 months ago
- More than 48 months ago

11. Think about the times you most recently logged into your TreasuryDirect account. How easy or difficult was it to find information?

- Very easy (Skip Q's. 12 – 13.)
- Easy (Skip Q's. 12 – 13.)
- Difficult
- Very difficult
- No opinion (Skip Q's. 12 – 13.)
- Not applicable (Skip Q's. 12 – 13.)

12. What difficulty did you experience? (Select all that apply.)

- The organization of information was confusing.
- The navigational buttons, tabs, and links weren't helpful.
- It took too many clicks to reach the information.
- The instructions weren't clear.
- The Search function didn't return helpful results
- The Help function didn't help.
- The terminology wasn't clear.
- The information I'm looking for wasn't there.
- Other: _____

13. What information were you looking for? _____

14. Which of the following best describe the reasons you typically access your TreasuryDirect account. (Select up to four reasons.)

- To schedule a new purchase
- To schedule a reinvestment purchase
- To purchase a gift (savings bond)
- To update my account (banking instructions, e-mail address, etc.)
- To check interest rates
- To check the current value of my holdings
- To convert my paper savings bonds or Legacy Treasury Direct securities
- To ensure my holdings are accurately reflected
- To ensure my prescheduled purchases are made as I directed
- To reconcile any funds deposited or withdrawn with my bank statement
- To update my financial records, e.g., my portfolio or balance sheet
- I check my account on a regular schedule.
- Other: _____

Managing a TreasuryDirect Account

Based on your most recent experiences with TreasuryDirect, please indicate your satisfaction or dissatisfaction with the following:

15. Setting up your TreasuryDirect primary account.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion

16. Creating or using minor-linked accounts.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

17. Creating or using custom-linked accounts.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

18. Updating your account information (e.g., address or password).

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

19. Updating your bank information.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

Buying Securities and Other TreasuryDirect Transactions

Based on your most recent experiences with TreasuryDirect transactions, please indicate your satisfaction or dissatisfaction with each of the following:

20. Buying securities in TreasuryDirect.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

21. Buying savings bonds in TreasuryDirect to deliver as gifts.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

22. Using a repeat purchase schedule to buy securities.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

23. Reinvesting your marketable securities held in TreasuryDirect.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

24. Granting or using "Transact" or "View" rights.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

25. Transferring your securities into, out of, or among TreasuryDirect accounts.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

26. Selling your marketable securities through SellDirectSM.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable

- No opinion

27. Converting your paper savings bonds to TreasuryDirect through SmartExchange_{SM}.

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Not applicable
- No opinion

Customer Service

28. In the past 24 months, about how many times did you contact TreasuryDirect customer service for assistance?

- I did not contact customer service in the past 24 months. (Skip Q's. 29 – 32)
- 1 – 2 times
- 3 – 5 times
- More than 5 times
- No opinion (Skip Q's. 29 – 32)

29. In the past 24 months, how did you contact customer service? (Select all that apply, or check 'Don't recall.')

- E-mail
- Telephone
- Written correspondence
- Don't recall

Based on your overall experience with TreasuryDirect's customer service, how satisfied or dissatisfied are you with the...

30. Helpfulness of the customer service representative?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion

31. Promptness of the customer service?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion

32. Courtesy of the customer service representative?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion

33. You indicated you are not satisfied with the following: (Only ask if "Dissatisfied" or "Very Dissatisfied" on Q's. 15 – 32). Examples:

Updating your bank information.
Creating or using custom-linked accounts.
Courtesy of the customer service representative.

Please take a moment to explain why you are dissatisfied.

Security

34. How do the online security features in TreasuryDirect compare with other financial websites you use?

- More secure (Skip Q. 35)
- About the same (Skip Q. 35)
- Less secure
- Not applicable (Skip Q. 35)
- No opinion (Skip Q. 35)

35. Please explain why you consider them less secure:

36. How satisfied or dissatisfied are you with the current security features in TreasuryDirect?

- Very satisfied (Skip Q. 37)
- Satisfied (Skip Q. 37)
- Dissatisfied
- Very dissatisfied
- No opinion (Skip Q. 37)

37. Please explain why you are dissatisfied:

Overall Satisfaction

38. At present, taking everything into consideration, how satisfied or dissatisfied are you overall with your TreasuryDirect account?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No opinion

Potential Features

We'd like your input about possible new services and features in TreasuryDirect. Please indicate the extent to which each of the following appeals to you or not.

39. New account/security registration for retirement accounts (e.g., IRA, SEP, Keogh).

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

40. Instant messaging (live chat) for online help from a TreasuryDirect representative.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

41. Toll-free telephone number to speak with a TreasuryDirect representative.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

42. Expanded service hours for customer support from 8 a.m. to 8 p.m. ET.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

43. Automated phone service for purchases and reinvestments.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

44. Automatic online reinvestment option for marketable securities.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

45. Personal access via a PDA (Blackberry, Treo) or cell phone.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

46. Third party (account aggregator, banker, fiduciary) access to limited account information.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

47. Compatibility with financial software.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

48. Printable certificate signifying the purchase of a gift savings bond.

- Very appealing
- Somewhat appealing
- Somewhat unappealing
- Very unappealing
- No opinion

Demographics

49. What is your gender?

- Male
- Female

50. What is your age?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- Over 84

51. What is your marital status?

- Married
- Widowed
- Divorced
- Separated
- Never married

52. How many children under 18 years old live in your household?

- None
- 1
- 2
- 3
- 4 or more

53. Which best describes your current employment status?

- Full-time
- Part-time
- Retired
- Not employed

54. What is the highest level of formal education you have completed?

- High school or equivalent/GED
- Some college or trade school
- Bachelor's degree (4 years)
- Graduate or post-graduate degree
- Other: _____

55. What is your gross (pre-tax) annual household income?

- Under \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 to \$499,999
- \$500,000 to \$999,999
- \$1 million or more

56. Please feel free to give your suggestions about how TreasuryDirect could be improved. For instance, think about potential features or changes to existing features. _____

PRIVACY ACT AND PAPERWORK REDUCTION ACT NOTICE. The collection of information you are requested to provide on this questionnaire is authorized by Executive Order 12862, Setting Customer Service Standards. The purpose of requesting the information is to ensure that the Federal Government provides quality service to the American people. It's voluntary that you provide the requested information. Information concerning you, your securities holdings, and transactions is considered confidential under Treasury regulations (31 CFR Part 323) and the Privacy Act. However, a routine use of this information includes disclosure to agents and contractors who assist us in the management of the public debt.

We estimate the time required to fill out this questionnaire will average 8.5 minutes. However, you are not required to provide information requested unless a valid OMB control number is displayed on the form. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing the response time, to the Bureau of the Public Debt, Forms Management Officer, Parkersburg, WV 26106-1328.

