



BPD Design and Name Concept Quantitative Survey
Initial Draft
July 25, 2011

Objective

Measure the imagery and perceptions created by alternative designs under consideration for use as the TreasuryDirect logo.

Method

This study will be conducted online using the Research Now panel. A total of 300 interviews will be completed in the U.S. among a cross-section sample of the U.S. online population. Appropriate weighting will be applied to the final sample as needed to ensure the distribution is representative of the U.S. online population in terms of age, gender and race. The survey instrument will be about 15 minutes in length.

Survey Outline

- **Section A- Screener:** This section is designed to identify the appropriate individuals to include in the study and to obtain a preliminary compilation of financial product ownership. Key demographic characteristics for monitoring quotas are also included here.
- **Section B- Savings products and habits:** This section is meant to provide context for the focus on savings bonds. There's a particular focus on discerning the 401K connections – to isolate employees who may not have 401K available.
- **Section C- Savings bond awareness, ownership and purchase:** This portion of the survey instrument collects the core metrics on awareness and ownership by channel. It is meant to discover anyone who has a current or past connection to savings bonds and it probes conversion and some of the thought processes as well.
- **Section D- TreasuryDirect Statement assessment:** Three or more statements will be viewed and rated on first a sequential monadic basis and then as a side-by-side comparison. Ratings are based on perceptual dimensions that are relevant to the role of each statement in representing the U.S. Treasury.
- **Section E- TreasuryDirect Logo assessment:** The three logo candidates are viewed and rated on first a sequential monadic basis and then as a side-by-side comparison. Ratings are based on perceptual dimensions that are relevant to the role of the logo in representing the U.S. Treasury.
- **Section F- Demographics:** This final section of the questionnaire will gather additional demographic characteristics of the respondents that will be used to identify and analyze subgroups.

make sense.

SECTION A: SCREENER

INTRO LANGUAGE: *Welcome to our survey. We greatly appreciate your willingness to provide your time and honest feedback to our questions.*

1. What is your age? **[TERMINATE LESS THAN 18]**
DROP DOWN MENU, TERMINATE IF LESS THAN 18, LAST OPTION IS "90 AND OVER"
2. What is your gender?
 - a. Male
 - b. Female
3. In which state do you reside? _____ (drop down a list of states) (MUST RESIDE IN THE U.S. TO CONTINUE)
4. Which of the following best describe your race? (Select all that apply.)
 - a. Asian or Pacific Islander
 - b. Black
 - c. White
 - d. American Indian or Alaskan Native
 - e. Other (specify) _____
5. Do you consider yourself to be of Hispanic origin?
 - a. Yes
 - b. No
6. What was your total household income for 2010 (before taxes)?
 - a. Under \$15,000
 - b. \$15,000 to \$29,999
 - c. \$30,000 to \$39,999
 - d. \$40,000 to \$49,999
 - e. \$50,000 to \$59,999
 - f. \$60,000 to \$74,999
 - g. \$75,000 to \$99,999
 - h. 100,000 to \$149,999
 - i. \$150,000 to \$199,999
 - j. \$200,000 or more
 - k. Don't know / Prefer not to say
7. Which one of the following **best** describes your current employment status?
 - a. Employed full time
 - b. Employed part time
 - c. Self-employed

- d. Not employed, but looking for work
 - e. Not employed and not looking for work
 - f. Retired
8. Which of the following best describes how financial decisions are made in your household? (Select only one response.)
- a. I make all the financial decisions alone.
 - b. I am involved equally in financial decisions with my spouse/partner.
 - c. I am slightly involved in the financial decisions in my household.
 - d. I am not involved in the financial decisions in my household. **[TERMINATE]**

SECTION B: SAVINGS PRODUCTS AND HABITS

INTRO LANGUAGE: *We are now interested in learning about some of your other savings and investment activities.*

9. For each of the following financial products, please indicate whether you personally have one now, have had in the past or never had. (DO NOT RANDOMIZE A-E)

HORIZONTAL SCALE:

- 1. Have now
 - 2. Had in the past but don't have now
 - 3. Never had
 - 4. Don't know
-
- A. Bank checking account
 - B. Employer sponsored retirement account (401(k) or similar)
 - C. Non-employer sponsored retirement account (IRA, Roth IRA or similar)
 - D. U.S. Savings Bonds
 - E. Treasury bills, notes or bonds or TIPS (Treasury Inflation-Protected Securities)
 - F. None of these (if selected, A-E cannot be selected)
 - G. Don't know what type of accounts I have (if selected, A-E cannot be selected)
- [TERMINATE]**

[IF DON'T KNOW IS SELECTED FOR EACH ITEM, ALSO TERMINATE]

SECTION C: TREASURY INSTRUMENT AWARENESS, OWNERSHIP AND PURCHASE

10. Focusing just on U.S. Savings Bonds, which of the following best describes your level of familiarity?
- a. Very familiar with savings bonds
 - b. Moderately familiar with savings bonds
 - c. Slightly familiar with savings bonds
 - d. Not at all familiar with savings bonds

BASED ON OWNERSHIP IN Q9D, ASK ONLY CURRENT OWNERS Q11, ALL OTHERS SKIP TO Q. 13

11. When was the last time you purchased a savings bond for yourself or for someone else: (ONE ANSWER ONLY)
- a. In the last year
 - b. One to five years ago
 - c. More than five years ago
 - d. Never
- SKIP TO Q13

12. Where did you purchase the savings bond(s)? (Select all that apply. Must select at least one)
- a. From a bank or credit union
 - b. Through an employer payroll deduction plan
 - c. Directly from the U.S. Treasury online (TreasuryDirect.gov)
 - d. Through IRS tax refund

13. **(ASK ALL)** How likely are you to purchase savings bonds in the next few years:

- 1. Very unlikely to purchase SKIP TO Q15
- 2. Somewhat unlikely to purchase SKIP TO Q15
- 3. Somewhat likely to purchase ASK Q14
- 4. Very likely to purchase ASK Q14
- 5. Don't know SKIP TO Q15

ASK Q14 FOR THOSE SOMEWHAT/VERY LIKELY TO PURCHASE, OTHERWISE SKIP TO Q15

14. Where would you most likely purchase savings bonds? (Select all that apply. Must select at least one.)
- a. From a bank or credit union
 - b. From an employer payroll deduction plan
 - c. Directly from the U.S. Treasury online (TreasuryDirect.gov)
 - d. Through IRS tax refund
 - e. Other (specify) _____

15. (ASK ALL) Now please consider marketable U.S. Treasury Securities [Treasury bills, notes or bonds or TIPS (Treasury Inflation-Protected Securities)]. Marketable Treasury securities differ from savings bonds in that they can be actively traded (bought or sold) at market-based prices during the life of the securities, but cannot be redeemed prior to maturity.

How likely are you to purchase marketable Treasury securities in the next few years?

- a. Very unlikely to purchase

- b. Somewhat unlikely to purchase
- c. Somewhat likely to purchase
- d. Very likely to purchase
- e. Don't know

SECTION D: TREASURYDIRECT STATEMENT ASSESSMENT

TreasuryDirect is an online program by which individuals can set up accounts to purchase U.S. Savings Bonds as well as other U.S. Treasury securities (like Treasury bills and notes) directly from the U.S. Treasury. The system allows you to conduct many transactions online – you can purchase and reinvest securities, schedule payments, and perform account maintenance from your computer.

We have identified a few phrases that might be used to describe TreasuryDirect. Please indicate what impressions these statements make on you personally. Take a minute to read the statement below and answer the questions that follow it.

[SHOW STATEMENT 1 - Statement will remain on screen through the series of questions]

16. Please select a number from 1 to 7 to rate each statement below.

A. How well does this statement fit as a way to describe TreasuryDirect?	Does not fit very well 1	2	3	4	5	6	Fits very well 7
B. How much would you say you like this statement in describing a way for you to buy, hold or save U.S. Savings Bonds, Treasury bills or notes?	I do not like this statement at all 1	2	3	4	5	6	I like this statement very much 7
C. How clear is this statement in describing a way to save that is offered by the U.S. Treasury?	Not at all clear 1	2	3	4	5	6	Very clear 7
D. How unique is this statement in describing a way to save?	Not at all unique 1	2	3	4	5	6	Very unique 7

17. What ideas does this statement suggest to you? Please place a check mark next to each statement or word that you feel describes the statement. (check all that apply) (RANDOMIZE)

- a. Convenient
- b. Easy
- c. Safe
- d. Patriotic
- e. For someone like me
- f. Sophisticated
- g. Simple
- h. Smart
- i. Flexible
- j. Secure
- k. Trusted
- l. Familiar
- m. Affordable
- n. None of the above [EXCLUSIVE – IF SELECTED, A TO L CANNOT BE SELECTED]

[REPEAT FOR ALL OTHER STATEMENTS]

[SHOW ALL STATEMENTS AT TOP OF SCREEN CONTINUALLY AS THE NEXT TWO QUESTIONS ARE COMPLETED]

18. Looking again at the statements you have just considered, please rank them in terms of being appealing to you. Place the letters associated with the images from most appealing on the left to least appealing on the right.

This statement is the most appealing	This statement is in between	This statement is the least appealing

[THIS WIL BE EXPANDED TO ACCOMMODATE THE NUMBER OF STATEMENTS INCLUDED]

19. Looking again at all of the statements, please rank them in terms of being an appropriate description of the U.S. Treasury. Place the letters associated with the statements from most appropriate on the left to least appropriate on the right.

This statement is the most appropriate	ï	This statement is the least appropriate

**[THIS WILL BE EXPANDED TO ACCOMMODATE THE NUMBER OF STATEMENTS INCLUDED]
SECTION E: TREASURYDIRECT LOGO ASSESSMENT**

Now we would like you to look at and tell us your impressions of some images that are being considered to represent TreasuryDirect. Please look at the image below and answer the questions that follow it.

[SHOW LOGO 1 - Logo will remain on screen through the series of questions]

20. Please select a number from 1 to 7 to rate each image.

A. How well does this image fit as a way to describe TreasuryDirect?	Does not fit very well 1	2	3	4	5	6	Fits very well 7
B. How much would you say you like this image in describing a way for you to buy, hold or save U.S. Savings Bonds, Treasury bills or notes?	I do not like this image at all 1	2	3	4	5	6	I like this image very much 7
C. How clear is this image in describing a way to save that is offered by the U.S. Treasury?	Not at all clear 1	2	3	4	5	6	Very clear 7
D. How unique is this image in describing a way to save?	Not at all unique 1	2	3	4	5	6	Very unique 7

21. What ideas does this image suggest to you? Please place a check mark next to each statement or word that you feel describes the image. (check all that apply) (RANDOMIZE)

- a. Convenient
- b. Easy
- c. Safe
- d. Patriotic
- e. For someone like me
- f. Sophisticated
- g. Simple
- h. Smart
- i. Secure
- j. Trusted
- k. Familiar

- l. Affordable
- m. None of the above [EXCLUSIVE – IF SELECTED, A TO L CANNOT BE SELECTED]

[REPEAT FOR ALL OTHER LOGOS]

[SHOW ALL LOGOS AT TOP OF SCREEN CONTINUALLY AS THE NEXT TWO QUESTIONS ARE COMPLETED]

22. Looking again at all three of these images, please rank them in terms of being appealing to you. Place the letters associated with the images from most appealing on the left to least appealing on the right.

This image is the most appealing		This image is the least appealing

[THIS WILL BE EXPANDED TO ACCOMMODATE THE NUMBER OF LOGOS INCLUDED]

23. Looking again at all three of these images, please rank them in terms of being an appropriate representation of the U.S. Treasury. Place the letters associated with the images from most appropriate on the left to least appropriate on the right.

This image is the most appropriate		This image is the least appropriate

[THIS WILL BE EXPANDED TO ACCOMMODATE THE NUMBER OF LOGOS INCLUDED]

SECTION F: DEMOGRAPHICS

INTRO LANGUAGE: *The following questions are for classification purposes only.*

24. What is the highest level of education you have completed or the highest degree you have received?

- a. Less than high school
- b. Completed some high school
- c. High school graduate or equivalent (e.g., GED)
- d. Completed some college, but no degree
- e. Associate's degree
- f. College graduate (Bachelor's degree)
- g. Completed some graduate school, but no degree
- h. Completed graduate school (e.g., M.S., M.D., Ph.D.)
- i. Prefer not to say

25. Thinking of all the savings and investments that you have, including retirement savings in a 401(k), 403B or similar employer sponsored retirement account, what would you estimate is the total amount of savings your household has?

- a. No savings at all
- b. Less than \$1000
- c. \$1,000 to less than \$5,000
- d. \$5,000 to less than \$10,000
- e. \$10,000 to less than \$25,000
- f. \$25,000 to less than \$100,000
- g. \$100,000 to less than \$200,000
- h. \$200,000 or more
- i. Don't know / Prefer not to say

26. What is the five-digit zip code for your home address?

(Please enter a five-digit number only (e.g., 01234).)