Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Basic rules:

- 1 This questionnaire has to match the live survey
- ${\bf 2}$ All changes to the live measure need to be tracked and archived in ${\bf one}~{\bf document}$

3 All CQ change requests have to be submitted using this document

- SRA: 1) marks up changes and submits the entire document to DOT
- DOT: 1) archives change request on separate tab
 - 2) implements change(s)
 3) updates the document to reflect all implemented changes in the "clean" questionnaire SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

FDIC Applications V3

MID:

Partitioned (Y/N)?Y NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research. **Date:**

	Model questions u	ıtiliz
MOLahal	ELEMENTS (drivers of satisfaction)	
MQ Label	FDIC Information (1=Poor, 10=Excellent, Don't Know)	
FDIC Information - Thoroughnes s	Please rate the thoroughness of information on this site.	
FDIC Information - Understandab Ie	Please rate how understandable the information is on this site.	
FDIC Information - Answers	Please rate how well site information provides answers to your questions.	
	Functionality (1=Poor, 10=Excellent, Don't Know)	
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.	
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.	
Functionality - Variety	Please rate the variety of website tools on this site.	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)	
Look and Feel - Appeal	Please rate the visual appeal of this site.	
Look and Feel - Balance	Please rate the balance of graphics and text on this site.	
Look and Feel - Readability	Please rate the readability of the pages on this site.	
	Navigation (1=Poor, 10=Excellent, Don't Know)	
Navigation - Organized	Please rate how well the site is organized .	
Navigation - Options	Please rate the options available for navigating this site.	
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.	
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.	
	Online Transparency (1=Poor, 10=Excellent, Don't Know)	
Online Transparency - Disclose	Please rate how thoroughly this site discloses information about what this agency is doing.	
Online Transparency - Quick	Please rate your perception of how quickly agency information is made available on this site.	

- Access	Please rate how well information about this agency's actions can be accessed by the public on this site.	
	Site Performance (1=Poor, 10=Excellent, Don't Know)	
Site Performance - Loading	Please rate how quickly pages load on this site.	
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.	
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.	

	Applications V3	
e the ACSI i	methodology to determine scores and impa	icts
MQ Label	CUSTOMER SATISFACTION Satisfaction	MQ Label
Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return
Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	
Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend
		Primary Resource
		Trust - Best Interests Trust - Trustworthy
		Trust - Do Right
	1	

FUTURE BEHAVIORS						
Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this information system ?						
How likely are you to return to this information system?						
Recommend (1=Very Unlikely, 10=Very Likely)						
How likely are you to recommend this information system to						
someone else?						
Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this information system as your primary						
resource for gathering information about the FDIC or the banking						
industry?						
Trust (1=Strongly Disagree, 10=Strongly Agree)						
I can count on this agency to act in my best interests.						
I consider this agency to be trustworthy.						
This agoney can be trusted to do what is right						
This agency can be trusted to do what is right.						



ntent (1=Poor, 10=Excellent, Don't Know) ase rate the perception of accuracy of information on this site		
ase rate the perception of accuracy of information on this site	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
	24 What is your overall satisfaction with this information system?	27 How likely are you to return to this information system?
ase rate the quality of information on this site.	25 How well does this information system meet your expectations?	Recommend (1=Very Unlikely, 10=Very Likely)
ase rate the freshness of content on this site.	26 How does this information system compare to your idea of an ideal information system?	28 How likely are you to recommend this information system to someone else?
nctionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
ase rate the usefulness of the features provided on this site.		29 How likely are you to use this information system as your prima resource for gathering information about the FDIC or the bankin industry?
ase rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
ase rate the variety of features on this site.		30 I can count on this agency to act in my best interests.
ok and Feel (1=Poor, 10=Excellent, Don't Know)		31 consider this agency to be trustworthy.
ase rate the visual appeal of this site.		32 This agency can be trusted to do what is right.
ase rate the balance of graphics and text on this site.		
ase rate the readability of the pages on this site.		
vigation (1=Poor, 10=Excellent, Don't Know)		
ase rate how well the site is organized.		
ase rate the options available for navigating this site.		
ase rate how well the site layout helps you find what you an king for.		
ase rate the number of clicks to get where you want on this s	ite.	
line Transparency (1=Poor, 10=Excellent, Don't Know)		
ase rate how thoroughly this website discloses information but what this agency is doing.		
ase rate how quickly agency information is made available or swebsite.	n	
ase rate how well information about this agency's actions can b cessed by the public on this website.	e	

FDIC Applications V3

MID:

Date: 5/6/2010

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
ACQwil0012243		Which of the following web applications did you use today?	Bank Find		Checkbox, one-up vertical	Multi	У
		(Select all that apply)	Institution Directory	1			,
			Summary of Deposits	1			
			Statistics on Depository Institutions	1			
			Statistics on Banking	1			
			Historical Statistics on Banking	1			
			Other	1			
CWS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	У
			Daily	1			
			Weekly	_			
			Several times a month				
			About once a month				
			Quarterly				
			A few times a year or less				
CWS04375		Which of these best describes you?	Analyst/Researcher		Radio button, one-up vertical	Single	У
			Asset Buyer/Investor	1			
			Banker	1			
			Bank Regulator/Government Employee	1			
			Bank Customer/Consumer/Depositor	1			
			Lawyer	1			
			Student	1			
			Other	А			
CWS04376	-	If answered "Other" above, what other role best describes you? (<i>Please specify</i>)			Text area, no char limit		n
CWS04377		What is your primary reason for visiting the site today?	Get current FDIC news & information		Drop down, select one	Single	У
			Learn about FDIC	1			
			Review banking laws & regulations	1			
			Get information on deposit insurance				
			Learn about FDIC Programs	1			
			Find reports & statistics				
			Find financial product information	1			
			Read announcements & alerts	1			
			Find information about financial institutions	с			
			Review upcoming conferences & events	Ť			
			Learn about careers with FDIC	1			
			Learn how FDIC examines banks	1			
			Review enforcement orders or decisions				
				-			
			Find guidelines, forms or instructions	1			
			Learn about FDIC asset sales				
			Use searchable databases				
			Use consumer assistance	-			
			Review consumer & community affairs	-			
			Review industry analysis				
			Find information about failed banks				
			Other	В			
CWS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N

FDIC Applications V3

MID:

Date: 5/6/2010

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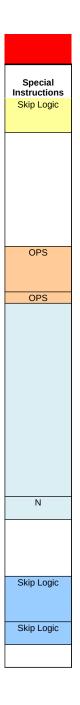
FDIC Applications V3 CUSTOM QUESTION LIST

QID CWS04379 CWS04380	Logic Label		Answer Choices			Single or	
CW504379				Chim to	Turne (coloct from list)		Required
		Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
	В	If answered "Other" above, what is your other primary reason for visiting? (<i>Please specify</i>)					n
		ior visiting? (Flease specify)			Tout area no shar limit		
CWS04380		line de commune dis la clusion information, en this site.			Text area, no char limit	Cinala	
(L		How do you primarily look for information on this site?	Used the SEARCH function		Chaelchev, and un vertical	Single	У
				_	Checkbox, one-up vertical		
			Navigation Menu	_			
			Links within the page	_			
			Use Quick Links by User	_			
			Use the Contact Us link	_			
			Use the HELP link				
			Use the Site Map				
			Send an email through the "Contact Us" email function				
			Call the 1-800 number				
CWS04381		Did you find the information that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y
			No	в			
			Partially	B			
CWC04202	В	Discos tell us what an addically wars you looking for?		P	Tout area no shor limit		
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit	Circula	Y
EDO03712		Please select the top factor that brought you to the site today.	Message/recommendation from a friend on a social network		Radio button, one-up vertical	Single	ř
			Video I saw on YouTube	_			
			Internet blogs or discussion forums	-			
			Advertising on social networks (Facebook, Pinterest, Twitter)	-			
			Message directly from the company on a social network	-			
			Mobile phone text messages or alerts	-			
			Instant Message from a friend or colleague	-			
				_			
			Familiarity with site/company/brand	_			
			Promotional email(s) from the company	_			
			Search engeine results	_			
			Word of mouth recommendation from someone I know	_			
			TV, radio, newspaper, or magazine advertising	_			
			Internet advertising	_			
			Don't know	_			
			Other				
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text	area, no cha	r limit
CWS04384		Was the system response time for the application	Yes			Single	Y
		appropriate?					
					Radio button, one-up vertical		
			No	1			
			Partially				
CWS04385		Did you experience any browser or firewall issues while using these systems?	Yes	С	Radio button, one-up vertical	Single	Y
			No				
			Partially				
CWS04386		If 'Yes', please specify browser and firewall software.					n
011004000	С	in 103, piease specity browser and mewan sollware.			Text area, no char limit		
CWS04297		What did you like most about the interactive date and					n
CWS04387		What did you like most about the interactive data and information systems?			Text area, no char limit		n

		FDIC Applications V3 CUSTOM QUESTION LIST
		violet (bold): SKIP-LOGIC
Date:	5/6/2010	blue +>: REWORDING
MID:		pink: ADDITION
FDIC A	oplications V3	<u>underlined & italicized</u> : RE-ORDER
Model Ir	nstance Name:	r ed & strike-through : DELETE

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04388		What did you like least about the interactive data and information systems?			Text area, no char limit		n
CWS04389		Do you have any other comments or suggestions to improve our systems? (<i>Please specify</i>)			Text area, no char limit		n







FDIC Applications V2

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FDIC Applications V2 CUSTOM QUESTION LIST

	Skip					
QID	Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
ACQwil0012243	Laber	Which of the following web applications did you use today?	ACQwil0012243A01	Bank Find		Checkbox, one-up vertical
···· .		(Select all that apply)	ACQwil0012243A02	Institution Directory	1	
			ACQwil0012243A03	Summary of Deposits	1	
			ACQwil0012243A04	Statistics on Depository Institutions	1	
			ACQwil0012243A05	Statistics on Banking	1	
			ACQwil0012243A06	Historical Statistics on Banking	1	
			ACQwil0012243A07	Other	1	
CWS04373		How frequently do you visit this site?		First time		Radio button, one-up vertical
				Daily Weekly		
				Several times a month	1	
				About once a month	1	
				Quarterly	1	
				A few times a year or less	1	
CWS04375		Which of these best describes you?		Analyst		Radio button, one-up vertical
				Analyst/Researcher	1	
				Asset Buyer/Investor	1	
				Banker	1	
				Bank Regulator/Government Employee	1	
				Bank Customer/Consumer/Depositor	1	
				Bank Regulator	1	
				Consumer/Depositor	1	
				Government Employee		
				Lawyer		
				Researcher		
				Student		
				Other	Α	
CWS04376		If answered "Other" above, what other role best describes you? (<i>Please specify</i>)				Text area, no char limit
CWS04377		What is your primary reason for visiting the site today?		Get current FDIC news & information		Drop down, select one
				Learn about FDIC		
				Review banking laws & regulations		
				Get information on deposit insurance		
				Learn about FDIC Programs		
				Find reports & statistics		
				Find financial product information		
				Read announcements & alerts		
				Find information about financial institutions	С	
				Review upcoming conferences & events		
				Learn about careers with FDIC		
				Learn how FDIC examines banks		
				Review enforcement orders or decisions		
				Find guidelines, forms or instructions		
				Learn about FDIC asset sales	-	
				Use searchable databases	-	
				Use consumer assistance		
				Review consumer & community affairs		
				Review industry analysis		

FDIC Applications V2

MID: ZggQh54px10UhMc15YZ5pg== Date: 5/6/2010 red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

FDIC Applications V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
QID	Laber	Question Text	UNL I)	Find information about failed banks	Skip to	Type (select from fist)
				Other	в	
CWS04378	С	What specific information about financial institutions were you				Text field, <100 char
	Ű	looking for?				
	В	If answered "Other" above, what is your other primary reason				
		for visiting? (Please specify)				
CWS04379						Text area, no char limit
CWS04380		How do you primarily look for information on this site?		Used the SEARCH function		
						Checkbox, one-up vertical
				Navigation Menu		
				Links within the page		
				Use Quick Links by User		
				Use the Contact Us link		
				Use the HELP link		
				Use the Site Map		
				Send an email through the "Contact Us" email function		
				Call the 1-800 number		
CWS04381		Did you find the information that you were looking for today?		Yes		Radio button, one-up vertical
				No	В	
				Partially	В	
CWS04382	В	Please tell us what specifically were you looking for?				Text area, no char limit
EDO03712		Please select the top factor that brought you to the site today.	EDO03712A001	Message/recommendation from a friend on a social network		Radio button, one-up vertical
					-	
			EDO03712A002	Video I saw on YouTube	-	
			EDO03712A003	Internet blogs or discussion forums	-	
			EDO03712A004	Advertising on social networks (Facebook, Pinterest, Twitter)	-	
			EDO03712A005	Message directly from the company on a social network	-	
			EDO03712A006	Mobile phone text messages or alerts	-	
			EDO03712A007	Instant Message from a friend or colleague	-	
			EDO03712A008	Familiarity with site/company/brand	-	
			EDO03712A009	Promotional email(s) from the company	-	
			EDO03712A010	Search engeine results	-	
			EDO03712A011	Word of mouth recommendation from someone I know	-	
			ED003712A012	TV, radio, newspaper, or magazine advertising		
			EDO03712A013	Internet advertising	-	
			EDO03712A014	Don't know	-	
ED000710			EDO03712A015 EDO03713A001	Other		Dura 1
ED003713				Message/recommendation from a friend on a social network-	-	
			ED003713A002	Video I saw on YouTube	-	
			ED003713A003	Internet blogs or discussion forums	-	
			ED003713A004	Advertising on social networks (Facebook, My Space, Twitter)	-	
			ED003713A005	Message directly from the company on a social network	-	
			ED003713A006	Mobile phone text messages or alerts		

Single or Multi	Required Y/N	Special Instructions
Multi	У	
Single	У	
Single	У	Skip Logic
	n	Skip Logic
Single	У	Skip Logic

Single or Multi	Required Y/N	Special Instructions
	N	Skip logic
	n	Skip Logic
Single	У	
Single	Y	OPS
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Single	Y	
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FDIC Applications V3

MID:

Date: 5/6/2010

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
-		Which of the following web applications did you use today?	Bank Find		Checkbox, one-up vertical	Multi	у
		(Select all that apply)	Institution Directory				
			Summary of Deposits				
			Statistics on Depository Institutions				
			Statistics on Banking				
			Historical Statistics on Banking				
			Other				
WS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	У
			Daily				
			Weekly				
			Several times a month				
			About once a month				
			Quarterly				
			A few times a year or less		Dedie butten ene un vertieel	ainala	¥
WS04374		What is your age?	17 and under 18-24		Radio button, one-up vertical	single	+
			25-34 35-44				
			4 5-5 4				
			55-64				
			65 and over				
WS04375		Which of these best describes you?	I prefer not to respond		Dedie hutten ene un vertieel	Cingle	
WS04375		which of these best describes you?	Analyst		Radio button, one-up vertical	Single	У
			Asset Buyer/Investor				
			Banker				
			Bank Regulator				
			Consumer/Depositor				
			Government Employee				
			Lawyer				
			Lawyer Researcher				
			Lawyer Researcher Student				
			Lawyer Researcher	A			
WS04376		If answered "Other" above, what other role best describes you? (<i>Please specify</i>)	Lawyer Researcher Student Other	A	Text area, no char limit		n
WS04376 WS04377			Lawyer Researcher Student	A	Text area, no char limit Drop down, select one	Single	n y
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics	A		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions	A C		Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts			Single	
		you? (Please specify)	Lawyer Researcher Student Other Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions			Single	

Review enforcement orders or decisions Find guidelines, forms or instructions

FDIC Applications V3

MID:

Date: 5/6/2010

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FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
L L			Learn about FDIC asset sales				
			Use searchable databases	1			
			Use consumer assistance	1			
			Review consumer & community affairs				
			Review industry analysis	1			
			Find information about failed banks]			
			Other	В			
CWS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N
	В	If answered "Other" above, what is your other primary reason					n
		for visiting? (Please specify)					
CWS04379					Text area, no char limit		
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function			Single	У
					Checkbox, one-up vertical		
			Navigation Menu				
			Links within the page	-			
			Use Quick Links by User	-			
			Use the Contact Us link	-			
			Use the HELP link	1			
			Use the Site Map	_			
			Send an email through the "Contact Us" email function	-			
011/00 1001			Call the 1-800 number				
CWS04381		Did you find the information that you were looking for today?			Radio button, one-up vertical	Single	Y
			No	В			
			Partially	В			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		Circula
EDO03712		Please rank the top 3 factors that brought you to the site today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		 	down, selec	Single
			Video I saw on YouTube	1			
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts	4			
			Instant Message from a friend or colleague	-			
			Familiarity with site/company/brand	-			
			Promotional email(s) from the company	-			
			Search engeine results	4			
			Word of mouth recommendation from someone I know	-			
			TV, radio, newspaper, or magazine advertising	-			
			Internet advertising	-			
			Don't know	-			
EDO03713		Rank 2	Other		D	down color	Single
ED003/13		ralik z	Message/recommendation from a friend on a social network Video I saw on YouTube	-	Drop	down, selec	Single
				-			
			Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter)	-			
			Advertising on social networks (Facebook, My Space, 1 witter) Message directly from the company on a social network	1			
			Mobile phone text messages or alerts	-			
				-			
			Instant Message from a friend or colleague				

FDIC Applications V3

MID:

CWS04387

CWS04388

CWS04389

What did you like **most** about the interactive data and

What did you like **least** about the interactive data and information systems?

Do you have any **other comments or suggestions** to improve our systems? (*Please specify*)

information systems?

Date: 5/6/2010

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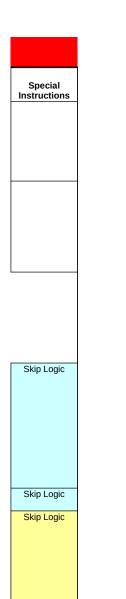
			FDIC Applications V3 CUSTOM QUESTION L	IST			
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require Y/N
			Familiarity with site/company/brand		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
			Promotional email(s) from the company	-			
			Search engeine results	_			
			Word of mouth recommendation from someone I know	-			
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
			Other				
DO03714		Rank 3	Message/recommendation from a friend on a social network		Drop	down, selec	Single
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
			Other				
DO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text	area, no cha	r limit
WS04384		Was the system response time for the application appropriate?	Yes			Single	Y
			No	-	Radio button, one-up vertical		
			Partially	1			
WS04385		Did you experience any browser or firewall issues while using these systems?	Yes	С	Radio button, one-up vertical	Single	Y
			No				
			Partially				
WS04386	С	If 'Yes', please specify browser and firewall software.			Text area no char limit		n

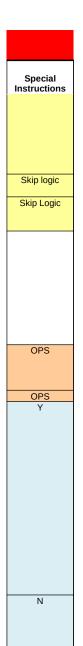
n

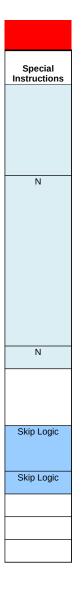
n

n

Text area, no char limit







FDIC Applications V3

MID:

Date: 5/6/2010

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			FDIC Applications V3 CUSTOM QUESTIC	ON LIST			
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require Y/N
WS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	у
						Ű	
			Daily				
			Weekly				
			Several times a month				
			About once a month				
			Quarterly				
			A few times a year or less				
WS04374		What is your age?	17 and under		Radio button, one-up vertical	single	Y
			18-24				
			25-34				
			35-44				
			45-54				
			55-64				
			65 and over				
			I prefer not to respond				
WS04375		Which of these best describes you?	Analyst		Radio button, one-up vertical	Single	У
			Asset Buyer/Investor				
			Banker				
			Bank Regulator				
			Consumer/Depositor				
			Government Employee				
			Lawyer				
			Researcher				
			Student				
			Other	Α			
WS04376		If answered "Other" above, what other role best describes you? (<i>Please specify</i>)			Text area,no char limit		n
WS04377		What is your primary reason for visiting the site today?	Get current FDIC news & information		Drop down, select one	Single	У
			Learn about FDIC				
			Review banking laws & regulations				
			Get information on deposit insurance				
			Learn about FDIC Programs				
			Find reports & statistics				
			Find financial product information				
			Read announcements & alerts				
			Find information about financial institutions	С			
			Review upcoming conferences & events				
			Learn about careers with FDIC				
			Learn how FDIC examines banks				
			Review enforcement orders or decisions				
			Find guidelines, forms or instructions				
			Learn about FDIC asset sales				
			the second se				

Use searchable databases Use consumer assistance

Review industry analysis Find information about failed banks

Other

Review consumer & community affairs

в

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Date: 5/6/2010

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FDIC Applications V3 CUSTOM QUESTION LIST

	Skip						
	Logic	Question Tout	Answer Choices	Chin to	Turne (e cle et frem liet)	Single or	Required
QID CWS04378	Label C	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N N
CVVS04378	Ľ	What specific information about financial institutions were you looking for?			Text field, <100 char		IN
	В	If answered "Other" above, what is your other primary reason for visiting? (<i>Please specify</i>)					n
CWS04379					Text area, no char limit		
CWS04379		How do you primarily look for information on this site?	Used the SEARCH function			Single	у
CW304300					Checkbox, one-up vertical	Single	у
			Navigation Menu				
			Links within the page				
			Use Quick Links by User				
			Use the Contact Us link				
			Use the HELP link				
			Use the Site Map				
			Send an email through the "Contact Us" email function				
			Call the 1-800 number				
CWS04381		Did you find the information that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y
			No	в			
			Partially	B			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
CWS04383	5	What source brought you to this site?	Search engine		Drop down, select one	Single	¥
			Bookmark/Favorite			Gingio	
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Social media network (example: Facebook, Twitter, YouTube, etc.)				
			Recommendation from friend/family/colleague				
			Other government agency				
EDO03712		Please rank the top 3 factors that brought you to the FBI website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop	down, selec	Single
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
ED00274.0		Denk 2	Other			douum l	Circola
EDO03713		Rank 2	Message/recommendation from a friend on a social network		EoreSee Re	down, selec	-

ForeSee Results - Confidential and Proprietary

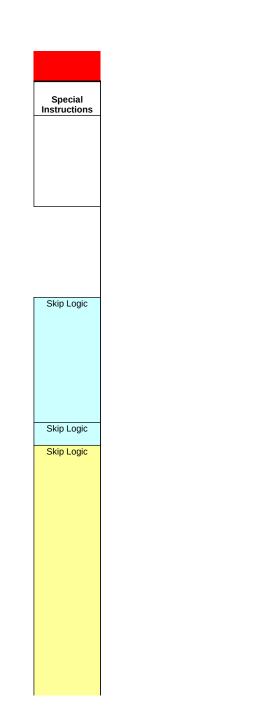
FDIC Applications V3

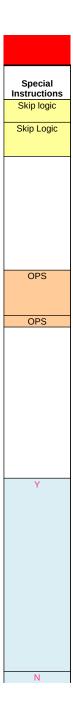
MID:

Date: 5/6/2010

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QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Q1D	Laber	Question Text	Video I saw on YouTube			indici	.,
			Internet blogs or discussion forums	-			
			Advertising on social networks (Facebook, My Space, Twitter)	-			
			Message directly from the company on a social network				
			Mobile phone text messages or alerts	-			
			Instant Message from a friend or colleague	-			
			Familiarity with site/company/brand	-			
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know	-			
			TV, radio, newspaper, or magazine advertising	-			
			Internet advertising	_			
			Don't know				
			Other				
003714		Rank 3	Message/recommendation from a friend on a social network		Dro	p down, selec	Single
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
			Other				
0003715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Tex	t area, no cha	r limit
WS04384		Was the system response time for the application	Yes			Single	Y
		appropriate?				l ů	
					Radio button, one-up vertical		
			No	-			
			Partially	-			
VS04385		Did you experience any browser or firewall issues while using these systems?	Yes	с	Dadia hutton and un vertical	Single	Y
		using these systems:	No	_	Radio button, one-up vertical		
			No Dortiolly	_			
VS04386		If 'Yes', please specify browser and firewall software .	Partially				-
	С				Text area, no char limit		n
VS04387		What did you like most about the interactive data and information systems?			Text area, no char limit		n
VS04388		What did you like least about the interactive data and					n
		information systems?			Text area, no char limit		
VS04389		Do you have any other comments or suggestions to					n
		improve our systems? (<i>Please specify</i>)			Text area, no char limit		







FDIC Applications V3

MID:

Date: 3/1/2008

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FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004444	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004444	A	Other primary reason			Text area, no char limit	Single
CQ0004444	В	What type of information were you looking for when researching products for the possible inclusion in a design ?	Spec 3D models Product application Green information Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004444	С	What type of information were you looking for when researching products for the possible inclusion in a design ?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

FDIC Applications V3

MID:

Date: 3/1/2008

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FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Other			
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature		Dedie hutten ens un vertical	Single
			Drawaa bu maatar farmat faatura		Radio button, one-up vertical	
			Browse by master format feature Other (please specify)	А		
CO0004444	A	Other reason seeking information	Other (please specify)		Text field, <100 char	Single
CQ0004444	A	Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
JQ0004444		were you able to find what you were looking for today?	No	в	Radio button, one-up ventical	Sirigie
			Not sure	C.D		
CQ0004444	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for	~ 1	Radio button, one-up vertical	Single
CQ0004444	A	Willy were you not able to find what you were looking for?	I could not find the product I was looking for		Radio button, one-up vertical	Single
			I haven't completed my search on sweets.com yet			
			The search results did not appear relevant			
			Other			
CQ0004444	В	Since you could not find what you were looking for, what do you blan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			Call Sweets.com customer service		brop down, select one	
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	Е		
			Other	-		
CQ0004444	С	Why were you not sure?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
0000000		,,	I am not sure how to find the product I am looking for			Ciligie
			Could not find the product I was looking for under the division it should be listed in			
			The search results did not appear relevant Other			
CQ0004444	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			Call Sweets.com customer service		, ,	
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	E		
			Other			
CQ0004444	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		What other sources do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
	1		Manufacturers websites			

Required Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	