### **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 Main V3 MID: TBD Partitioned (Y/N)? Y

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated a default unless otherwise specified and approved by Research.

Date:	3/26/2012
	Model questions uti
MQ Label	ELEMENTS (drivers of satisfaction)
	FDIC Information (1=Poor, 10=Excellent, Don't Know)
FDIC Information Thoroughness	<ul> <li>Please rate the thoroughness of information on this site.</li> </ul>
FDIC Information Understandable	n - Please rate how <b>understandable the information is</b> on this site.
FDIC Information Answers	n - Please rate how well site information provides answers to your questions.
	Navigation (1=Poor, 10=Excellent, Don't Know)
Navigation - Organized	Please rate how well the site is organized.
Navigation - Options	Please rate the <b>options available for navigating</b> this site.
	out Please rate how well the site layout helps you find what you are looking for.
Navigation - Clic	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.
	Site Performance (1=Poor, 10=Excellent, Don't Know)
Site Performanc Loading	
Site Performanc Consistency	e - Please rate the consistency of speed from page to page on this site.
Site Performance Errors	e - Please rate the ability to load pages without getting error messages on this site.
	Online Transparency (1=Poor, 10=Excellent, Don't Know)
Online Transparency - Disclose	Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this agency is doing.
Online Transparency - Quick	Please rate your perception of how <b>quickly agency information is made available</b> on this site.
Online Transparency - Access	Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this site.

I

# FDIC Main V3

ize the ACSI methodology to determine scores and impacts

	CUSTOMER SATISFACTION	
MQ Label		MQ Label
	Satisfaction	
Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return
Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	
Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal</b> website?	Recommend
		Primary Resource
		Trust - Best Trust - Trust - Trustworthy Trust - Do
		Pinht

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

# Model Instance Name: FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/6/2010

	FDIC Main V2 MODEL QUESTION LIST	
Model quest	tions utilize the ACSI methodology to determine scores a	and impacts
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the perception of accuracy of information on this site.	24 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this site?
2 Please rate the quality of information on this site.	25 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the <b>freshness of content</b> on this site.	26 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	28 How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		<b>29</b> How likely are you to use this site as your <b>primary resource</b> for gathering information about the FDIC or the banking industry?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		<b>30</b> I can count on this agency to <b>act in my best interests.</b>
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 I consider this agency to be trustworthy.
7 Please rate the visual appeal of this site.		32 This agency can be trusted to do what is right.
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
.0 Please rate how well the site is organized.	· · · ·	
1 Please rate the options available for navigating this site.		
L2 Please rate how well the site layout helps you find what you are looking for.		
13 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
<sup>14</sup> Please rate how thoroughly this website discloses information about what this agency is doing.		
IS Please rate how quickly agency information is made available on this website.		
In Please rate how well information about this agency's actions can be accessed by the public on this website.		
Search (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the <b>relevance of search results</b> on this site.		
18 Please rate the organization of search results on this site.		
IP Please rate how well the search results help you decide what to select.		
20 Please rate how well the search feature helps you to narrow the results to find what you want.		

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

			FDIC Main V2 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	Special Instructi ons			
EDO02686		How frequently do you visit this site?	First time		Drop down, select on	Single	у	Skip logic			
			Daily	_							
			Weekly	_							
			Several times a month	-							
			About once a month	_							
			Quarterly	_							
EDO02688		Which of these <b>best describes</b> you?	A few times a year or less Analyst/Researcher		Drop down, select on	Single	X	Skip logic			
ED002000		which of these best describes you?	Asset Buyer/Investor		biop down, select of	Drop down, select of	Julop down, select of	prop down, select or	Single	У	Skip logic
			Banker	-							
			Bank Regulator/Government Employee	-							
			Bank Customer/Consumer/Depositor								
			Lawyer								
			Student								
			Other	Α							
EDO02689	A	If answered "Other" above, what other role <b>best</b> describes you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic			
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic			
			Learn about FDIC								
			Review banking laws & regulations								
			Get information on deposit insurance								
			Research and analysis								
			Find financial product information	_							
			Find information about financial institutions	В							
			Review upcoming conferences & events								
			Learn about careers with FDIC	-							
			Learn how FDIC examines banks								

ForeSee Results - Confidential and Proprietary

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			FDIC Main V2 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	Special Instructi ons
			Review enforcement decisions and orders	_				
			Find guidelines, forms or instructions	-				
			Learn about real estate and asset sales	-				
			Use consumer assistance Review consumer & community affairs	-				
			Find information about failed banks	-				
			Other	A				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	А	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logio
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar	-				
			Links within the page	1				
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			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	-				
EDO02694		Did you <b>find the information</b> that you were looking for	Other Yes		Radio button, one-	Single	Y	OPS
20002034		today?			up vertical	Olligic		
			No	в				
			Partially	В				
EDO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site	_	Checkbox, one-up vertical	Multi	Y	Skip logio
			Links often did not take me where I expected	_				
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from	_				
			Had technical difficulties (error messages, broken links, etc.)	-				
			Could not navigate back to previous information I had a navigation difficulty not listed above:	A				
ACQCol0006404	A	Other navigation difficulty:						Skip logio
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience			Text area, no char	Single	N	Ship logic
		navigating/browsing on this site?			limit	Single		
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logio
			No	_				
		Did the search feature help you to locate what you were	Don't recall Yes		Dedie hutten	Cincila	Y	Skip logio
1000-10000001			IYES		Radio button,	Single	I Y	ISKIN IONIC
ACQCol0006391	A	looking for today?	Partially		one-up vertical	eg.e		Skip logic

FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/7/10

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			FDIC Main V2 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	Special Instructi ons
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, .wav., etc. Other improvement suggestion:	D	Radio button, one-up vertical	Single	Y	Skip logic
ACQCol0006393	D	Other search improvement suggestion:			Text area,no char limit	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area,no char limit	Single	Y	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		1	ext area,no char lim	t	N	
EDO02700		Do you use an <b>RSS news reader</b> ?	Yes No Not sure	_	Radio button, one- up vertical	Single	Y	
ED002701		What social media site do you use most often?	You Tube Twitter Facebook LinkedIn Other I don't use any	-	Drop down, select one	Single	Y	
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	А, В	Radio button, one- up vertical	Single	Y	Skip Logi
ACQCol0006396	A	What type of mobile device do you use?	Android iPhone iPad Windows Mobile Blackberry Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logi
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes No	_	Radio button, one- up vertical	Single	Y	Skip Logic

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			FDIC Main V2 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	Special Instruct ons									
EDO02686		How frequently do you visit this site?	First time		Drop down, select on	Single	у	Skip logi									
			Daily														
			Weekly														
			Several times a month														
			About once a month	_													
			Quarterly	_													
			A few times a year or less														
EDO02688		Which of these best describes you?	Analyst/Researcher		Prop down, select on	Single	У	Skip logi									
			Asset Buyer														
			Asset Buyer/Investor														
			Banker														
			Bank Regulator/Government Employee														
			Bank Customer/Consumer/Depositor														
			Auditor														
			Banking Professional														
			Bank Regulator														
			Consultant														
			Consumer/Depositor														
			Finance/Investment Professional														
			Government Employee														
			Investor														
			Lawyer														
			Sales Professional														
			Student														
			Other	А													
EDO02689	А	If answered "Other" above, what other role <b>best</b> describes you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logi									
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic									
			Learn about FDIC														
			Review banking laws & regulations														
			Get information on deposit insurance														
			Research and analysis														
			Find financial product information														
			Find information about financial institutions	В													
			Review upcoming conferences & events														
			Learn about careers with FDIC														
			Learn how FDIC examines banks														

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			FDIC Main V2 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	Special Instructi ons
			Review enforcement decisions and orders	_				
			Find guidelines, forms or instructions	-				
			Learn about real estate and asset sales	-				
			Use consumer assistance Review consumer & community affairs	-				
			Find information about failed banks	-				
			Other	A				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	А	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logio
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar	-				
			Links within the page	1				
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			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	-				
EDO02694		Did you <b>find the information</b> that you were looking for	Other Yes		Radio button, one-	Single	Y	OPS
20002034		today?			up vertical	Olligic		
			No	в				
			Partially	В				
EDO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site	_	Checkbox, one-up vertical	Multi	Y	Skip logio
			Links often did not take me where I expected	_				
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from	_				
			Had technical difficulties (error messages, broken links, etc.)	-				
			Could not navigate back to previous information I had a navigation difficulty not listed above:	A				
ACQCol0006404	A	Other navigation difficulty:						Skip logio
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience			Text area, no char	Single	N	Ship logic
		navigating/browsing on this site?			limit	Single		
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logio
			No	_				
		Did the search feature help you to locate what you were	Don't recall Yes		Dedie hutten	Cincila	Y	Skip logio
1000-10000001			IYES		Radio button,	Single	I Y	ISKIN IONIC
ACQCol0006391	A	looking for today?	Partially		one-up vertical	eg.e		Skip logic

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			FDIC Main V2 CUSTOM QUESTION LIST					Special
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Instruct ons
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip logi
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
ACQCol0006393	D	Other search improvement suggestion:			Text area,no char limit	Single	Y	Skip logio
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip logio
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		٦	ext area,no char lim	it	N	
EDO02700		Do you use an RSS news reader?	Yes		Radio button, one- up vertical	Single	Y	
			No					
			Not sure					
EDO02701		What social media site do you use most often?	You Tube	Drop down, s one	Drop down, select one	Single	Y	
			Twitter					
			Facebook					
			LinkedIn	_				
			Del.icio.us					
			Other I don't use any	_				
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes	А, В	Radio button, one- up vertical	Single	Y	Skip Logi
			No	_	up vorticui			
ACQCol0006396	A	What type of mobile device do you use?	Android		Drop down, select one	Single	Y	Skip Logi
			iPhone					
			iPad					
			Windows Mobile					
			Blackberry					
			Palm Pre					
			Symbian	_				
1000 1000007	<u> </u>		Other, please specify	D				<u></u>
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logio
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes		Radio button, one- up vertical	Single	Y	Skip Logi
			No					

#### ForeSee Results - Confidential and Proprietary

### FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

			FDIC Main V2 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	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time		prop down, select on	Single	у	Skip logic
			Daily			-	-	
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02687		What is your age?	17 and under		Radio button, one- up vertical	single	¥	
			<del>18-24</del>			-		
			<del>25-34</del>					
			35-44					
			45-54					
			55-64					
			65 and over					
			I prefer not to respond					
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select on	Single	у	Skip logic
22002000			Asset Buyer	1		Giligio	,	lonip logio
			Auditor	-				
			Banking Professional	-				
			Bank Regulator	-				
			Consultant	-				
			Consumer/Depositor	-				
			Finance/Investment Professional	-				
			Government Employee	-				
			Investor	4				
			Lawyer	-				
			Sales Professional	-				
			Student	-				
			Other	- <u> </u>				
EDO02689	A	If answered "Other" above, what other role <b>best</b> describes you? ( <i>Please specify</i> )	Oner	A	Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC	1				
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	в				
			Review upcoming conferences & events					
			Learn about careers with FDIC	-				
			Learn how FDIC examines banks	-				
			Learn now i Die examines banks					

### FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

#### red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

			FDIC Main V2 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	Specia Instructions
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks Other	A				
DO02691	В	What specific information about financial institutions were you looking for?	Outer	A	Text field, <100 char		N	Skip lo
DO02692	A	What is your other <b>primary reason</b> for visiting? ( <i>Please</i> specify)			Text area, no char limit		n	Skip lo
DO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			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					
COCol0006402		Which of these method(s) led you to the	Other Used the SEARCH function		Checkbox, one-up	Multi	¥	
<del>CQC010006402</del>		information/product you were looking for?	OSCUTIC SEARCH TURCION		vertical	WUU	Ť	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			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	_				
			Other					
			Don't Recall					
			None of these					
DO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	В				
<b>D</b> 0 0 0 0 0 5			Partially	B				0.00
DO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit			OPS
CQCol0006403		How would you describe your navigation experience on	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip log
		this site today? (Please select all that apply.)		_	Ventical			
			Links often did not take me where I expected	_				
			Had difficulty finding relevant information	_				
			Links/labels are difficult to understand Too many links/navigational options to choose from	В				

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

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			FDIC Main V2 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	Special Instruct ons
			Could not navigate back to previous information	_				
ACQCol0006404	A	Other navigation difficulty:	I had a navigation difficulty not listed above:	A				Skip logi
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logi
ACQCol0006406	_	What specific ways can we improve your experience			Text area, no char	Single	N	lonip logi
1000-10000000		navigating/browsing on this site?	N		limit	Circula	X	Olvin In ei
ACQCol0006390		Did you use the search feature during your visit today?	Yes No	A, B, C	Radio button, one- up vertical	Single	Y	Skip logi
			Don't recall					
ACQCol0006391	A	Did the search feature help you to locate what you were looking for today?	Yes Partially		Radio button, one-up vertical	Single	Y	Skip logid
ACQCol0006392	В	If you could make one improvement to the search feature,	No Narrow results by a specific date		Radio button,	Single	Y	Skip logi
		which of the following would you make:	Sort results by the most popular to least popular	-	one-up vertical			
			Narrow by searching within the first set of results I receive	-				
			Search by document type, pdf, .wav., etc.	-				
			Other improvement suggestion:	- р				
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logi
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip logi
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network-	f	Fop down, select on	Single-	¥	Rank Grou
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjust T	F <mark>emplate/S</mark>
			Advertising on social networks (Facebook, My Space, Twitter)					Randomiz
			Message directly from the company on a social network	_				
			Mobile phone text messages or alerts Instant Message from a friend or colleague	-				
			Search engine	-				
			Bookmark/Favorite	-				
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service	_				
			Newspaper article Prior experience with FDIC	-				
			Business Card	-				
			Other government agency-					
			Don't know					Anchor
			<del>Other</del>					Anchor
<del>EDO03717</del>		Rank 2	Message/recommendation from a friend on a social network-		orop down, select on	Single-	N	Rank Grou
			Video I saw on YouTube	_			Aller	dumplete (0
			Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter)	-			Aajust I	Femplate/S Randomiz

#### ForeSee Results - Confidential and Proprietary

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

#### red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Speci Instru ons
		·	Mobile phone text messages or alerts		í í			
			Instant Message from a friend or colleague					
			Search engine					
			Bookmark/Favorite					
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency-					
			Don't know					Anc
			Other					Ancl
0003718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select on	Single-	N	Rank C
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjust T	emplat
			Advertising on social networks (Facebook, My Space, Twitter)					Rando
			Message directly from the company on a social network					1
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine					
			Bookmark/Favorite					
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency-					
			Don't know					Ancl
			Other					Anc
DO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		-	lext area,no char lim	it	N	
DO02700		Do you use an RSS news reader?	Yes		Radio button, one- up vertical	Single	Y	
			No					
			Not sure					
0002701		What social media site do you use most often?	You Tube		Drop down, select	Single	Y	
			Twitter		one	- 3 -		
			Facebook	—				
			LinkedIn					
			Del.icio.us					
		Other						
000700			I don't use any		Tout one of the	ata 1		+
<del>)002702</del>		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or</b>			Text area, no char limit	single	n	

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			<del>Text area, no char</del> limit	single	Ħ	
ACQCol0006395			Yes	А, В	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006396	A	What type of mobile device do you use?	Android iPhone iPad Windows Mobile Blackberry Palm Pre Symbian Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	В	,,	Yes No	e	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006407	e	What information would you like to see on the mobile website?			<del>Text area, no char</del> <del>limit</del>	Single	N	Skip Logic
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			<del>Text area, no char</del> <del>limit</del>	single	ħ	

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			FDIC Main V2 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	Special Instruct ons
EDO02686		How frequently do you visit this site?	First time		prop down, select on	Single	У	Skip logi
			Daily					
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02687		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					
EDO02688		Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	у	Skip logi
22002000			Asset Buyer	-		Giligio	,	long log.
			Auditor	-				
			Banking Professional	-				
			Bank Regulator					
			Consultant	-				
			Consumer/Depositor	-				
			Finance/Investment Professional	-				
			Government Employee	-				
			Investor	-				
			Lawyer	-				
			Sales Professional					
			Student	-				
			Other	Α				
EDO02689	A	If answered "Other" above, what other role <b>best</b> describes you? ( <i>Please specify</i> )		A	Text area, no char limit		n	Skip logi
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	у	Skip logi
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	в				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks	-				

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			FDIC Main V2 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	Specia Instruc ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	A				
DO02691	В	What specific information about financial institutions were you looking for?			Text field,<100 char		N	Skip log
DO02692	А	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logi
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar	1				
			Links within the page	1				
			Use Quick Links by User	1				
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link	1				
			Use the HELP link					
			Use the Site Map	1				
			Send an email through the "Contact Us" email function	1				
			Call the 1-800 number	1				
			Other	1				
CQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page	1				
			Use Quick Links by User	1				
			Use the 'Need Help Finding Information' feature	1				
			Use the Contact Us link	1				
			Use the HELP link	1				
			Use the Site Map	1				
			Send an email through the "Contact Us" email function	1				
			Call the 1-800 number	1				
			Other	1				
			Don't Recall	1				
			None of these	1				
DO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	в				
			Partially	В				
DO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logi
			Links often did not take me where I expected	1				
			Had difficulty finding relevant information	1				
			Links/labels are difficult to understand	в				
			Too many links/navigational options to choose from	В				
			noo many inks/navigational options to choose from					

Had technical difficulties (error messages, broken links, etc.)

FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/7/10

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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	Specia Instruct ons
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	A				
ACQCol0006404	A	Other navigation difficulty:		_				Skip log
CQCol0006405	В	What specific links/labels were difficult to understand?			-			Skip log
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
CQCol0006390		Did you use the search feature during your visit today?	Yes No	A, B, C	Radio button, one- up vertical	Single	Y	Skip loç
			Don't recall	-				
ACQCol0006391	A	Did the search feature help you to locate what you were looking for today?	Partially		Radio button, one-up vertical	Single	Y	Skip log
ACQCol0006392	В	If you could make one improvement to the search feature,	No Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip log
		which of the following would you make:				· ·		
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip log
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip log
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select on	Single	Y	Rank Gro
			Video I saw on YouTube					
			Internet blogs or discussion forums	_			Adjust T	emplate/
			Advertising on social networks (Facebook, My Space, Twitter)	_				Random
			Message directly from the company on a social network	_				
			Mobile phone text messages or alerts Instant Message from a friend or colleague	-				
			Search engine	-				
			Bookmark/Favorite	-				
			Another website/link					
			Brochure					
			Email from my banker	_				
			E-mail from FDIC Online Subscription Service	_				
			Newspaper article	_				
			Prior experience with FDIC Business Card	_				
			Other government agency	-				
			Don't know					Ancho
			Other					Ancho
DO03717		Rank 2	Message/recommendation from a friend on a social network	_	Drop down, select on	Single	N	Rank Gr
			Video I saw on YouTube Internet blogs or discussion forums	-			Adjuct T	amplate
			Advertising on social networks (Facebook, My Space, Twitter)	-			Adjust Temp	Random
			Message directly from the company on a social network	-				

FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/7/10

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			FDIC Main V2 CUSTOM QUESTION LIST					
QID	Skip Logic Label	2 Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Mobile phone text messages or alerts Instant Message from a friend or colleague Search engine Bookmark/Favorite Another website/link Brochure Email from my banker					
			E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know					Anchor
EDO03718		Rank 3	Other Message/recommendation from a friend on a social network Video I saw on YouTube		Drop down, select on	Single	N	Anchor Rank Grou
			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				Adjust T	emplate/Si Randomiz
			Search engine Bookmark/Favorite Another website/link Brochure Email from my banker	_				
			E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card					
			Other government agency Don't know Other	_				Anchor Anchor
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		-	Text area,no char lim	it	N	
EDO02700		Do you use an RSS news reader?	Yes	_	Radio button, one- up vertical	Single	Y	
EDO02701		What social media site do you use most often?	Not sure You Tube		Drop down, select one	Single	Y	
			Twitter Facebook LinkedIn Del.icio.us Other					
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or resource</b> are you using? ( <i>Please specify</i> )	I don't use any		Text area, no char limit	single	n	

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n	
ACQCol0006395			Yes No	А, В	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006396	A	What type of mobile device do you use?	Android iPhone iPad Windows Mobile Blackberry Palm Pre Symbian Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes No	С	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006407	С	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n	

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			FDIC Main V2 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	Special Instructions	
EDO02686		How frequently do you visit this site?	First time		Drop down, select one	Single	У	Skip logic	
			Daily	<del>B, C</del>					
			Weekly	<del>B, C</del>		· · · · · · · · · · · · · · · · · · ·			
			Several times a month	<del>B, C</del>					
			About once a month	B, C					
			Quarterly	<del>В, С</del>					
1000-10002470			A few times a year or less		De die heeten en en en	Character.	N	Olater La etta	
ACQCol0003470	B-	Please select the statement which best describes your experience with the new FDIC site redesign:	It is easier to find what I am looking for		Radio button, one-up vertical	Single	₩	Skip logie	
		experience with the new PDre site redesign.	It is harder to find what I am looking for		verticar				
			My experience is no different when looking for information on						
			the new site						
ACQCol0003471	e				Text area, no char limit			Skip logic	
MCQC010003471	L C	Please tell us what you think of the new FDIC site:-			Text area, no chai mint			okip logic	
EDO02687		What is your age?	17 and under		Radio button, one-up				
20002001					vertical	single	Y		
			18-24			- <b>J</b> -			
			25-34						
			35-44						
			45-54						
			55-64						
			65 and over						
			I prefer not to respond						
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select one	Single	У	Skip logic	
			Asset Buyer						
			Auditor						
			Banking Professional						
			Bank Regulator						
			Consultant						
			Consumer/Depositor						
			Finance/Investment Professional						
			Government Employee						
			Investor	_					
			Lawyer						
			Sales Professional	-					
			Student Other						
EDO02689	A	If answered "Other" above, what other role best describes		Α	Text area, no char limit		n	Skip logic	
ED002089	<b>^</b>	you? (Please specify)						Skip logic	
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic	
			Learn about FDIC	1					
			Review banking laws & regulations						
			Get information on deposit insurance						
			Research and analysis	1					
			Find financial product information						
			Find information about financial institutions	в					
			Review upcoming conferences & events						
			Learn about careers with FDIC						
			Loarn how EDIC oxaminos hanks						

Learn how FDIC examines banks

### FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

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			FDIC Main V2 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	Special Instructions
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	A	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Navigation Menu					
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function	_				
I			Call the 1-800 number					
			Other		Oh a shih su sa sa sua	5.4. del		
		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			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					
			Other					
I			None of these	1				
55.000004			Don't Recall					0.50
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	OPS
			No	В				
ED 000005			Partially	В	Taut and a little			050
EDO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit			OPS
EDO02696		Did you use the Search feature on FDIC.gov?	Yes	A	Radio button, one-up vertical	Single	¥	Skip Logic Group
50000007		Disease describe your secrets survey is to day	No		Dren down	oin et e		Oldin Lonia Ora
EDO02697	A	Please describe your search experience today.	l did not experience any issues with Search Returned too many results		Drop down, select one	single	n	Skip Logic Group
			Returned no results/not enough results					

### FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10

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			FDIC Main V2 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	Special Instructions
			Results were not helpful Returned results that were too similar/redundant Could not find 'Help' for search I was not sure what words to use in my search Results were not relevant to my search terms/needs Search speed was too slow Other					
ED002698	A	Please describe your navigation experience	I did not experience any navigation issues Links/labels are difficult to understand Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding related information Too many links or navigational choices Links did not take me where I expected Had difficulty finding detailed information Had technical difficulties (broken links, error messages) Navigation did not support what I was trying to accomplish Other		Drop down, select one	single	¥	
		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty <i>navigating/browsing on</i> this site Links often did not take me where I expected Had difficulty finding relevant <i>information</i> Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	В	Checkbox, one-up vertical	Multi	Y	Skip logic
	Α	Other navigation difficulty:			Drop down, select one		Y	Skip logic
	В	What specific links/labels were difficult to understand?			Drop down, select one		Y	Skip logic
		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
		Did you use the search feature during your visit today?	Yes No Don't recall	A, B, C	Radio button, one-up vertical	Single	Y	Skip logic
	A	Did the search feature help you to locate what you were looking for today?	Yes Partially No		Radio button, one-up vertical	Single	Y	Skip logic
	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, .wav., etc.		Radio button, one-up vertical	Single	Y	Skip logic

Other improvement suggestion:

D

#### FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/7/10

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions
	D	Other search improvement suggestion:	Open-ended		Text area, no char limit	Single	Y	Skip logic
	С	How can we make the search feature more useful to you?	Open-ended		Text area, no char limit	Single	Y	Skip logic
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adju	st Template/Style S
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine					
			Bookmark/Favorite Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			Don't know					Anchor
			Other			<b>C</b>		Anchor
EDO03717		Rank 2	Message/recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adju	st Template/Style S
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine Bookmark/Favorite					
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			Don't know					Anchor
5000710		Darily 0	Other		Duran davan da i	Oin 1	••	Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adji	st Template/Style S

#### FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 5/7/10

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			FDIC Main V2 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	Special Instructions
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network	-				
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine					
			Bookmark/Favorite	İ				
			Another website/link	1				
			Brochure	1				
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency	-				
			Don't know	-				Anchor
<b>ED000710</b>			Other		Taut and a share limit.		N	Anchor
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
EDO02700		Do you use an RSS news reader?	Yes		Radio button, one-up	Single	Y	
				-	vertical			
			No	-				
EDO02701		What social media site do you use most often?	Not sure You Tube		Drop down, select one	Single	Y	
20002701		what social media site do you use most often:		-	Diop down, Select one	Single	I	
			Twitter	-				
			Facebook	-				
			LinkedIn					
			Del.icio.us	-				
			Other	-				
EDO02702		If you are not <b>primarily</b> using the FDIC website as your	I don't use any		Text area, no char limit	single	n	
ED002702		resource to gather information, which other website as your resource to gather information, which other website or resource are you using? ( <i>Please specify</i> )			Text area, no chai limit	Single		
EDO02703		What is the <b>primary reason</b> for using the above mentioned			Text area, no char limit	single	n	
		website or company to gather your information? (Please			roke alou, no ona mik	Single		
		specify)						
		Do you use a mobile device to access the Internet?	Yes	А, В	Radio button, one-up vertical	Single	Y	Skip Logic
			No	-	Vertiour			
	Α	What type of mobile device do you use?			Drop dours colort	Single	Y	Skip Logic
		what type of mobile device do you use?	Android		Drop down, select one	Single		Skip Lugic
			iPhone					
			Windows Mobile	-				
				1				
			Blackberny					
			Blackberry Palm Pre					
			Blackberry Palm Pre Symbian					

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
	D	Other Interact			Text area, no char limit	Single	N	Skip Logic
	В	Would you use a mobile device to access this website?	Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic
			No	1				
	С	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n	

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

010	Skip Logic Label	Quality Test	Answer Choices	Chin to	Tume (aslast from list)	Single or Multi	Required Y/N
QID EDO02686		Question Text How frequently do you visit this site?	(limited to 50 characters) First time	Skip to	Type (select from list) Drop down, select one	Single	-
ED002000		now <b>irequently</b> do you visit this site?	Daily	B, C	Drop down, select one	Single	У
			Weekly	B, C B, C			
			Several times a month	B, C B, C			
			About once a month	B, C B, C			
			Quarterly	B, C			
			A few times a year or less	<u>, с</u>			
	В	Please select the statement which best describes your experience with the new FDIC site redesign:	It is easier to find what I am looking for		Radio button, one-up vertical	Single	N
			It is harder to find what I am looking for	1			
			My experience is no different when looking for information on the new				
			site				
	С	Please tell us what you think of the new FDIC site:			Text area, no char limit		N
EDO02687		What is your age?	17 and under		Radio button, one-up vertical	single	Y
			18-24			1	
			25-34				
			35-44				
			45-54				
			55-64				
			65 and over				
			I prefer not to respond				
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select one	Single	У
			Asset Buyer	4			
			Auditor				
			Banking Professional	1			
			Bank Regulator	-			
			Consultant				
			Consumer/Depositor				
			Finance/Investment Professional	-			
			Government Employee	-			
			Investor				
			Lawyer	-			
			Sales Professional Student	-			
			Other	•			
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please</i>		A	Text area, no char limit		n
		specify)					
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У
			Learn about FDIC	-			
			Review banking laws & regulations				
			Get information on deposit insurance				
			Research and analysis				
			Find financial product information	-			
			Find information about financial institutions	В			
			Review upcoming conferences & events	-			
			Learn about careers with FDIC				
			Learn how FDIC examines banks				

FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

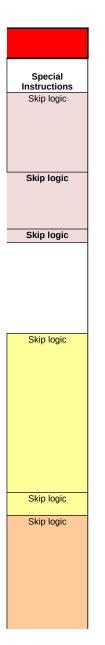
Type (select from list)	Multi	Ý/N
Text field, <100 char		N
Text area, no char limit		n
Checkbox, one-up vertical	Single	У
Radio button, one-up vertical	Single	Y
Radio button, one-up vertical	Single	Y
Duran davan a ala at ana	a in aite	
Drop down, select one	single	n
Drop down, select one	single	Y
,	5	
	Text area, no char limit Checkbox, one-up vertical	Text area, no char limit       Image: Checkbox, one-up vertical       Single         Checkbox, one-up vertical       Single         adio button, one-up vertical       Single         Text area, no char limit       Image: Checkbox         adio button, one-up vertical       Single         Drop down, select one       Single

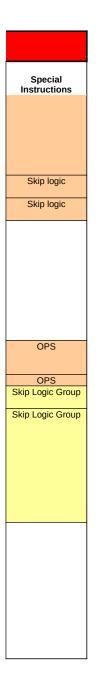
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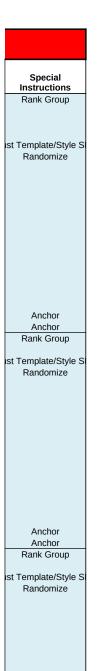
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select one	Single	Y
			Video I saw on YouTube	-			
			Internet blogs or discussion forums	1			Adju
			Advertising on social networks (Facebook, My Space, Twitter)	1			- , -
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine	4			
			Bookmark/Favorite	4			
			Another website/link	4			
			Brochure	4			
			Email from my banker	-			
			E-mail from FDIC Online Subscription Service	-			
			Newspaper article	-			
			Prior experience with FDIC	4			
			Business Card	4			
			Other government agency	4			
			Don't know	4			
5000717		Dards 0	Other		Duran davum - a classificaria	Circula	
EDO03717		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube	-	Drop down, select one	Single	N
			Internet blogs or discussion forums	-			Adju
			Advertising on social networks (Facebook, My Space, Twitter)	-			Auju
			Message directly from the company on a social network	-			
			Mobile phone text messages or alerts	-			
			Instant Message from a friend or colleague	-			
			Search engine	-			
			Bookmark/Favorite	1			
			Another website/link	1			
			Brochure	1			
			Email from my banker	1			
			E-mail from FDIC Online Subscription Service	1			
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				Adju
			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				
			Search engine	-			
			Bookmark/Favorite				
			Another website/link				
			Brochure				

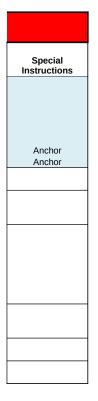
FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency				
			Don't know Other				
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
EDO02700		Do you use an <strong><b>RSS news reader</b></strong> ?	Yes No Not sure		Radio button, one-up vertical	Single	Y
EDO02701		<strong>What social media site</strong> do you use most often?	You Tube Twitter Facebook Linkedin Del.icio.us Other I don't use any	-	Drop down, select one	Single	Y
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or resource</b> are you using? ( <i>Please</i> <i>specify</i> )			Text area, no char limit	single	n
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n









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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)		Type (select from list)	Single or Multi	Required Y/N
EDO02686		How <b>frequently</b> do you visit this site? First time Daily Weekly Several times a month About once a month		-	Drop down, select one	Single	У
			Quarterly A few times a year or less	-			
EDO02687		What is your age?	17 and under 18-24 25-34 35-44 45-54 55-64 65 and over I prefer not to respond		Radio button, one-up vertical	single	Y
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher Asset Buyer Auditor Banking Professional Bank Regulator Consultant Consumer/Depositor Finance/Investment Professional Government Employee Investor Lawyer Sales Professional Student Other	A	Drop down, select one	Single	у
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please</i> specify)			Text area, no char limit		n
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts Learn about FDIC Review banking laws & regulations Get information on deposit insurance Research and analysis Find financial product information Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks	в	Drop down, select one	Single	У

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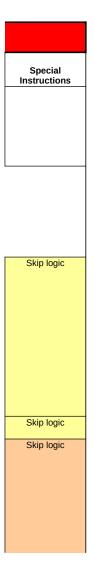
	Skip Logic		Answer Choices			Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N
			Review enforcement decisions and orders				
			Find guidelines, forms or instructions				
			Learn about real estate and asset sales				
			Use consumer assistance				
			Review consumer & community affairs				
			Find information about failed banks				
			Other	Α			
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N
EDO02692	A	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n
EDO02693		How do you primarily look for information on this site?	Used the SEARCH function		Checkbox, one-up vertical	Single	У
			Navigation Menu	-			
1			Links within the page	1			
			Use Quick Links by User	1			
			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				
EDO02694		Did you find the information that you were looking for today?	Yes	_	Radio button, one-up vertical	Single	Y
			No	В			
55.000005			Partially	В			
ED002695	В	Please tell us what specifically were you looking for?			Text area, no char limit	Circela	X
EDO02696		Did you use the Search feature on FDIC.gov?	Yes	Α	Radio button, one-up vertical	Single	Y
EDO02697	Α	Diseas deseribe your search synarismes taday	No		Dran daum aalaat ana	aingla	
ED002097	A .	Please describe your search experience today.	I did not experience any issues with Search Returned too many results		Drop down, select one	single	n
			Returned no results/not enough results				
			Results were not helpful				
			Returned results that were too similar/redundant				
			Could not find 'Help' for search				
			I was not sure what words to use in my search				
			Results were not relevant to my search terms/needs				
			Search speed was too slow				
			Other				
EDO02698	A	Please describe your navigation experience	I did not experience any navigation issues		Drop down, select one	single	Y
			Links/labels are difficult to understand				
			Could not determine the best link on most pages				
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Had difficulty finding related information				
			Too many links or navigational choices				
			Links did not take me where I expected				
			Had difficulty finding detailed information				
			Had technical difficulties (broken links, error messages)				
			Navigation did not support what I was trying to accomplish				
		What source brought you to this site?	Other		Dren deurs - select cro	Cingle	×
EDO02699	I	What source brought you to this site?	Search engine	l	Drop down, select one	Single	<del>*</del>

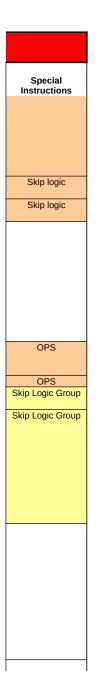
FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)		Type (select from list)	Single or Multi	Required Y/N
<b>`</b>			Bookmark/Favorite	Skip to	<b>M</b>		
			Another website/link				
			Brochure	1			
			Email from my banker	1			
			E-mail from FDIC Online Subscription Service	1			
			Newspaper article	1			
			Prior experience with FDIC				
			Business Card	1			
			Social media network (example: Facebook, Twitter, YouTube, etc.)				
			Recommendation from friend/family/colleague				
			Other government agency				
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select one	Single	Y
			Video I saw on YouTube				
			Internet blogs or discussion forums	1			Adju
			Advertising on social networks (Facebook, My Space, Twitter)	1			
			Message directly from the company on a social network	1			
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine				
			Bookmark/Favorite	1			
			Another website/link	1			
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03717		Rank 2	Message/recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				Adju
			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				
			Search engine				
			Bookmark/Favorite	4			
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service	-			
			Newspaper article				
			Prior experience with FDIC				
			Business Card	-			
			Other government agency				
			Don't know	-			
			Other				

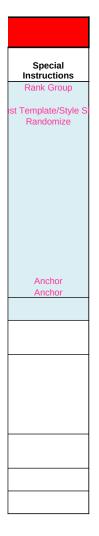
FDIC Main V2 MID: Msgl0lhl11sQAFFRl1s5Fg== Date: 5/7/10 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03718		Rank 3	Message/recommendation from a friend on a social network Video I saw on YouTube	-	Drop down, select one	Single	N
			Internet blogs or discussion forums				Adiu
			Advertising on social networks (Facebook, My Space, Twitter)	-			Auju
			Message directly from the company on a social network	-			
			Mobile phone text messages or alerts	1			
			Instant Message from a friend or colleague	1			
			Search engine	1			
			Bookmark/Favorite				
			Another website/link	1			
			Brochure				
			Email from my banker	1			
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
EDO02700		Do you use an <strong>RSS news reader</strong> ?	Yes		Radio button, one-up vertical	Single	Y
			No				
			Not sure				
EDO02701		······································	You Tube		Drop down, select one	Single	Y
			Twitter				
			Facebook				
			Linkedin				
			Del.icio.us				
			Other				
			I don't use any				
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or resource</b> are you using? ( <i>Please specify</i> )			Text area,no char limit	single	n
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n









FDIC Main V2 MID: MsgI0IhI11sQAFFRI1s5Fg== Date: 3/1/2008

<b>QID</b> CQ0004444	Skip Logic Label	Question Text How frequently do you visit this site?	Skip to	Type (select from list) Dropdown (Select-one)	Single or Multi Single	Required Y/N Y	Special Instructions
CQ0004444		Are you a <b>registered user</b> on this site?	A	Radio button, one-up vertical	Single	Y	Randomize
CQ0004444	Α	Please explain why you do not intend to register?		Text area, no char limit	Single	N	
CQ0004444		What best describes your <b>primary reason</b> for visiting the site today?	B C A	Radio button, one-up vertical	Single	Y	
CQ0004444	A	Other primary reason		Text area, no char limit	Single	N	
CQ0004444		What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?		Checkbox, one-up vertical	Multi	Y	
CQ0004444	С	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?		Checkbox, one-up vertical	Multi	Y	

# FDIC Main V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CQ0004444		How were you primarily seeking information on sweets.com?	А	Radio button, one-up vertical	Single	Y	
CQ0004444	A	Other reason seeking information		Text field, <100 char	Single	N	
CQ0004444		Were you able to find what you were looking for today?	B C,D	Radio button, one-up vertical	Single	Y	
CQ0004444	A	Why were you <b>not able to find</b> what you were looking for?		Radio button, one-up vertical	Single	Y	
CQ0004444	В	Since you could not find what you were looking for, <b>what do you</b> plan to do next?	E	Drop down, select one	Single	Y	
CQ0004444	С	Why were you <b>not sure</b> ?		Radio button, one-up vertical	Single	Y	
CQ0004444	D	Since you were not sure, what do you plan to do next?	F	Drop down, select one	Single	Y	
CQ0004444	E	What other site(s) do you plan to visit?		Text area, no char limit	Single	N	
CQ0004444	F	What other site(s) do you plan to visit?		Text area, no char limit	Single	N	
CQ0004444		What <b>other sources</b> do you use to search for construction product information?		Checkbox, one-up vertical	Multi	Ŷ	