

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**

2 All changes to the live measure need to be tracked and archived in **one 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

Model Instance Name:

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	Please rate the thoroughness of information on this site.
FDIC Information - Understandable	Please rate how understandable the information is on this site.
FDIC Information - Answers	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 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.
	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.
	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.
	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.
Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by the public on this site.

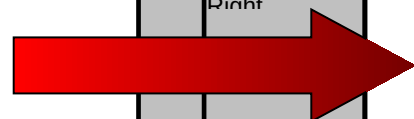
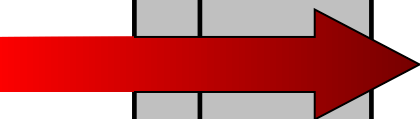


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FDIC Main V3

Utilize the ACSI methodology to determine scores and impacts

CUSTOMER SATISFACTION		
MQ Label	MQ Label	
	Satisfaction	
Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return
Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i>	Recommend
Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? <i>(1= Not Very Close, 10=Very Close)</i>	Primary Resource
		Trust - Best Interacts
		Trust - Trustworthy
		Trust - Do Right







FUTURE BEHAVIORS

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)

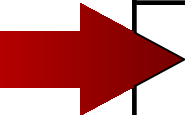
How likely are you to use this site as your **primary resource** for gathering information about the FDIC or the banking industry?

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**.





Model Instance Name:

FDIC Main V2

MID: Msgl0lh11sQAFFR1s5Fg==

Date: 5/6/2010

FDIC Main V2 MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores 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? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	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 ? <i>(1= Falls Short, 10=Exceeds)</i>	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	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.		29 How likely are you to use this site as your primary resource 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.		30 I can count on this agency to act in my best interests .
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)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 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)		
14 Please rate how thoroughly this website discloses information about what this agency is doing.		
15 Please rate how quickly agency information is made available on this website.		
16 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 relevance of search results on this site.		
18 Please rate the organization of search results on this site.		
19 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.		



Model Instance Name:

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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
EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select on	Single	y	Skip logic
EDO02688		Which of these best describes you?	Analyst/Researcher Asset Buyer/Investor Banker Bank Regulator/Government Employee Bank Customer/Consumer/Depositor Lawyer Student Other	A	Drop down, select on	Single	y	Skip logic
EDO02689	A	If answered "Other" above, what other role best describes you? <i>(Please specify)</i>			Text area, no char limit		n	Skip logic
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y	Skip logic

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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	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	A				
EDO02691	B	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	A	What is your other primary reason for visiting? (Please specify)			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 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		Checkbox, one-up vertical	Multi	Y	
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y	OPS
EDO02695	B	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 <i>navigating/browsing</i> on 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:	B A	Checkbox, one-up vertical	Multi	Y	Skip logic
ACQCol0006404	A	Other navigation difficulty:						Skip logic
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		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
ACQCol0006391	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

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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	Special Instructions
ACQCol0006392	B	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date	D	Radio button, one-up vertical	Single	Y	Skip logic
			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:					
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logic
ACQCol0006394	C	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)			Text area, no char limit		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, select one	Single	Y	
			Twitter					
			Facebook					
			LinkedIn					
			Other					
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	A, B	Radio button, one-up vertical	Single	Y	Skip Logic
ACQCol0006396	A	What type of mobile device do you use?	Android	D	Drop down, select one	Single	Y	Skip Logic
			iPhone					
			iPad					
			Windows Mobile					
			Blackberry					
ACQCol0006397	D	Other mobile device	Other, please specify		Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	B	Would you use a mobile device to access this website?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic
			No					

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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	Special Instructions
EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select on	Single	y	Skip logic
EDO02688		Which of these best describes you?	Analyst/Researcher 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	A	Drop down, select on	Single	y	Skip logic
EDO02689	A	If answered "Other" above, what other role best describes you? <i>(Please specify)</i>			Text area, no char limit		n	Skip logic
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y	Skip logic

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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	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	A				
EDO02691	B	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	A	What is your other primary reason for visiting? (Please specify)			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 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		Checkbox, one-up vertical	Multi	Y	
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y	OPS
EDO02695	B	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 <i>navigating/browsing</i> on 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:	B A	Checkbox, one-up vertical	Multi	Y	Skip logic
ACQCol0006404	A	Other navigation difficulty:						Skip logic
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		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
ACQCol0006391	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

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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	Special Instructions
ACQCol0006392	B	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date	D	Radio button, one-up vertical	Single	Y	Skip logic
			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:					
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logic
ACQCol0006394	C	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)			Text area, no char limit		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, 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	A, B	Radio button, one-up vertical	Single	Y	Skip Logic
			No					
ACQCol0006396	A	What type of mobile device do you use?	Android	D	Drop down, select one	Single	Y	Skip Logic
			iPhone					
			iPad					
			Windows Mobile					
			Blackberry					
			Palm-Pre					
			Symbian					
Other, please specify								
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	B	Would you use a mobile device to access this website?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic
			No					

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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	Special Instructions
EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select on	Single	y	Skip logic
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 best describes you?	Analyst/Researcher Asset Buyer Auditor Banking Professional Bank Regulator Consultant Consumer/Depositor Finance/Investment Professional Government Employee Investor Lawyer Sales Professional Student Other		Drop down, select on	Single	y	Skip logic
EDO02689	A	If answered "Other" above, what other role best describes you? <i>(Please specify)</i>		A	Text area, no char limit		n	Skip logic
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y	Skip logic

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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	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	A				
EDO02691	B	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	A	What is your other primary reason for visiting? (Please specify)			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 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		Checkbox, one-up vertical	Multi	Y	
ACQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function 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		Checkbox, one-up vertical	Multi	Y	
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y	OPS
EDO02695	B	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 <i>navigating/browsing</i> on 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.)	B	Checkbox, one-up vertical	Multi	Y	Skip logic

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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	Special Instructions
			Could not navigate back to previous information I had a navigation difficulty not listed above:	A				
ACQCol0006404	A	Other navigation difficulty:						Skip logic
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		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
ACQCol0006391	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
ACQCol0006392	B	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	C	How can we make the search feature more useful to you?			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 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 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		Drop-down, select on	Single	Y	Rank Group Adjust Template/Style Randomize
EDO03717		Rank 2	Message/recommendation from a friend on a social network 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		Drop-down, select on	Single	N	Rank Group Adjust Template/Style Randomize

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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	Special Instructions
			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 Other					Anchor Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network- 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 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		Drop down, select on	Single-	N	Anchor Anchor Adjust Template/St Randomize
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 No Not sure		Radio button, one-up vertical	Single	Y	
EDO02701		What social media site 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 primarily using the FDIC website as your resource to gather information, which other website or resource are you using? (Please specify)			Text area, no char limit	single	n	

Model Instance Name:

FDIC Main V2

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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
EDO02703		What is the primary reason for using the above mentioned website or company to gather your information? <i>(Please specify)</i>			Text area, no char limit	single	n	
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	A, B	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	B	Would you use a mobile device to access this website?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic
ACQCol0006407	C	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What other types of information 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)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select on	Single	y	Skip logic
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 best describes you?	Analyst/Researcher Asset Buyer Auditor Banking Professional Bank Regulator Consultant Consumer/Depositor Finance/Investment Professional Government Employee Investor Lawyer Sales Professional Student Other		Drop down, select on	Single	y	Skip logic
EDO02689	A	If answered "Other" above, what other role best describes you? <i>(Please specify)</i>		A	Text area, no char limit		n	Skip logic
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y	Skip logic

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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	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	A				
EDO02691	B	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	A	What is your other primary reason for visiting? (Please specify)			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 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		Checkbox, one-up vertical	Multi	Y	
ACQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function 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		Checkbox, one-up vertical	Multi	Y	
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y	OPS
EDO02695	B	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 <i>navigating/browsing</i> on 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.)	B	Checkbox, one-up vertical	Multi	Y	Skip logic

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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	Special Instructions
			Could not navigate back to previous information I had a navigation difficulty not listed above:	A				
ACQCol0006404	A	Other navigation difficulty:						Skip logic
ACQCol0006405	B	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		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
ACQCol0006391	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
ACQCol0006392	B	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	C	How can we make the search feature more useful to you?			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 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 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		Drop down, select on	Single	Y	Rank Group Adjust Template/Style Randomize
EDO03717		Rank 2	Message/recommendation from a friend on a social network 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		Drop down, select on	Single	N	Rank Group Adjust Template/Style Randomize

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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	Special Instructions
			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 Other					Anchor Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network 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 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		Drop down, select one	Single	N	Anchor Anchor Adjust Template/Style Randomize
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no character limit		N	Anchor Anchor
EDO02700		Do you use an RSS news reader ?	Yes No Not sure		Radio button, one-up vertical	Single	Y	
EDO02701		What social media site 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 primarily using the FDIC website as your resource to gather information, which other website or resource are you using? (<i>Please specify</i>)			Text area, no character limit	single	n	

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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	Special Instructions
EDO02703		What is the primary reason for using the above mentioned website or company to gather your information? <i>(Please specify)</i>			Text area, no char limit	single	n	
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	A, B	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	B	Would you use a mobile device to access this website?	Yes No	C	Radio button, one-up vertical	Single	Y	Skip Logic
ACQCol0006407	C	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What other types of information do you think should be available on this site? <i>(Please specify)</i>			Text area, no char limit	single	n	

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EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less	B , C B , C B , C B , C B , C	Drop down, select one	Single	y	Skip logic
ACQC010003470	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 It is harder to find what I am looking for My experience is no different when looking for information on the new site		Radio button, one-up vertical	Single	N	Skip logic
ACQC010003471	C	Please tell us what you think of the new FDIC site:-			Text area, no char limit		N	Skip logic
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 best describes 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	y	Skip logic
EDO02689	A	If answered "Other" above, what other role best describes you? (Please specify)			Text area, no char limit		n	Skip logic
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y	Skip logic

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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	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					
EDO02691	B	What specific information about financial institutions were you looking for?		A	Text field, <100 char		N	Skip logic
EDO02692	A	What is your other primary reason for visiting? (Please specify)			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 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 Call the 1-800 number Other		Checkbox, one-up vertical	Multi	Y	
		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function 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 None of these Don't Recall		Checkbox, one-up vertical	Multi	Y	
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y	OPS
EDO02695	B	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 No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
EDO02697	A	Please describe your search experience today.	I did not experience any issues with Search Returned too many results Returned no results/not enough results		Drop-down, select one	single	n	Skip Logic Group

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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	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					
EDO02698	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	Y	
		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 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 Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	B	Checkbox, one-up vertical	Multi	Y	Skip logic
	A	Other navigation difficulty:			Drop down, select one		Y	Skip logic
	B	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
	B	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

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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	Special Instructions
	D	Other search improvement suggestion:	Open-ended		Text area, no char limit	Single	Y	Skip logic
	C	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 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 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		Drop down, select one	Single	Y	Rank Group Adjust Template/Style S Randomize Anchor Anchor
EDO03717		Rank 2	Message/recommendation from a friend on a social network 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 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		Drop down, select one	Single	N	Rank Group Adjust Template/Style S Randomize Anchor Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Drop down, select one	Single	N	Rank Group Adjust Template/Style S

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			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					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	C
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, select one	Single	Y	
			Twitter					
			Facebook					
			LinkedIn					
			Del.icio.us					
			Other					
			I don't use any					
EDO02702		If you are not primarily using the FDIC website as your resource to gather information, which other website or resource are you using? <i>(Please specify)</i>			Text area, no char limit	single	n	
EDO02703		What is the primary reason for using the above mentioned website or company to gather your information? <i>(Please specify)</i>			Text area, no char limit	single	n	
		Do you use a mobile device to access the Internet?	Yes	A, B	Radio button, one-up vertical	Single	Y	Skip Logic
			No					
	A	What type of mobile device do you use?	Android		Drop down, select one	Single	Y	Skip Logic
			iPhone					
			Windows Mobile					
			Blackberry					
			Palm Pre					
			Symbian					
			Other, please specify	D				

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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	Special Instructions
	D	Other Interact			Text area, no char limit	Single	N	Skip Logic
	B	Would you use a mobile device to access this website?	Yes	C	Radio button, one-up vertical	Single	Y	Skip Logic
			No					
	C	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What other types of information do you think should be available on this site? <i>(Please specify)</i>			Text area, no char limit	single	n	

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EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less	B, C B, C B, C B, C B, C	Drop down, select one	Single	y
	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 It is harder to find what I am looking for My experience is no different when looking for information on the new site		Radio button, one-up vertical	Single	N
	C	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 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 best describes 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	y
EDO02689	A	If answered "Other" above, what other role best describes you? (Please specify)			Text area, no char limit		n
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y

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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
			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	B	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 primary reason for visiting? (Please specify)			Text area, no char limit		n
EDO02693		How do you primarily look for information on this site?	Used the SEARCH function 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		Checkbox, one-up vertical	Single	y
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
EDO02695	B	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO02696		Did you use the Search feature on FDIC.gov?	Yes No	A	Radio button, one-up vertical	Single	Y
EDO02697	A	Please describe your search experience today.	I did not experience any issues with Search Returned too many results 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		Drop down, select one	single	n
EDO02698	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	Y

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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
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 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 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		Drop down, select one	Single	Y
EDO03717		Rank 2	Message/recommendation from a friend on a social network 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 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		Drop down, select one	Single	N
EDO03718		Rank 3	Message/recommendation from a friend on a social network 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 Search engine Bookmark/Favorite Another website/link Brochure		Drop down, select one	Single	N

Model Instance Name:

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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
			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 RSS news reader ?	Yes No Not sure		Radio button, one-up vertical	Single	Y
EDO02701		What social media site 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 primarily using the FDIC website as your resource to gather information, which other website or resource are you using? (Please specify)			Text area, no char limit	single	n
EDO02703		What is the primary reason for using the above mentioned website or company to gather your information? (Please specify)			Text area, no char limit	single	n
EDO02704		What other types of information do you think should be available on this site? (Please specify)			Text area, no char limit	single	n



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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
EDO02686		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select one	Single	y
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 best describes 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	y
EDO02689	A	If answered "Other" above, what other role best describes you? (Please specify)			Text area, no char limit		n
EDO02690		What is your primary reason 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	B	Drop down, select one	Single	y

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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
			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	B	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 primary reason for visiting? (Please specify)			Text area, no char limit		n
EDO02693		How do you primarily look for information on this site?	Used the SEARCH function 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		Checkbox, one-up vertical	Single	y
EDO02694		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
EDO02695	B	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO02696		Did you use the Search feature on FDIC.gov?	Yes No	A	Radio button, one-up vertical	Single	Y
EDO02697	A	Please describe your search experience today.	I did not experience any issues with Search Returned too many results 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		Drop down, select one	single	n
EDO02698	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	Y
EDO02699		What source brought you to this site?	Search engine		Drop-down, select one	Single	Y

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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
			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 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 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 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		Drop down, select one	Single	Y Adj
EDO03717		Rank 2	Message/recommendation from a friend on a social network 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 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		Drop down, select one	Single	N Adj

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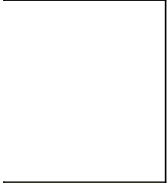
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FDIC Main V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03718		Rank 3	Message/recommendation from a friend on a social network 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 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		Drop down, select one	Single	N Adj
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 No Not sure		Radio button, one-up vertical	Single	Y
EDO02701		What social media site 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 primarily using the FDIC website as your resource to gather information, which other website or resource are you using? (Please specify)			Text area, no char limit	single	n
EDO02703		What is the primary reason for using the above mentioned website or company to gather your information? (Please specify)			Text area, no char limit	single	n
EDO02704		What other types of information do you think should be available on this site? (Please specify)			Text area, no char limit	single	n



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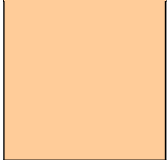
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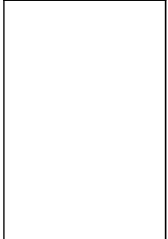


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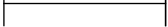
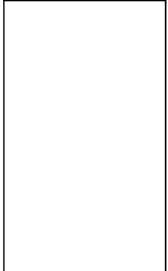
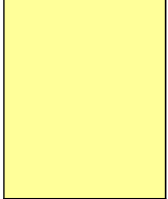


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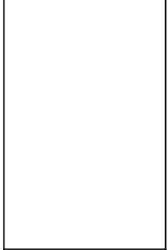
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 Date: 3/1/2008

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 frequently do you visit this site?		Dropdown (Select-one)	Single	Y	
CQ0004444		Are you a registered user on this site?	A	Radio button, one-up vertical	Single	Y	Randomize
CQ0004444	A	Please explain why you do not intend to register?		Text area, no char limit	Single	N	
CQ0004444		What best describes your primary reason 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	B	What type of information were you looking for when researching products for the possible inclusion in a design ?		Checkbox, one-up vertical	Multi	Y	
CQ0004444	C	What type of information were you looking for when researching products for the possible inclusion in a design ?		Checkbox, one-up vertical	Multi	Y	

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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?	A	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 not able to find what you were looking for?		Radio button, one-up vertical	Single	Y	
CQ0004444	B	Since you could not find what you were looking for, what do you plan to do next?	E	Drop down, select one	Single	Y	
CQ0004444	C	Why were you not sure?		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 other sources do you use to search for construction product information?		Checkbox, one-up vertical	Multi	Y	