#### **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

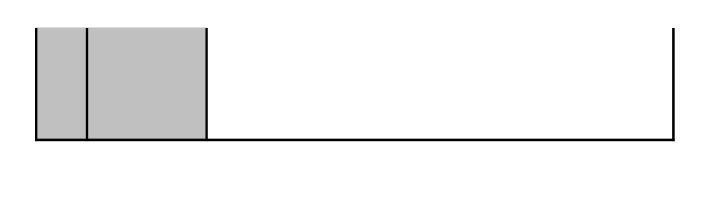
FDIC Main V3 MID: TBD

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 util
	ELEMENTS (drivers of satisfaction)
MQ Label	
	FDIC Information (1=Poor, 10=Excellent, Don't Know)
FDIC Information - Thoroughness	Please rate the <b>thoroughness of information</b> on this site.
FDIC Information - Understandable	Please rate how <b>understandable the information is</b> 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 <b>options available for navigating</b> this site.
	Please rate how well the site layout helps you find what you are looking for.
Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.
	Look and Feel (1=Poor, 10=Excellent, Don't Know)
Look and Feel -	Please rate the <b>visual appeal</b> of this site.
Appeal	
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 Performance - Loading	Please rate how <b>quickly pages load</b> on this site.
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> 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 can be accessed by the public on this site.



# FDIC Main V3 ize the ACSI methodology to determine scores and impacts

thodology to determine scores and impact	S	
CUSTOMER SATISFACTION		MQ Label
What is your <b>overall satisfaction</b> with this site?		Return
How well does this site <b>meet your expectations</b> ?		
How does this site compare to your idea of an ideal website?		Recommend
44 - Not Nome Class 40 - Nome Class		Primary Resource
		Trust - Best Interests Trust - Trustworthy
		Trust - Do
		Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) How well does this site meet your expectations? (1=Falls Short, 10=Exceeds) How does this site compare to your idea of an ideal website?



## **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.

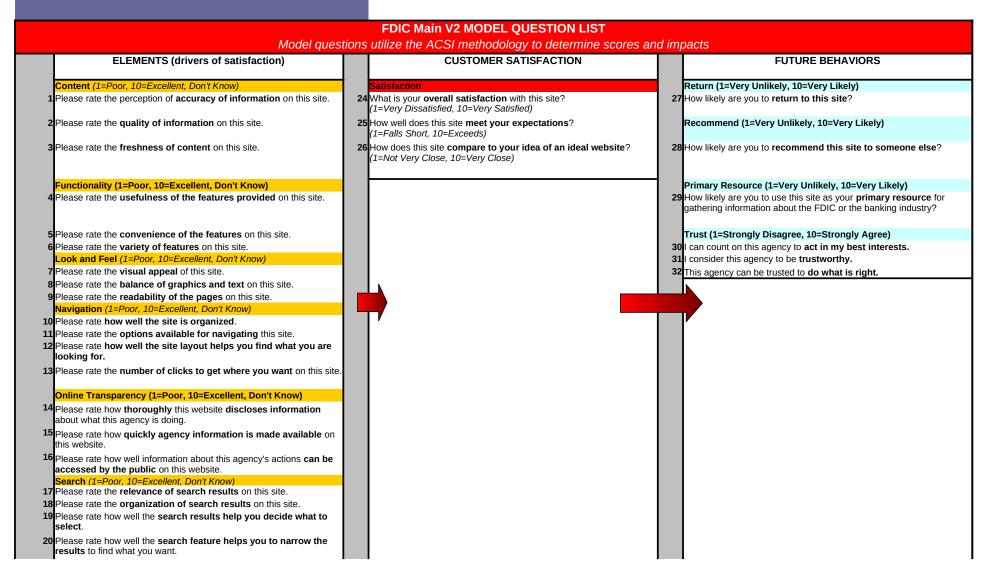
This agency can be trusted to **do what is right.** 

			<del></del>

FDIC Main V2

MID: MsgI0IhI11sQAFFRI1s5Fg==

Date: 5/6/2010



FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

Date: 5/7/10

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pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

			FDIC Main V2 COSTOM QUESTION EIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time Daily		Drop down, select on	Single	у	Skip logic
			Weekly					
			Several times a month	1				
			About once a month					
			Quarterly	1				
			A few times a year or less					
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select on	Single	у	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			General Public					
			Lawyer					
			Teacher/ Educator					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> 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					
			Find unclaimed funds					
			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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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					
			Education Materials					
			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	Α	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	
			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					
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				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> 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 logic
			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	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	CKIP IOGIC
		navigating/browsing on this site?			limit			
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No					
			Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

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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)		Т	ext area, no char lim	it	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	
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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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					
			A few times a year or less					
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher		Drop down, select on	Single	У	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Lawyer					
			Teacher/ Educator					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> 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					

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			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Education Materials					
			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	Α	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	
			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					
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				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> 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 logic
			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	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	CKIP IOGIC
		navigating/browsing on this site?			limit			
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No					
			Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

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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)		Т	ext area, no char lim	it	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	
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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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					
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher		prop down, select on	Single	У	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Lawyer					
			Teacher/ Educator					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> 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					

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			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Education Materials					
			Review consumer & community affairs					
			Find information about failed banks					
EDO02691	В	What specific information about financial institutions were	Other	A	Text field, <100		N	Skip logic
		you looking for?			char			, ,
EDO02692	Α	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	
			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					
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				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> 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 logic
			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	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	A, B, C	Radio button, one- up vertical	Single	Υ	Skip logic
			No					
			Don't recall					
								1
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

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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
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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					
EDO02688		Which of these best describes you?	Analyst/Researcher		Prop down, select on	Single	У	Skip logic
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			Banker					
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			Bank Customer/Consumer/Depositor					
			Lawyer					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
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			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					
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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 Instructi ons
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			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs	-				
			Find information about failed banks	_				
EDO02691	В	What specific information about financial institutions were	Other	Α	Text field, <100		N	Chin Ingia
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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					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
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			Send an email through the "Contact Us" email function					
l			Call the 1-800 number					
			Other		_ "	a		
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> 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 logic
			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:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were	Yes		Radio button,	Single	Y	Skip logic
7.00000031		looking for today?			one-up vertical	Sirigic		OKIP IOGIC
			Partially					
			No				raSaa Dacul	

FDIC Main V2

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Date: 5/7/10

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			PDIC Mail V2 COSTOM QUESTION EIST					
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	which of the following would you make:	Narrow results by a specific date  Sort results by the most popular to least popular	_	Radio button, one-up vertical	Single	Y	Skip logic
			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:	, 30		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)		7	Text area, no char lim	t	N	
EDO02700		Do you use an RSS news reader?	Yes No		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	<u>-</u>				
			Other I don't use any					
ACQCol0006395		Do you use a mobile device to access the Internet?	<del>Yes</del> Ne	A, B	Radio button, one- up vertical	Single	¥	Skip Logic
ACQCol0006396	A	What type of mobile device do you use?	Android iPhone iPad Windows-Mobile Blackberry Other, please specify	Đ	Drop down, select one	Single	¥	<del>Skip Logic</del>
ACQCol0006397	Đ	Other mobile device			Text area, no char limit	Single	Н	Skip Logic
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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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					
EDO02688		Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	у	Skip logic
			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	Α				
EDO02689	A	If answered "Other" above, what other role <b>best describes</b> 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					

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				T	l e			
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	_				
EDO02691	В	What specific information about financial institutions were	Other	Α	Text field, <100		N	Chin Ingia
		you looking for?			char			Skip logic
EDO02692	Α	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	
•			Top Navigation Bar					
1			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					
l			Call the 1-800 number					
			Other		_ "	a		
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> 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 logic
			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:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were	Yes		Radio button,	Single	Y	Skip logic
7.00000031		looking for today?			one-up vertical	Sirigic		OKIP IOGIC
			Partially					
			No				raSaa Dacul	

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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 Instructi ons
ACQCol0006392		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		How can we make the search feature more useful to you?			Text area, no char limit	Single	Υ	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	it	N	
EDO02700			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	
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		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		Radio button, one- up vertical	Single	Y	Skip Logic

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			FDIC Main V2 CUSTOM QUESTION LIST					
QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Specia 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					
DO02687		What is your age?	17 and under		Radio button, one- up vertical	single	¥	
			<del>18-24</del>					
			<del>25-34</del>					
			<del>35-44</del>					
			<del>45-54</del>					
			<del>55-64</del>					
			65 and over					
			I prefer not to respond					
DO02688		Which of these best describes you?	Analyst/Researcher		prop down, select on	rop down, select on Single	У	Skip log
			Asset Buyer					
			Auditor					
			Banking Professional					
			Bank Regulator					
			Consultant					
			Consumer/Depositor					
			Finance/Investment Professional					
			Government Employee					
			Investor					
			Lawyer					
			Sales Professional					
			Student					
			Other	Α				
DO02689	A	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip log
DO02690		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 log
			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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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	Α				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	Α	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	
1			Top Navigation Bar					
I			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	-				
•	<del> </del>	Other						
ACQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function		Checkbox, one-up vertical	Multi	¥	
•			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					
			Use the HELP link					
			Use the Site Map	1				
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other	1				
•			Don't Recall-	1				
I			None of these	1				
EDO02694		Did you <b>find the information</b> that you were looking for	Yes		Radio button, one-	Single	Υ	OPS
		today?			up vertical	Cigic		0,0
		,	No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?	. constant		Text area, no char			OPS
ACQCol0006403		How would you describe your navigation experience on			Checkbox, one-up	Multi	Υ	Skip logic
		this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		vertical			Tanp logic
		ino one today: (r lease select all that apply.)	Links often did not take me where I expected		1 2 1 100			
			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.)					

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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 Instructi ons
			Could not navigate back to previous information					
ACQCol0006404	Α	Other navigation difficulty:	I had a navigation difficulty not listed above:	A				Skip logic
ACQCol0006405		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	Skip logi
4CQC010000400		navigating/browsing on this site?			limit	Sirigie	I IN	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logi
			No Don't recall					
ACQCol0006391		Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logi
			Partially No					
ACQCol0006392		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 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-	-	rop down, select on	Single-	¥	<del>≀ank Gro</del>
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjust T	emplate/9
			Advertising on social networks (Facebook, My Space, Twitter)					Randomi
			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-					Amak
			Don't know					Anchor
<del>DO03717</del>		Rank 2	Other  Message/recommendation from a friend on a social network		<del>Prop down, select on</del>	Single-	N	Anchor Rank Gro
.0003111		INCHIN Z	Video I saw on YouTube	·	λιο <del>ρ down, Select OΠ</del>	<del>Jingle</del>	14	Marik Oft
			Internet blogs or discussion forums				Adiust T	<del>emplate/S</del>
			Advertising on social networks (Facebook, My Space, Twitter)				, ajust 1	Randomi
			Message directly from the company on a social network					

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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 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					
			<del>Don't know</del>					Anchor
			<del>Other</del>					Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network	+	<del>Prop down, select on</del>	Single-	N	Rank Grou
			<del>Video I saw on YouTube</del>					
			Internet blogs or discussion forums				Adjust T	emplate/S
			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	1				
			Email from my banker	-				
			E-mail from FDIC Online Subscription Service					
			Newspaper article	-				
			Prior experience with FDIC	-				
				-				
			Business Card Other any organist accept	-				
			Other government agency-	-				A
			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 lim		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	1				
			Facebook	1				
			LinkedIn	1				
			Del.icio.us	1				
				1				
			Other	-				
ED 000700	-	Management and another order of the COVID-10-10	I don't use any	1	Total and a	-1 1		-
EDO02702		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	<del>single</del>	n	
		resource are you using? (Please specify)					1	

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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 Instructi ons
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? (Please specify)			Text area, no char limit	single	<del>n</del>	
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		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	E	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006407	e	What information would you like to see on the mobile website?			Text area, no char limit	Single	Н	Skip Logic
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	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					
EDO02687		What is your age?	17 and under	Radio button, one- up vertical	single	Y		
			18-24		'	Ū		
			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 on	Single	у	Skip logi
LD002000		Which of these <b>best describes</b> you:	Asset Buyer		Drop down, Sciect on	Sirigic	, y	Okip log
			Auditor					
			Banking Professional	_				
			Bank Regulator	_				
			Consultant	_				
			Consumer/Depositor	_				
			Finance/Investment Professional	_				
			Government Employee	_				
			Investor	=				
			Lawyer	_				
			Sales Professional	_				
			Student	_				
			Other	A				
EDO02689	Α	If answered "Other" above, what other role best describes you? (Please specify)	Other	A	Text area, no char		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					

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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 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	Α	T (5.11 400			01: 1 :
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 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	
			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					
ACQCol0006402		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					
			Don't Recall					
			None of these					
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				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on			Checkbox, one-up	Multi	Υ	Skip logic
		this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		vertical			
			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.)					
			,, ,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			-	i roSoo Docult	o Confide

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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 Instructi ons
			Could not navigate back to previous information					
	_		I had a navigation difficulty not listed above:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	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	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic
			Partially No					
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 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:	D				
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
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	ı	prop down, select on	Single	Y	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjust T	emplate/Sty
			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
EDO03717		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube		Drop down, select on	Single	N	Rank Group
			Internet blogs or discussion forums				Adjust T	emplate/Sty
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network				 	to Confide

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Mobile phone text messages or alerts Instant Message from a friend or colleague Search engine Bokman/Favorite Another webstefinik Brochure Email from PDIC Online Subscription Service Newspager article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube International Colleague Search engine Bokman/Favorite Another webstefinik Brochure Email from my banker Emai	kip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
Search engine   Bookman/Favorite   Another website/link   Brochure   Email from my banker   Email from FDIC Online Subscription Service   Newspaper article   Prior experience with FDIC   Business Card   Other government agency   Other thousand the prior of the prior experience with FDIC   Business Card   Other government agency   Other thousand   Other government   Other   Other government   Other   Other government   Other government   Other					
Bookmarful Favorite Another websiteflink 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 Other government demonds from a friend on a social network Video I saw on You't ube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone Lext messor or alers Instant Message from a friend or colleague Search engine Bookmarful-Pavorite Another websiteflink Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Other government agency Other foreorem agency Other government agency Other sovernment Do you use an RSS news reader?  Yes No Not sure Twitter Facebook Linkedin					
Another website/link Brochure Email from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  ED003718  Rank 3  Rank 8  Rank					
Brochure Email from TPDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  ED003718  Rank 3  Rank 4  Rank 16  Rank 17					
Email from PIDC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Other of size and a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message frecity 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 PDIC 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)  No Not Sure PO02701 What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook Linkedin					
E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  ED003718  Rank 3  Ra					
Newspaper article   Prior experience with FDIC   Business Card   Other government agency   Don't know   Other   Other government agency   Other go					
Prior experience with FDIC Business Card Other government agency Don't know Other Other government agency Don't know Other Other government agency Don't know Other  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 PDIC 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)  Yes No Not sure FDO02701  What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook Linkedin					
Business Card Other government agency Don't know Other Other Other government agency Don't know Other  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/flink Brocchure Email from my banker E-mail from PDIC 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)  Poor turnow Other  Yes No Not sure FDO02701  What social media site do you use most often?  You Tube Twitter Facebook Linkedin					
EDO03718  Rank 3  Rank 1  Rank					
EDO03718  Rank 3  Rank 4  Rank					
EDO03718  Rank 3  Rank 3  Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social network (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/flink 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  EDO03719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?  Yes  No Not sure  You Tube  Twitter Facebook Linkedin					
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					Anchor
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 Email 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)  EDO02700  Do you use an RSS news reader?  Yes  No No Not sure  Facebook LinkedIn					Anchor
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 Bookmart/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  ED003719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700  Do you use an RSS news reader?  Yes  No No Not sure  Facebook Linkedin	Drop down,	rop down, select on	Single	N	ank Grou
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 engline 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  ED003719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700  Do you use an RSS news reader?  Ves  No Not sure  ED002701  What social media site do you use most often?  Witter Facebook Linkedin					
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 my banker E-mail from FIDC 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)  EDO02700  Do you use an RSS news reader?  Yes  No Not sure  Facebook Linkedin				Adjust T	emplate/St
Mobile phone text messages or alerts					Randomize
Instant Message from a friend or colleague Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from my banker E-mail from PDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  ED003719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700  Do you use an RSS news reader?  What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook Linkedin					
Instant Message from a friend or colleague Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from my banker E-mail from PDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  ED003719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700  Do you use an RSS news reader?  What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook Linkedin					
Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from public from a social network, please specify the site (i.e. Facebook, Twitter)  Yes  No No Not sure  You Tube  Twitter Facebook Linkedin					
Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from PDIC 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)  EDO02700  Do you use an RSS news reader?  Yes No Not sure  EDO02701  What social media site do you use most often?  You Tube Twitter Facebook LinkedIn					
Another website/flink 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  ED003719  If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700  Do you use an RSS news reader?  Yes  No Not sure  ED002701  What social media site do you use most often?  Twitter Facebook LinkedIn					
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  ED003719 If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700 Do you use an RSS news reader?  What social media site do you use most often?  What social media site do you use most often?  What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook LinkedIn					
ED003719 If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002701 What social media site do you use most often?  Email from my banker  E-mail from PDIC Online Subscription Service  Newspaper article Prior experience with FDIC  Business Card  Other government agency  Don't know Other  Yes  No No Not sure  You Tube  Twitter  Facebook LinkedIn					
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)  EDO02700  Do you use an RSS news reader?  Ves No Not sure  EDO02701  What social media site do you use most often?  Twitter Facebook LinkedIn					
Newspaper article   Prior experience with FDIC   Business Card   Other government agency   Don't know   Other					
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)  EDO02700 Do you use an RSS news reader?  Ves No Not sure  EDO02701 What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook LinkedIn					
Business Card Other government agency Don't know Other  ED003719					
EDO03719 If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  EDO02700 Do you use an RSS news reader?  What social media site do you use most often?  What social media site do you use most often?  Yes  No  No  Not sure  You Tube  Twitter  Facebook LinkedIn					
EDO03719 If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  EDO02700 Do you use an RSS news reader?  What social media site do you use most often?  What social media site do you use most often?  Yes  No  Not sure  You Tube  Twitter  Facebook LinkedIn					
ED003719 If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)  ED002700 Do you use an RSS news reader?    No   Not sure					Anchor
If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)					Anchor
Do you use an RSS news reader?  Yes  No Not sure  ED002701  What social media site do you use most often?  You Tube  Twitter Facebook LinkedIn	Т	ext area, no char lin	nit	N	7 (101101
EDO02701 What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook LinkedIn		Radio button, one- up vertical	Single	Y	
EDO02701 What social media site do you use most often?  What social media site do you use most often?  Twitter Facebook LinkedIn					
Twitter Facebook LinkedIn					
Facebook LinkedIn	D	Drop down, select one	Single	Y	
Facebook LinkedIn					
LinkedIn					
Del.icio.us					
Other					
I don't use any					
EDO02702 If you are not <b>primarily</b> using the FDIC website as your		Text area, no char	single	n	+
resource are you using? (Please specify)		limit	Sirigie	"	

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<b>QID</b> EDO02703	Skip Logic Label	Question Text  What is the primary reason for using the above mentioned website or company to gather your information? (Please specify)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)  Text area, no char limit	Single or Multi single	Required Y/N n	Special Instructi ons
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		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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QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skin to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO02686	Laber	How frequently do you visit this site?	First time	Skip to	Drop down, select one	Single	у	Skip logic
		liter in equality as you than and one.			Brop down, coloct one	Og.o	,	C.up logic
			Daily	B, C				
			Weekly	B, C				
			Several times a month	B, C				
			About once a month	B, C				
			Quarterly A few times a year or less	B, C				
ACQCol0003470	B-	Please select the statement which best describes your	It is easier to find what I am looking for		Radio button, one-up	Single	N-	Skip logie
AcQc010003470	B B	experience with the new FDIC site redesign:	it is easier to find what I am looking for		vertical	Siligie	N-	okip logic
			It is harder to find what I am looking for	1				
			My experience is no different when looking for information on	1				
			the new site					
ACQCol0003471	e	Please tell us what you think of the new FDIC site:			Text area, no char limit		<del>N</del>	<del>Skip logic</del>
EDO02687		What is your age?	17 and under		Radio button, one-up			
1					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		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					
<b>ED 000000</b>			Other	Α				01: 1:
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> 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	1 5				
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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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	Α				
DO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
DO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please</i> specify)			Text area, no char limit		n	Skip logic
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	
			Navigation Menu					
	1		Top Navigation Bar					
	1		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	_				
		Which of these method(s) led you to the information/product you were looking for?			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					
	1		Call the 1-800 number					
	1		Other					
	1		None of these					
	1		Don't Recall					
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 <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
:DO02696		Did you use the Search feature on FDIC.gov?	Yes	A	Radio button, one-up vertical	Single	¥	Skip Logic Group
:DO02697	A	Please describe your search experience today.	No I 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					

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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	l-did not experience any navigation issues Links/labels-are difficult to understand		Drop down, select one	single	¥	
			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					
		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 logic
			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:	Α	Dron down coloct one		V	Chin logic
	A	Other navigation difficulty:			Drop down, select one		Y	Skip logic
	В	What specific links/labels were difficult to understand?			Drop down, select one	Cinala	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	A, B, C	Radio button, one-up vertical	Single	Y	Skip logic
			No					
			Don't recall					
	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic
			Partially No					
	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 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:	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 search improvement suggestion:	Open-ended		Text area, no char	Single	Y	Skip logic
	С	How can we make the search feature more useful to you?	Open-ended		Text area, no char	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				Adjı	st Template/Style SI
			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
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				Adjı	st Template/Style SI
			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
ED000740		David O	Other		Door door	OiI-		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 SI

FDIC Main V2

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Date: 5/7/10

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pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

	QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (coloct from list)	Single or Multi	Required Y/N	Special Instructions
	עוט	Labei	Question Text	,	Skip to	Type (select from list)	Multi	Y/IN	Randomize
				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
EDO	003719		If you heard about this website from a social network,	Circi		Text area, no char limit		N	C
	505715		please specify the site (i.e. Facebook, Twitter)			Text area, 110 chai iii iii		"	Ĭ
EDO	002700		Do you use an <b>RSS news reader</b> ?	Yes		Radio button, one-up	Single	Y	
						vertical			
				No					
				Not sure					
EDO	002701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Y	
				Twitter					
				Facebook					
				LinkedIn					
				Del.icio.us					
				Other	İ				
				I don't use any					
EDO	002702		If you are not <b>primarily</b> using the FDIC website as your	r don't doo dily		Text area, no char limit	single	n	
			resource to gather information, which other website or resource are you using? (Please specify)						
EDO	002703		What is the <b>primary reason</b> for using the above mentioned			Text area, no char limit	single	n	
	J02103		website or company to gather your information? (Please			Text area, 110 char illillic	Sirigie	"	
			specify)	Yes		- P 1 4	Cinala	Y	Chin Logio
			Do you use a mobile device to access the Internet?	Yes	A, B	Radio button, one-up vertical	Single	Y	Skip Logic
				No		701.100.1			
		Α	What type of mobile device do you use?			Drop down, select	Single	Υ	Skip Logic
				Android		one			
				Dhone					
				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
	В	Would you use a mobile device to access this website?	Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic
			No					
	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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			<u>.                                      </u>				
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 <b>frequently</b> do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly	B, C B, C B, C B, C	Drop down, select one	Single	У
	В	Please select the statement which best describes your experience with the new FDIC site redesign:	A few times a year or less  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
	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 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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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	Α			
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N
EDO02692	Α	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
i							
			Novinction Many	+			
ı			Navigation Menu	4			
			Links within the page	-			
			Use Quick Links by User	-			
			Use the Contact Us link	4			
			Use the HELP link	4			
			Use the Site Map	1			
			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 today?	Yes		Radio button, one-up vertical	Single	Y
			No	В			
			Partially	В			
EDO02695	В	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	Α	Radio button, one-up vertical	Single	Y
			No				
EDO02697	Α	Please describe your search experience today.	I did not experience any issues with Search		Drop down, select one	single	n
			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				
EDO02698	Α	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				
			Other				
	1						

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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 $\bf 1$ = Most important) Rank $\bf 1$	Message/recommendation from a friend on a social network	·	Drop down, select one	Single	Y
			Video I saw on YouTube	1			
			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				
			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	_			
ED000717		David 0	Other		Duran davina and and area	Circula.	
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)	-			Aujt
			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				
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)	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	-			
			Bookmark/Favorite				
			Another website/link	-			
			Brochure				

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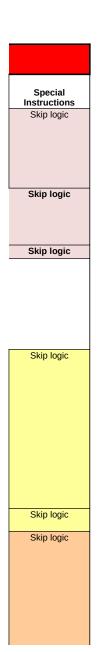
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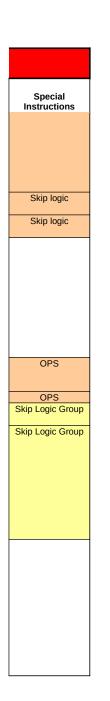
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior 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>RSS news reader</strong> ?	Yes		Radio button, one-up vertical	Single	Υ
			No		-		
			Not sure				
EDO02701		<strong>What social media site</strong> 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 <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







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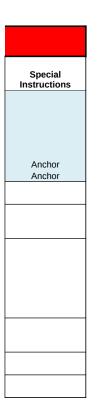
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OID	Skip Logic	Constitut Total	Answer Choices	Oldin to	Towns (solost from Est)	Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
EDO02686		How frequently do you visit this site?	First time	4	Drop down, select one	Single	У
			Daily	1			
			Weekly	4			
			Several times a month	4			
			About once a month	4			
			Quarterly	4			
<del></del>		hun .:	A few times a year or less		5 5 1 0	<b>.</b>	<del>  ,,  </del>
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 <b>best describes</b> you?	Analyst/Researcher		Drop down, select one	Single	У
			Asset Buyer				
			Auditor				
			Banking Professional				
			Bank Regulator				
			Consultant				
			Consumer/Depositor				
			Finance/Investment Professional				
			Government Employee				
			Investor				
			Lawyer	1			
			Sales Professional				
			Student	1			
			Other	Α			
EDO02689		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		Drop down, select one	Single	У
			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				

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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	T (511 400 1		
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N
EDO02692	Α	If answered "Other" above, what is your other <b>primary reason</b> 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		Checkbox, one-up vertical	Single	у
			Navigation Menu	+			
			Links within the page				
			Use Quick Links by User				
			Use the Contact Us link				
			Use the HELP link				
			Use the Site Map				
			Send an email through the "Contact Us" email function				
			Call the 1-800 number				
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y
			No	В			
			Partially	В			
EDO02695	В	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	Α	Radio button, one-up vertical	Single	Y
ED-000007		Diagram describe construction of the construct	No		Dona davis calcatana	-in-st-	
EDO02697	Α	Please describe your search experience today.	I did not experience any issues with Search		Drop down, select one	single	n
			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				
EDO02698	Α	Please describe your navigation experience	I did not experience any navigation issues		Drop down, select one	single	Y
		3 3	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				
EDO02699		What source brought you to this site?	Search engine		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
	Lubei	Question rext	Bookmark/Favorite	Citip to	Type (select ironi iist)	William	
			Another website/link	<b>⊣</b>			
			Brochure				
			Email from my banker	<del>- </del>			
			E-mail from FDIC Online Subscription Service				
			Newspaper article	_			
			Prior experience with FDIC				
			Business Card				
			Social media network (example: Facebook, Twitter, YouTube, etc.)	<b>-</b>			
			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				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				
			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				
ED000747		Death 0	Other		Description and actions	Oin-alla	N.
EDO03717		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N
							A dia
			Internet blogs or discussion forums  Advertising on social networks (Feesback, My Speed, Twitter)	_			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	_			
			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				

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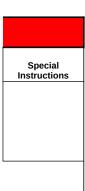
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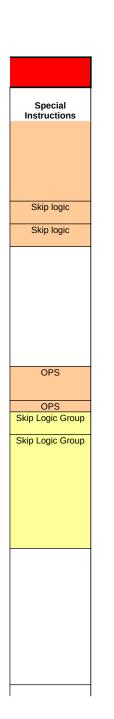
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion 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				
			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>RSS news reader</strong> ?	Yes		Radio button, one-up vertical	Single	Y
			No				
			Not sure				
EDO02701		<strong>What social media site</strong> 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 <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



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Rank Group

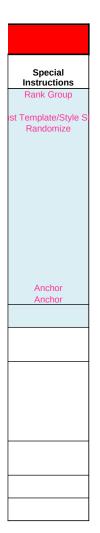
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		FDIC Main V2 CUSTO	OM QUES	TION LIST			
QID	Skip Logic Label	Question Text	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CQ0004444		How <b>frequently</b> do you visit this site?		Dropdown (Select-one)	Single	Y	
CQ0004444		Are you a <b>registered user</b> on this site?	А	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	Α	Other primary reason		Text area, no char limit	Single	N	
CQ0004444	В	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

MID: Msgl0lhl11sQAFFRl1s5Fg==

product information?

Date: 3/1/2008

### **FDIC Main V2 CUSTOM QUESTION LIST** Skip Logic Label Single or Required Special QID **Question Text** Skip to Type (select from list) Multi Ϋ́/N Instructions CQ0004444 How were you primarily **seeking information** on sweets.com? Single Radio button, one-up vertical Α Text field, <100 char CQ0004444 Other reason seeking information Single Ν CQ0004444 Were you able to find what you were looking for today? Radio button, one-up vertical Single В C,D CQ0004444 Why were you **not able to find** what you were looking for? Radio button, one-up vertical Single CQ0004444 Since you could not find what you were looking for, what do you Single Υ Drop down, select one Е CQ0004444 Why were you not sure? Radio button, one-up vertical Single CQ0004444 Drop down, select one Since you were not sure, what do you plan to do next? Single Υ F CQ0004444 Ε What other site(s) do you plan to visit? Text area, no char limit Single Ν CQ0004444 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 Multi

Checkbox, one-up vertical