



December 10, 2012

Memorandum to: Shagufta I. Ahmed
Policy Analyst
Office of Information and Regulatory Affairs
Office of Management and Budget

From: Gary A. Kuiper
Counsel
Federal Deposit Insurance Corporation

RE: Nonsubstantive Change to Revised

Under the generic clearance entitled "Occasional Qualitative Surveys" (3064-0127), the FDIC hereby submits for OMB approval a nonsubstantive change to the Revised Franchise Marketing Survey

See redlined changes in revised form. Question 3 was deleted and a new question 7 was added asking whether they wanted an FDIC representative to contact them, and if so, please provide name and contact information. Also, a site reference was updated.

The respondent and burden remain the same. If you have any questions, please let me know. Thank you for your consideration.