



October 12, 2016

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

From: Manuel E. Cabeza
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Federal Deposit Insurance Corporation

RE: FDIC.gov Website User Survey

Under the generic clearance entitled, "Occasional Qualitative Surveys" (3064-0127), the FDIC hereby submits for OMB review the generic survey "FDIC.gov Website User Survey Qualitative Research." These instruments will be fielded in November 2016 as an on-going qualitative research study of efforts used by FDIC communications staff to receive feedback from users of the FDIC.gov website to ensure that various webpages are effectively communicating the information needed to various groups of stakeholders.

The FDIC recognizes that public confidence in the banking system is strengthened when stakeholders have accurate, timely information available online or through a mobile device. As a result, the Agency is committed to publishing and maintaining information for all stakeholders. Information from this project will be used to ensure that website users are finding the correct information in the appropriate places; and that any changes to the webpages are made based on metrics received from the user base.

The purpose of this data collection is to inform those responsible for the FDIC's communications efforts of the effectiveness and efficiency of the information presented on FDIC.gov. These metrics will be used in conjunction with other collections (web activity statistics, email subscriptions statistics, social media feedback) to determine if any changes should be made, or will confirm the efficacy of, various pages on FDIC.gov.

Users will be asked to rate the effectiveness of the information on a webpage on a scale of one to five (five being the most effective); they will be asked if they were able to find what they were looking for on the website, and if not, they will be asked what they were trying to find. All respondents will be able to provide additional comments about the website and will be able to request a response.

The FDIC estimates that there will be approximately 300 responses per quarter based on previous attempts to collect customer satisfaction metrics.

	<i>Annual Estimated Number of respondents:</i>	
1,200		
<u>minutes</u>	<i>Estimated Time per response:</i>	<u>5</u>
hours	<i>Total Estimated Annual Burden:</i>	100

Total estimated burden for the annual collection of this information is 100 hours.

If you have any questions, please let me know. Thank you for your consideration.