## **Questionnaire Management Guidelines**

#### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

#### Basic rules:

1 This questionnaire has to match the live survey

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

3 All CQ change requests have to be submitted using this document

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab

2) implements change(s)

3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

# Model Instance Name:

FDIC Applications V3

MID:

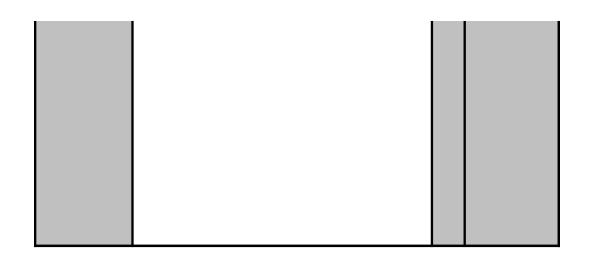
Partitioned (Y/N)? Y NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research. Date:

# Model questions utilize the

	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 <b>site information provides answers to your questions</b> .	
	Functionality (1=Poor, 10=Excellent, Don't Know)	
Functionality - Usefulness	Please rate the <b>usefulness of the website tools provided</b> on this site.	
Functionality - Convenient	Please rate the <b>convenient placement of the website tools</b> on this site.	
Functionality - Variety	Please rate the <b>variety of website tools</b> on this site.	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)	
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	
	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.	
Navigation - Layout	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.	
	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.	

	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load 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.	

# **FDIC Applications V3** ForeSee CXA methodology to determine scores and impacts **CUSTOMER SATISFACTION MQ** Label **MQ** Label Satisfaction Satisfaction -What is your **overall satisfaction** with this site? Return Overall (1=Very Dissatisfied, 10=Very Satisfied) Satisfaction -How well does this site **meet your expectations**? **Expectations** (1=Falls Short, 10=Exceeds) Satisfaction -How does this site **compare to your idea of an ideal** Recommend Ideal (1=Not Very Close, 10=Very Close) Primary Resource Trust - Best Interests Trust -Trustworthy Trust - Do Right



## **FUTURE BEHAVIORS**

## Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this information system?

# Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to recommend this information system to someone else?

## Primary Resource (1=Very Unlikely, 10=Very Likely)

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

## Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this agency to **act in my best interests.** 

I consider this agency to be **trustworthy**.

This agency can be trusted to do what is right.

Model Instance Name: FDIC Applications V3 MID: Date:

Model auest	FDIC Applications V3 MODEL QUESTION LIST ions utilize the ACSI methodology to determine scores an	nd impacts
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
Please rate the perception of accuracy of information on this site.	24 What is your overall satisfaction with this information system?	27 How likely are you to return to this information system?
2 Please rate the quality of information on this site.	25 How well does this information system meet your expectations?	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the <b>freshness of content</b> on this site.	26 How does this information system compare to your idea of an ideal information system?	28 How likely are you to recommend this information system to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the <b>usefulness of the features provided</b> on this site.		29 How likely are you to use this information system as your <b>prima</b> resource for gathering information about the FDIC or the bankin industry?
5 Please rate the <b>convenience of the features</b> on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		30 can count on this agency to act in my best interests.
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 consider this agency to be <b>trustworthy</b> .
7 Please rate the <b>visual appeal</b> of this site.		32 This agency can be trusted to do what is right.
8 Please rate the balance of graphics and text on this site.		\
9 Please rate the <b>readability of the pages</b> on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized.		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for.		
13 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this website discloses information about what this agency is doing.		
15 Please rate how quickly agency information is made available on this website.		
16 Please rate how well information about this agency's actions can be accessed by the public on this website.		
17 Search (1=Poor, 10=Excellent, Don't Know)		

MID:

Date: 5/6/2010

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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
CWS04373		How frequently do you visit this site?	First time		Drop down, select	Single	Y	
				1	one			
			Daily	1				
			Weekly	1				
			Several times a month	4				
			About once a month	4				
			Quarterly	4				
200000000000000000000000000000000000000		Which of the control	A few times a year or less		Duan davin a da et	CiI-		Obia Lasi
CWS04375		Which of these <b>best describes</b> you?	Analyst/Researcher		Drop down, select one	Single	Y	Skip Logi
			Asset Buyer/Investor					
			Banker					
			Financial Services Professional (e.g., CPA, Auditor, Advisor)					
			Bank Regulator/Government Employee	1				
			General Public (e.g., Retiree, Bank Consumer, Private Citizen)					
			Lawyer					
			Teacher/ Educator	Ī				
			Student	1				
			Media	1				
			Other	J				
CAS0057705	J	If answered "Other" above, what other role <b>best describes</b> you?			Text field, <100 char		N	Skip logic
CWS04377		What is your <b>primary reason</b> for visiting the site today?	Find reports & statistics		Drop down, select one	Single	Y	Skip Logic
			Find unclaimed funds	1				
			Get information on deposit insurance	1				
			Find information about financial institutions	С				
			Review industry analysis	1				
			Review enforcement orders or decisions	1				
			Find information about failed banks	1				
			Find financial product information					
			Learn about FDIC asset sales					
CWS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
CAS0057706		Which application(s) or database(s) did you use to complete your primary task on the site today?	Reports of Changes (ROC): examine non-financial structure changes for banks and branches		Checkbox, one-up vertical	Multi	Y	
		your primary task on the site today.	Bank Find: locate an FDIC-insured institution	1	Vertical			
			Institution Directory: analyze individual institutions and create	1				
			custom reports					
			FFIEC Central Data Repository (CDR): examine your bank's financial data					
			Summary of Deposits (SOD): study branching and deposit market share					
			Statistic on Depository Institutions (SDI): analyze institutions and peer groups					
			Statistics at a Glance: view quarterly statistics that define the banking industry and trends					
			Regional Economic Conditions (RECON): examine economic conditions geographically					

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L	Skip							
QID L	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Historical Statistics on Banking (HSOB): annual summary of financial and structural data back to 1934 for all FDIC-insured					
			institutions					
			Quarterly Banking Profile (QBP): review a summary of financial	1	<u></u>			
			results for all FDIC-insured institutions  DOT: mutut	ally				
			Real Estate for Sale: search real estate owned by FDI					
			Unclaimed Funds: database contains unclaimed insur- or dividend checks that were undeliverable or never cashed					
				1				
			I don't remember					
			Other					
CWS04380		How did you <b>primarily look for information</b> on this site? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	У	
			Top Navigation Menu					
			Links within the page	-				
			Use Quick Links by User Use the Contact Us link	-				
			Use the HELP link	1				
			Use the Site Map	1				
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
CWS04381		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Υ	OPS
			No	В				
	_		Partially	В				
CWS04382	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
CWS04384		Was the <b>system response time</b> for the application appropriate?	Yes		Radio button, one- up vertical	Single	Y	
			No					
			Partially					
CWS04385		Did you experience any <b>browser or firewall issues</b> while using these systems?	Yes	С	Radio button, one- up vertical	Single	Y	Skip Logic
			No	4				
214/00 4000		K D/ Lul	Partially					Obin Lani
CWS04386	С	If 'Yes', please specify <b>browser and firewall software</b> .			Text area, no char limit		n	Skip Logic
CWS04387		What did you like <b>most</b> about the interactive data and information systems?			Text area, no char limit		n	
CWS04388		What did you like <b>least</b> about the interactive data and information systems?			Text area, no char limit		n	
ACQinh0018680		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up	Single	Y	
			No					
ACQinh0018681	Α	Which of the following <b>devices</b> do you have?	A smart phone	W	Checkbox, one-up ve	Multi	N	
			A tablet	X				
1.COinb0010000	W	Considerable which tune of mobile whome do you have?	None of these		Dodio button and	Cinala	N	
ACQinh0018682	VV	Specifically, which <b>type of mobile phone</b> do you have?	iPhone Android	+	Radio button, one-up	Single	N	
			Blackberry	+				
			Another phone					

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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 Instructio ns
ACQinh0018683	Х	Specifically, which type of tablet do you have?	iPad		Radio button, one-up	Single	N	
			Kindle					
			Android					
			Blackberry					
			Another tablet					
ACQinh0018684	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes	С	Radio button, one-up	Single	N	
			No, but I plan to do so	1				
			No, but I might in the future					
			No, and I don't plan to do so					
ACQinh0018685	С	Have you ever accessed FDIC's site using a mobile phone or tablet?	Yes	Y, Z	Radio button, one-up	Single	N	
			No, but I plan to do so	Z				
			No, but I might in the future	z				
			No, and I don't plan to do so					
ACQinh0018686	Y	What was the <b>main reason</b> you last visited FDIC using a mobile phone or tablet?			Text area, no char limit	Single	N	
ACQinh0018687	Z	What resources/additional resources might you want to access from FDIC using a mobile phone or tablet?			Text area, no char limit	Single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
WS04373		How frequently do you visit this site?	First time		Drop down, select one	Single	Y
			Daily	1		J. J	
			Weekly				
			Several times a month	1			
			About once a month	-			
				1			
			Quarterly				
VC0 407F		Miliab of the control	A few times a year or less		Duan days a start and	Circula.	\ <u>'</u>
VS04375		Which of these <b>best describes</b> you?	Analyst/Researcher		Drop down, select one	Single	Y
			Asset Buyer/Investor				
			Banker				
			Financial Services Professional (e.g., CPA, Auditor, Advisor)				
			Bank Regulator/Government Employee				
			General Public (e.g., Retiree, Bank Consumer, Private Citizen)				
			Lawyer				
			Teacher/ Educator				
			Student				
			Media				
			Other	J			
WS04378	J	If answered "Other" above, what other role <b>best describes</b> you?			Text field, <100 char		N
VS04377		What is your <b>primary reason</b> for visiting the site today?	Find reports & statistics		Drop down, select one	Single	Υ
			Find unclaimed funds				
			Get information on deposit insurance				
			Find information about financial institutions	С			
			Review industry analysis				
			Review enforcement orders or decisions				
			Find information about failed banks				
			Find financial product information				
11001070			Learn about FDIC asset sales		T 15 11 100 1		
WS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N
		Which application(s) or database(s) did you use to complete your primary task on the site today?	Reports of Changes (ROC): examine non-financial structure changes for banks and branches		Checkbox, one-up vertical	Multi	Y
			Bank Find: locate an FDIC-insured institution	1			
			Institution Directory: analyze individual institutions and create custom reports				
			FFIEC Central Data Repository (CDR): examine your bank's financial data				
			Summary of Deposits (SOD): study branching and deposit market share				
			Statistic on Depository Institutions (SDI): analyze institutions and peer groups	-			
			Statistics at a Glance: view quarterly statistics that define the				
			banking industry and trends Regional Economic Conditions (RECON): examine economic				
	conditions geographically Historical Statistics on Banking (HSOB): annual summary of						
			financial and structural data back to 1934 for all FDIC-insured institutions				

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			FDIC Applications v3 COSTOM QUESTION				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Quarterly Banking Profile (QBP): review a summary of financial results for all FDIC-insured institutions				
			Real Estate for Sale: search real estate owned by FDI DOT: mututa	ally			
			Unclaimed Funds: database contains unclaimed insur				
			or dividend checks that were undeliverable or never ca	L			
			I don't remember				
			Other				
CWS04380		How do did you primarily look for information on this site? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	<del>Single</del> Multi	У
			Navigation Menu Top Navigation Menu	]			
			Links within the page				
			Use Quick Links by User	1			
			Use the Contact Us link	-			
			Use the HELP link Use the Site Map	-			
			Send an email through the "Contact Us" email function	†			
			Call the 1-800 number	1			
CWS04381		Did you <b>find the information</b> that you were looking for today?			Radio button, one-up vertical	Single	Y
			No	В			
			Partially	В			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please select the top factor that brought you to the site today-	Message/recommendation from a friend on a social network-		Radio button, one up vertical	Single	¥
		Visitors consistently indicate that they are familiar	Video I saw on YouTube				
		with FDIC or were brought to the site via a search	Internet blogs or discussion forums  Advertising on easiel networks (Facebook, Dinterest Twitter)	-			
		engine.	Advertising on social networks (Facebook, Pinterest, Twitter)  Message directly from the company on a social network	1			
			Mobile phone text messages or alerts	†			
			Instant Message from a friend or colleague	1			
			Familiarity with site/company/brand	1			
			Promotional email(s) from the company				
			Search engine results				
			Word of mouth recommendation from someone I know	-			
			TV, radio, newspaper, or magazine advertising Internet advertising	-			
			Don't know	1			
			Other	1			
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text	area, no cha	r limit
CWS04384		Was the <b>system response time</b> for the application appropriate?	Yes		Radio button, one-up vertical	Single	Y
			No	1	salari, riir pp rotabal		
			Partially	<u></u>			
WS04385		Did you experience any browser or firewall issues while	Yes	С	Radio button, one-up vertical	Single	Υ
		using these systems?	No				
			Partially				
WS04386	С	If 'Yes', please specify <b>browser and firewall software</b> .			Text area, no char limit		n

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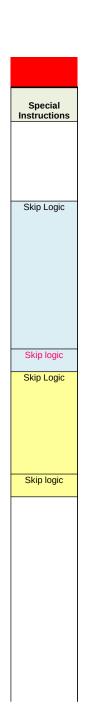
Date: 5/6/2010

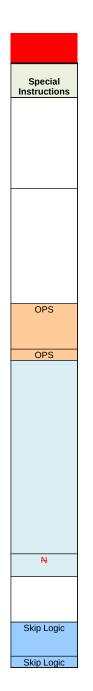
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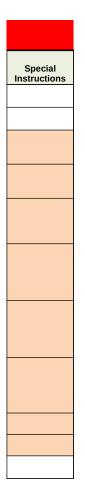
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04387		What did you like <b>most</b> about the interactive data and information systems?			Text area, no char limit		n
CWS04388		What did you like <b>least</b> about the interactive data and information systems?			Text area, no char limit		n
ACQinh0018680		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up vertical	Single	Y
ACQinh0018681	A	Which of the following devices do you have?	No A smart phone A tablet None of these	w x	Checkbox, one-up vertical	Multi	N
ACQinh0018682	W	Specifically, which type of mobile phone do you have?	iPhone Android Blackberry Another phone	-	Radio button, one-up vertical	Single	N
ACQinh0018683	Х	Specifically, which <b>type of tablet</b> do you have?	iPad Kindle Android Blackberry Another tablet	-	Radio button, one-up vertical	Single	N
ACQinh0018684	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes  No, but I plan to do so  No, but I might in the future  No, and I don't plan to do so	С	Radio button, one-up vertical	Single	N
ACQinh0018685	С	Have you ever accessed FDIC's site using a mobile phone or tablet?	Yes  No, but I plan to do so  No, but I might in the future  No, and I don't plan to do so	Y, Z Z Z	Radio button, one-up vertical	Single	N
ACQinh0018686	Y	What was the <b>main reason</b> you last visited FDIC using a mobile phone or tablet?			Text area, no char limit	Single	N
ACQinh0018687	Z	What resources/additional resources might you want to access from FDIC using a mobile phone or tablet?			Text area, no char limit	Single	N
CWS04389		Do you have any other comments or suggestions to improve our systems? (Please specify)			Text area, no char limit		Ħ







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OID	Skip Logic	Quantian Taut	Answer IDs (DOT	Answer Choices	Chin to	Time (calcat from list)
QID CWS04377	Label	Question Text	ONLY)	(limited to 50 characters)	Skip to	Type (select from list)
CWS04377		What is your <b>primary reason</b> for visiting the site today?		Find reports & statistics		Drop down, select one
				Find unclaimed funds	-	Brop down, Sciect one
				Get information on deposit insurance	+	
				Find information about financial institutions	С	
				Review industry analysis		
				Review enforcement orders or decisions	1	
				Find information about failed banks		
				Find financial product information		
				Learn about FDIC asset sales	1	
				Get current FDIC news & information	1	
				Learn about FDIC	1	
				Review banking laws & regulations		
				Learn about FDIC Programs	1	
				Read announcements & alerts		
				Review upcoming conferences & events		
				Learn about careers with FDIC	1	
				Learn how FDIC examines banks		
				Find guidelines, forms or instructions		
				Use searchable databases		
				Use consumer assistance		
				Review consumer & community affairs		
				Other	В	
CWS04378	С	What specific information about financial institutions were you looking for?				Text field, <100 char
	В	If answered "Other" above, what is your other primary reason				
		for visiting? (Please specify)				
CWS04379						Text area, no char limit
ACQwil0012243		Which of the following web applications did you use today?	ACQwil0012243A01	Bank Find		Checkbox, one-up vertical
		(Select all that apply)	ACQwil0012243A02	Institution Directory		
			ACQwil0012243A03	Summary of Deposits		
			ACQwil0012243A04	Statistics on Depository Institutions		
			ACQwil0012243A05	Statistics on Banking		
			ACQwil0012243A06	Historical Statistics on Banking		
				Real Estate for Sale		
			ACQwil0012243A07	Other	GG	
CAS0036386		What "other" application did you use today?				Text area, no char limit
CWS04373		How frequently do you visit this site?		First time		Radio button, one-up vertical
				Daily		
				Weekly		
				Several times a month		
				About once a month	]	
				Quarterly	]	
				A few times a year or less		
CWS04375		Which of these <b>best describes</b> you?		Analyst/Researcher		Radio button, one-up vertical
				Asset Buyer/Investor		
				Banker		
				Bank Regulator/Government Employee		
					•	

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
				General Public		
				Lawyer Student	-	
				Media	-	
				Other	A	
CWS04376		If answered "Other" above, what other role best describes you? (Please specify)				Text area, no char limit
CWS04380		How do you <b>primarily look for information</b> on this site?		Used the SEARCH function		
					4	Checkbox, one-up vertical
				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	-	
CWS04381		Did you <b>find the information</b> that you were looking for today?		Yes		Radio button, one-up vertical
2004301		lold you lind the information that you were looking for today?		165		Radio button, one-up vertical
				No	В	
				Partially	В	
CWS04382	В	Please tell us <b>what specifically</b> were you looking for?		1 artiany		Text area, no char limit
DO03712			EDO03712A001	Message/recommendation from a friend on a social network		Radio button, one-up vertical
ED000745		form, heard about this make from a social actuary, places	ED003712A002 ED003712A003 ED003712A004 ED003712A006 ED003712A007 ED003712A008 ED003712A009 ED003712A010 ED003712A011 ED003712A011 ED003712A011 ED003712A014 ED003712A013	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Pinterest, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engeine engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Tax
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text
CWS04384		Was the <b>system response time</b> for the application appropriate?		Yes		
					1	Radio button, one-up vertical
				No	1	
				Partially		
CWS04385		Did you experience any browser or firewall issues while		Yes	С	Dadia kuwa
		using these systems?				Radio button, one-up vertical
				No		
				Partially		

MID:

Date: 5/6/2010

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pink: ADDITION

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

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CWS04386	С	If 'Yes', please specify browser and firewall software.				Text area, no char limit
CWS04387		What did you like <b>most</b> about the interactive data and information systems?				Text area, no char limit
CWS04388		What did you like <b>least</b> about the interactive data and information systems?				Text area, no char limit
ACQinh0018680		Do you ever access the Internet using a mobile phone or tablet?		Yes	A, B	Radio button, one-up vertical
				No		
ACQinh0018681	Α	Which of the following devices do you have?		A SmartPhone smart phone	W	Checkbox, one-up vertical
		,		A tablet	X	
				None of these	1	
ACQinh0018682	W	Specifically, which type of mobile phone do you have?		iPhone		Radio button, one-up vertical
				Android	1	, , , , , , , , , , , , , , , , , , , ,
				Blackberry	1	
				Another phone	1	
ACQinh0018683	Х	Specifically, which type of tablet do you have?		iPad		Radio button, one-up vertical
· ·				Kindle	1	
				Android		
				Blackberry		
				Another tablet	1	
ACQinh0018684	В	Have you ever accessed ANY federal website using a mobile phone or tablet?		Yes	С	Radio button, one-up vertical
				No, but I plan to do so	1	
				No, but I might in the future	1	
				No, and I don't plan to do so	1	
ACQinh0018685	С	Have you ever accessed (agency/department)'s site using a mobile phone or tablet?		Yes	Y, Z	Radio button, one-up vertical
				No, but I plan to do so	z	
				No, but I might in the future	z	
				No, and I don't plan to do so	_	
ACQinh0018686	Υ	What was the <b>main reason</b> you last visited (agency/department name) using a mobile phone or tablet?				Text area, no char limit
ACQinh0018687	Z	What resources/additional resources might you want to access from (agency/department) using a mobile phone or tablet?				
0111001000						Text area, no char limit
CWS04389		Do you have any <b>other comments or suggestions</b> to improve our systems? ( <i>Please specify</i> )				Text area, no char limit

Single or Multi	Required Y/N	Special Instructions
Single	У	Skip Logic
	<b>N</b> 1	Ohir lesis
	N	Skip logic
	n	<del>Skip Logic</del>
Multi	У	<del>Skip Logic</del>
	Ħ	Skip Logic
Single	у	
Single	У	Skip Logic

Single or Multi	Required Y/N	Special Instructions
	n	<del>Skip Logic</del>
Single	У	
Single	Y	OPS
Single	Y	OPS
area, no cha	r limit	N
Single	Y	
Single	Y	Skip Logic

Single or Multi	Required Y/N	Special Instructions
	n	Skip Logic
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	n	
Single	Y	
Multi	Y	
Single	N	Mob
Single	N	
	n	

Date: 5/6/2010

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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 (select from list)	Single or Multi	Required Y/N
ACQwil0012243		Which of the following web applications did you use today?	Bank Find		Checkbox, one-up vertical	Multi	у
		(Select all that apply)	Institution Directory				,
			Summary of Deposits				
			Statistics on Depository Institutions				
			Statistics on Banking				
			Historical Statistics on Banking				
			Real Estate for Sale				
			Other	GG			
		What "other" application did you use today?			Text area, no char limit		n
VS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	У
			Daily				
			Weekly				
			Several times a month				
			About once a month				
			Quarterly				
			A few times a year or less				
VS04375		Which of these best describes you?	Analyst/Researcher		Radio button, one-up vertical	Single	у
			Asset Buyer/Investor				
			Banker				
			Bank Regulator/Government Employee				
			Bank Customer/Consumer/Depositor				
			General Public				
			Lawyer				
			Student				
			Other	_			
			Other	Α			
WS04376	1	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )	one	A	Text area, no char limit		n
			Get current FDIC news & information	A	Text area, no char limit	Single	n y
		you? (Please specify)	Get current FDIC news & information	A	Text area, no char limit  Drop down, select one	Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations  Get information on deposit insurance  Find unclaimed funds  Learn about FDIC Programs  Find reports & statistics	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations  Get information on deposit insurance  Find unclaimed funds  Learn about FDIC Programs  Find reports & statistics  Find financial product information	A		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations  Get information on deposit insurance  Find unclaimed funds  Learn about FDIC Programs  Find reports & statistics  Find financial product information  Read announcements & alerts			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions	C		Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds  Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds  Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations  Get information on deposit insurance  Find unclaimed funds  Learn about FDIC Programs  Find reports & statistics  Find financial product information  Read announcements & alerts  Find information about financial institutions  Review upcoming conferences & events  Learn about careers with FDIC  Learn how FDIC examines banks  Review enforcement orders or decisions			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions Learn about FDIC asset sales			Single	
		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions Learn about FDIC asset sales Use searchable databases			Single	
WS04376 WS04377		you? (Please specify)	Get current FDIC news & information  Learn about FDIC  Review banking laws & regulations Get information on deposit insurance Find unclaimed funds Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions Learn about FDIC asset sales			Single	

MID: Date:

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red & strike-through: DELETE

underlined & italicized: RE-ORDER

blue + -->: REWORDING

pink: ADDITION

violet (bold): SKIP-LOGIC

	Skip						
	Logic		Answer Choices			Single or	Require
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N
			Find information about failed banks				
			Other	В			
VS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N
	В	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )					n
VS04379					Text area, no char limit		
VS04380		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	1			
			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	4			
			Call the 1-800 number				
/S04381		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			
/S04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
O03712		Please select the top factor that brought you to the site today.	Message/recommendation from a friend on a social network		Radio button, one-up vertical	Single	Y
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, Pinterest, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Familiarity with site/company/brand	1			
			Promotional email(s) from the company	1			
			Search engeine results	1			
			Word of mouth recommendation from someone I know	+			
			TV, radio, newspaper, or magazine advertising	-			
				-			
			Internet advertising	-			
			Don't know	-			
			Other				
O03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text	area, no cha	
/S04384		Was the <b>system response time</b> for the application appropriate?	Yes		Dodio button one un venti	Single	Y
			Nie	+	Radio button, one-up vertical		
			No	-			
			Partially				
/S04385		Did you experience any <b>browser or firewall issues</b> while using these systems?	Yes	С	Radio button, one-up vertical	Single	Y
			No				
		the state of the s	110				

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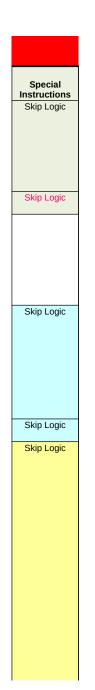
Date: 5/6/2010

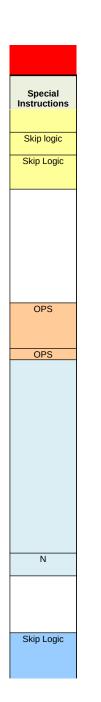
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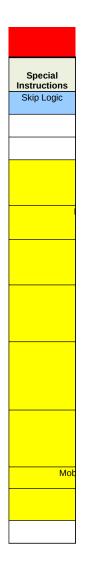
pink: ADDITION

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

	Skip Logic		Answer Choices			Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N
CWS04386	С	If 'Yes', please specify <b>browser and firewall software</b> .			Text area, no char limit		n
CWS04387		What did you like <b>most</b> about the interactive data and information systems?			Text area, no char limit		n
CWS04388		What did you like <b>least</b> about the interactive data and information systems?			Text area, no char limit		n
ACQinh0018680		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up vertical		
			No			Single	Y
ACQinh0018681	A	Which of the following devices do you have?	A SmartPhone A tablet None of these	W X	Checkbox, one-up vertical	Multi	Y
ACQinh0018682	W	Specifically, which type of mobile phone do you have?	iPhone Android Blackberry Another phone		Radio button, one-up vertical	Single	Y
ACQinh0018683	Х	Specifically, which type of tablet do you have?	iPad Kindle Android Blackberry Another tablet		Radio button, one-up vertical	Single	Y
ACQinh0018684	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes  No, but I plan to do so  No, but I might in the future  No, and I don't plan to do so	С	Radio button, one-up vertical	Single	Y
ACQinh0018685	С	Have you ever accessed (agency/department)'s site using a mobile phone or tablet?	Yes  No, but I plan to do so  No, but I might in the future  No, and I don't plan to do so	Y, Z Z Z	Radio button, one-up vertical	Single	Y
ACQinh0018686	Y	What was the main reason you last visited (agency/department name) using a mobile phone or tablet?	to all a control do do		Text area, no char limit	Single	N
ACQinh0018687	Z	What resources/additional resources might you want to access from (agency/department) using a mobile phone or tablet?			Text area, no char limit	Single	N
CWS04389		Do you have any other comments or suggestions to improve our systems? (Please specify)			Text area, no char limit		n







MID:

Date: 5/6/2010

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

OID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
ACQwil0012243	Lubei	Which of the following web applications did you use today?	Bank Find	OKIP to	Checkbox, one-up vertical	Multi	у
ACQWII0012243		(Select all that apply)	Institution Directory	1	Checkbox, one-up vertical	IVIGIU	, ,
		(C	Summary of Deposits	1			
			Statistics on Depository Institutions	1			
			Statistics on Banking	1			
			Historical Statistics on Banking	1			
			Real Estate for Sale	1			
			Other	1			
CWS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	у
			Daily	1			
			Weekly	1			
			Several times a month	1			
			About once a month	1			
			Quarterly	1			
			A few times a year or less	1			
CWS04375		Which of these <b>best describes</b> you?	Analyst/Researcher		Radio button, one-up vertical	Single	у
			Asset Buyer/Investor	1			
			Banker	1			
			Bank Regulator/Government Employee	1			
			Bank Customer/Consumer/Depositor	1			
			Lawyer	1			
			Student				
			Other	Α			
CWS04376		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n
CWS04377		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news & information		Drop down, select one	Single	у
			Learn about FDIC				
			Review banking laws & regulations				
			Get information on deposit insurance				
			Learn about FDIC Programs				
			Find reports & statistics				
			Find financial product information				
			Read announcements & alerts				
			Find information about financial institutions	С			
			Review upcoming conferences & events	1			
			Learn about careers with FDIC				
			Learn how FDIC examines banks				
			Review enforcement orders or decisions	-			
			Find guidelines, forms or instructions				
			Learn about FDIC asset sales				
			Use searchable databases	-			
			Use consumer assistance	-			
			Review consumer & community affairs				
			Review industry analysis	-			
			Find information about failed banks				
CWS04378	С	What specific information about financial institutions were you looking for?	Other	В	Text field, <100 char		N

MID: Date:

5/6/2010

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pink: ADDITION

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

212	Skip Logic		Answer Choices	a	- ( ) ( )	Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
	В	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )					n
CWS04379		ior visiting: (i lease speelify)			Text area, no char limit		
CWS04380		How do you <b>primarily look for information</b> on this site?	Used the SEARCH function		Text died; 110 chai iiiiit	Single	У
01100-1000		liow do you primarily took for information on this site.	osed the OE thermaned		Checkbox, one-up vertical	Cirigic	,
			Navigation Menu		Готовина, от органия		
			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				
CWS04381		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			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please select the top factor that brought you to the site today.	Message/recommendation from a friend on a social network		Radio button, one-up vertical	Single	Y
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, Pinterest, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague  Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results	-			
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising	1			
			Don't know				
			Other				
EDO03715		If you heard about this website from a social network, please	out.		Text	area, no cha	r limit
		specify the site (i.e. Facebook, Twitter)					
CWS04384		Was the <b>system response time</b> for the application	Yes			Single	Y
		appropriate?					
_					Radio button, one-up vertical		
			No				
			Partially				
CWS04385		Did you experience any browser or firewall issues while	Yes	С		Single	Y
		using these systems?			Radio button, one-up vertical		
			No				
			Partially				
CWS04386	С	If 'Yes', please specify <b>browser and firewall software</b> .					n
					Text area, no char limit		
CWS04387		What did you like <b>most</b> about the interactive data and					n
		information systems?			Text area, no char limit		

MID: Date:

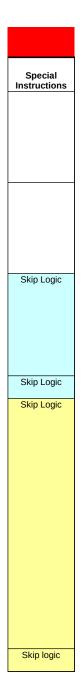
5/6/2010

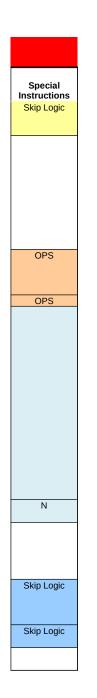
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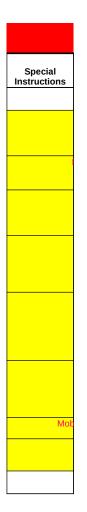
pink: ADDITION

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

OID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04388		What did you like <b>least</b> about the interactive data and information systems?			Text area, no char limit		n
		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up vertical		
						Single	Υ
			No			Sirigle	1
	Α	Which of the following devices do you have?	A SmartPhone	W	Checkbox, one-up vertical	Multi	Υ
			A tablet	Х			
			None of these				
	W	Specifically, which <b>type of mobile phone</b> do you have?	iPhone		Radio button, one-up vertical	Single	Υ
			Android				
			Blackberry				
	X	Specifically, which type of tablet do you have?	Another phone iPad		Radio button, one-up vertical	Single	Y
	^	openingary, which type of tablet do you have.	Kindle		ixadio buttori, orie-up vertical	Sirigle	'
			Android				
			Blackberry				
			Another tablet				
	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes	С	Radio button, one-up vertical		
						Single	Υ
			No, but I plan to do so				
			No, but I might in the future				
	С	Have you ever accessed (agency/department)'s site using a	No, and I don't plan to do so Yes	Y, Z	Radio button, one-up vertical		
		mobile phone or tablet?	les .	1, 2	Radio buttori, orie-up vertical	Single	Υ
			No, but I plan to do so	Z		S.i.igis	
			No, but I might in the future	Z			
			No, and I don't plan to do so				
	Y	What was the <b>main reason</b> you last visited (agency/department name) using a mobile phone or tablet?			Text area, no char limit	Single	N
	Z	What resources/additional resources might you want to access from (agency/department) using a mobile phone or tablet?				Single	N
					Text area, no char limit		
CWS04389		Do you have any <b>other comments or suggestions</b> to improve our systems? ( <i>Please specify</i> )			Text area, no char limit		n







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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
ACQwil0012243	Labei	Which of the following web applications did you use today?	Bank Find	Skip to	Checkbox, one-up vertical	Multi	У
CQWII0012243		(Select all that apply)	Institution Directory		Checkbox, one-up vertical	IVIUILI	y
		(Octob an that apply)	Summary of Deposits				
			Statistics on Depository Institutions				
			Statistics on Banking				
			Historical Statistics on Banking				
			Real Estate for Sale				
			Other				
VS04373		How <b>frequently</b> do you visit this site?	First time		Radio button, one-up vertical	Single	у
W304373		now nequently do you visit this site?			Radio buttori, orie-up vertical	Sirigle	y
			Daily				
			Weekly				
			Several times a month				
			About once a month				
			Quarterly				
			A few times a year or less				
VS04375		Which of these <b>best describes</b> you?	Analyst/Researcher		Radio button, one-up vertical	Single	у
			Asset Buyer/Investor				
			Banker				
			Bank Regulator/Government Employee				
			Bank Customer/Consumer/Depositor				
			Lawyer				
			Student				
			Other	Α			
WS04376		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )	Otto		Text area, no char limit		n
WS04377		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news & information		Drop down, select one	Single	у
			Learn about FDIC		Brop down, select one		
			Review banking laws & regulations				
			Get information on deposit insurance				
			Learn about FDIC Programs				
			Find reports & statistics				
			Find financial product information				
			Read announcements & alerts				
			Find information about financial institutions	С			
			Review upcoming conferences & events	Ŭ			
			Learn about careers with FDIC				
			Learn how FDIC examines banks				
			Review enforcement orders or decisions				
			Find guidelines, forms or instructions				
			Learn about FDIC asset sales				
			Use searchable databases				
			Use consumer assistance				
			Review consumer & community affairs				
			Review industry analysis				
			Find information about failed banks				
			Other	В			
VS04378	С	What apositis information about financial institutions were very	Outer	В	Toyt field <100 obse		N
V3U4310		What specific information about financial institutions were you looking for?			Text field, <100 char		IN

MID: Date:

5/6/2010

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underlined & italicized: RE-ORDER

pink: ADDITION

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

212	Skip Logic		Answer Choices	ai: .	- ( ) ( ) ( )	Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
	В	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )					n
CWS04379		To visiting. (Freuse speedry)			Text area, no char limit		
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function		Text died, 110 ond mile	Single	У
011001000		non do you <b>primainy took for information</b> on this old.	0004 4.10 027 4.101.104.01.1		Checkbox, one-up vertical	og.c	,
			Navigation Menu	1			
			Links within the page	1			
			Use Quick Links by User	1			
			Use the Contact Us link	1			
			Use the HELP link	1			
			Use the Site Map				
			Send an email through the "Contact Us" email function				
			Call the 1-800 number				
CWS04381		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			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please select the top factor that brought you to the site today.	Message/recommendation from a friend on a social network		Radio button, one-up vertical	Single	Y
				-			
			Video I saw on YouTube	-			
			Internet blogs or discussion forums	-			
			Advertising on social networks (Facebook, Pinterest, Twitter)	-			
			Message directly from the company on a social network	-			
			Mobile phone text messages or alerts	+			
			Instant Message from a friend or colleague Familiarity with site/company/brand	+			
			Promotional email(s) from the company	+			
			Search engeine results	1			
			Word of mouth recommendation from someone I know	1			
			TV, radio, newspaper, or magazine advertising	1			
			Internet advertising	1			
			Don't know	1			
			Other	1			
EDO03715		If you heard about this website from a social network, please			Text	area, no cha	r limit
		specify the site (i.e. Facebook, Twitter)					
CWS04384		Was the <b>system response time</b> for the application	Yes			Single	Y
		appropriate?			L		
1				4	Radio button, one-up vertical		
			No Destinition	-			
CMC04205		Did you oversioned on the sure of the could be sure of	Partially			Cimente	)/
CWS04385		Did you experience any <b>browser or firewall issues</b> while using these systems?	Yes	С	Padio button, one un vertical	Single	Y
		using these systems?	No .		Radio button, one-up vertical		
				-			
CWS04386		If 'Vos' place specify browser and firewall software	Partially I				n
CVVSU4380	С	If 'Yes', please specify browser and firewall software.			Text area, no char limit		n
CWS04387		What did you like <b>most</b> about the interactive data and			TEXT area, 110 Chai illilli		n
CVV3U4301		information systems?			Text area, no char limit		n
				1	Treat area, 110 chai illilli		

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Date: 5/6/2010

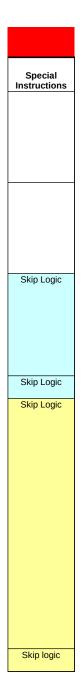
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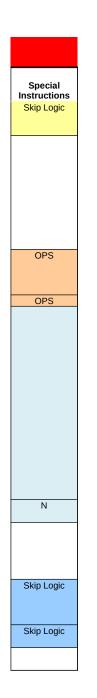
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pink: ADDITION

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

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04388		What did you like <b>least</b> about the interactive data and					n
		information systems?			Text area, no char limit		
CWS04389		Do you have any other comments or suggestions to					n
		improve our systems? (Please specify)			Text area, no char limit		







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Date: 5/6/2010

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violet (bold): SKIP-LOGIC

OID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
Qwil0012243	Label	Which of the following web applications did you use today?	ACQwil0012243A01	Bank Find	Skip to	Checkbox, one-up vertical
QWII0012243		(Select all that apply)	ACQwil0012243A02	Institution Directory		Checkbox, one-up vertical
		(Colour an anat apply)	ACQwil0012243A03	Summary of Deposits		
			ACQwil0012243A04	Statistics on Depository Institutions		
			ACQwil0012243A05	Statistics on Banking		
			ACQwil0012243A06	Historical Statistics on Banking		
			ACQwil0012243A07	Other		
/S04373		How frequently do you visit this site?	ACQWII0012243A01	First time		Radio button, one-up vertical
				Daily		
				Weekly		
				Several times a month		
				About once a month		
				Quarterly		
				A few times a year or less		
/S04375		Which of these <b>best describes</b> you?		Analyst		Radio button, one-up vertical
				Analyst/Researcher		
				Asset Buyer/Investor		
				Banker		
				Bank Regulator/Government Employee		
				Bank Customer/Consumer/Depositor		
				Bank Regulator		
				Consumer/Depositor		
				Government Employee		
				Lawyer		
				Researcher		
				Student		
				Other	Α	
S04376		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )				Text area, no char limit
/S04377		What is your <b>primary reason</b> for visiting the site today?		Get current FDIC news & information		Drop down, select one
				Learn about FDIC		
				Review banking laws & regulations		
				Get information on deposit insurance		
				Learn about FDIC Programs		
				Find reports & statistics		
				Find financial product information		
				Read announcements & alerts		
				Find information about financial institutions	С	
				Review upcoming conferences & events		
				Learn about careers with FDIC		
				Learn how FDIC examines banks		
				Review enforcement orders or decisions		
				Find guidelines, forms or instructions		
				Learn about FDIC asset sales		
				Use searchable databases		
				Use consumer assistance		
				Review consumer & community affairs		
				Review industry analysis		

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violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
				Find information about failed banks		
				Other	В	
CWS04378	С	What specific information about financial institutions were you looking for?				Text field, <100 char
	В	If answered "Other" above, what is your other primary reason				
		for visiting? (Please specify)				
CWS04379						Text area, no char limit
CWS04380		How do you <b>primarily look for information</b> on this site?		Used the SEARCH function		Checkbox, one-up vertical
				Navigation Menu	1	
				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		
CWS04381		Did you <b>find the information</b> that you were looking for today?		Yes		Radio button, one-up vertical
				No	В	
				Partially	В	
CWS04382	В	Please tell us what specifically were you looking for?				Text area, no char limit
EDO03712		Please select the top factor that brought you to the site today.	EDO03712A001	Message/recommendation from a friend on a social network		Radio button, one-up vertical
			EDO03712A002	Video I saw on YouTube		
			EDO03712A003	Internet blogs or discussion forums		
			EDO03712A004	Advertising on social networks (Facebook, Pinterest, Twitter)		
			EDO03712A005	Message directly from the company on a social network		
			EDO03712A006	Mobile phone text messages or alerts		
			EDO03712A007	Instant Message from a friend or colleague		
			EDO03712A008	Familiarity with site/company/brand		
			EDO03712A009	Promotional email(s) from the company		
			EDO03712A010	Search engeine results		
			EDO03712A011	Word of mouth recommendation from someone I know		
			EDO03712A012	TV, radio, newspaper, or magazine advertising		
			EDO03712A013	Internet advertising		
			EDO03712A014	Don't know		
			EDO03712A015	Other		
EDO03713		Rank 2	EDO03713A001	Message/recommendation from a friend on a social network		<del>Dro</del> l
			EDO03713A002	Video I saw on YouTube		
			EDO03713A003	Internet blogs or discussion forums		
			EDO03713A004	Advertising on social networks (Facebook, My Space, Twitter)		
			EDO03713A005	Message directly from the company on a social network		
			EDO03713A006	Mobile phone text messages or alerts		

Single or Multi	Required Y/N	Special Instructions
Multi	У	
Single	у	
Single	у	Skip Logic
	n	Skip Logic
Single	У	Skip Logic

Single or Multi	Required Y/N	Special Instructions
	N	Skip logic
	n	Skip Logic
Single	у	
Single	Y	OPS
		OPS
Single	Y	
<del>down, selec</del>	<del>Single</del>	N

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violet (bold): 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
		Which of the following web applications did you use today?	Bank Find		Checkbox, one-up vertical	Multi	У
		(Select all that apply)	Institution Directory	1			,
			Summary of Deposits				
			Statistics on Depository Institutions				
			Statistics on Banking	1			
			Historical Statistics on Banking	1			
			Other	1			
CWS04373		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	У
			Daily				
			Weekly				
			Several times a month	1			
			About once a month				
			Quarterly	7			
			A few times a year or less	7			
CWS04374		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>				
			4 <del>5-5</del> 4				
			<del>55-64</del>				
			65 and over				
			I prefer not to respond				
CWS04375		Which of these best describes you?	Analyst		Radio button, one-up vertical	Single	У
			Asset Buyer/Investor	-			
			Banker	1			
			Bank Regulator				
			Consumer/Depositor				
			Government Employee				
			Lawyer				
			Researcher	1			
			Student	1			
			Other	Α			
CWS04376		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n
CWS04377		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news & information		The state of the state with	Single	У
011001011		Trinacio your primary rouson for violang and one today.	Set danielle i Bre none a miernation		Drop down, select one	Cirigio	,
			Learn about FDIC	1	Disp dom, selections		
			Review banking laws & regulations	1			
			Get information on deposit insurance	+			
			Learn about FDIC Programs	+			
			Find reports & statistics	+			
				+			
			Find financial product information	-			
			Read announcements & alerts	С			
			Find information about financial institutions	- 6			
			Review upcoming conferences & events	-			
			Learn about careers with FDIC	-			
			Learn how FDIC examines banks				
			Review enforcement orders or decisions				
			Find guidelines, forms or instructions				

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Date: 5/6/2010

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violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Learn about FDIC asset sales				
			Use searchable databases				
			Use consumer assistance				
			Review consumer & community affairs				
			Review industry analysis				
			Find information about failed banks				
			Other	В			
CWS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N
	В	If answered "Other" above, what is your other primary reason					n
		for visiting? (Please specify)					
CWS04379					Text area, no char limit		
CWS04380		How do you <b>primarily look for information</b> on this site?	Used the SEARCH function		Checkbox, one-up vertical	Single	У
			Navigation Menu	1			
			Links within the page	1			
			Use Quick Links by User	1			
			Use the Contact Us link	1			
			Use the HELP link	1			
			Use the Site Map	1			
			Send an email through the "Contact Us" email function	1			
			Call the 1-800 number	1			
CWS04381		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			
CWS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please rank the top 3 factors that brought you to the site today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop	down, selec	Single
			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				
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
			Other		_		
EDO03713		Rank 2	Message/recommendation from a friend on a social network	-	Drop	down, selec	Single
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			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				

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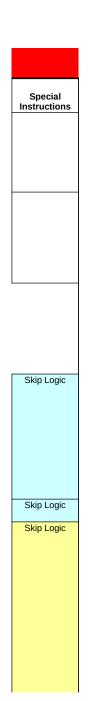
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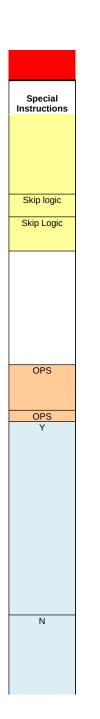
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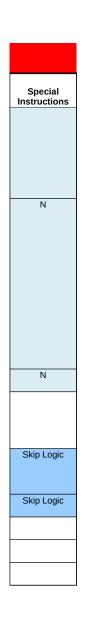
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violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results	1			
			Word of mouth recommendation from someone I know	1			
			TV, radio, newspaper, or magazine advertising				
			Internet advertising	1			
			Don't know	1			
			Other	1			
EDO03714		Rank 3	Message/recommendation from a friend on a social network		Drop	down, selec	Single
			Video I saw on YouTube	1			,
			Internet blogs or discussion forums	1			
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts	1			
			Instant Message from a friend or colleague	1			
			Familiarity with site/company/brand	1			
			Promotional email(s) from the company	1			
			Search engeine results	1			
			Word of mouth recommendation from someone I know	1			
			TV, radio, newspaper, or magazine advertising	1			
			Internet advertising	1			
			Don't know	†			
			Other	†			
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text	area, no cha	r limit
CWS04384		Was the system response time for the application	Yes			Single	Υ
		appropriate?					
					Radio button, one-up vertical		
			No				
			Partially				
CWS04385		Did you experience any <b>browser or firewall issues</b> while using these systems?	Yes	С	Radio button, one-up vertical	Single	Υ
			No				
			Partially				
CWS04386	С	If 'Yes', please specify browser and firewall software.	,		Text area, no char limit		n
CWS04387		What did you like <b>most</b> about the interactive data and					n
		information systems?			Text area, no char limit		
CWS04388		What did you like <b>least</b> about the interactive data and					n
		information systems?		<u> </u>	Text area, no char limit		
CWS04389		Do you have any other comments or suggestions to					n
		improve our systems? (Please specify)			Text area, no char limit		







MID: Date:

5/6/2010

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pink: ADDITION

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

QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04373	Labei	How frequently do you visit this site?	First time	SKIP to	Radio button, one-up vertical		
CW504373		requently do you visit this site?	Daily		Radio button, one-up vertical	Single	У
			Weekly	-			
			Several times a month				
			About once a month	1			
			Quarterly	-			
			A few times a year or less	1			
CWS04374		What is your age?	17 and under		Radio button, one-up vertical	single	Υ
			18-24				
			25-34				
			35-44				
			45-54				
			55-64				
			65 and over				
			I prefer not to respond				
CWS04375		Which of these <b>best describes</b> you?	Analyst		Radio button, one-up vertical	Single	У
			Asset Buyer/Investor				
			Banker				
			Bank Regulator				
			Consumer/Depositor				
			Government Employee				
			Lawyer				
			Researcher				
			Student Other	Α			
CWS04376		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )	Other	_ A	Text area, no char limit		n
CWS04377		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news & information		Drop down, select one	Single	У
			Learn about FDIC	+	Brop down, Sciect one		
			Review banking laws & regulations	•			
			Get information on deposit insurance				
			Learn about FDIC Programs				
			Find reports & statistics				
			Find financial product information				
			Read announcements & alerts				
			Find information about financial institutions	С			
			Review upcoming conferences & events				
			Learn about careers with FDIC				
			Learn how FDIC examines banks				
			Review enforcement orders or decisions				
			Find guidelines, forms or instructions  Learn about FDIC asset sales				
			Use searchable databases				
			Use consumer assistance				
			Review consumer & community affairs				
			Review consumer a community arrains  Review industry analysis				
			Find information about failed banks				
			Other	В			

underlined & italicized: RE-ORDER pink: ADDITION

Date:

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# FDIC Applications V3 CUSTOM QUESTION LIST

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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
CWS04378	С	What specific information about financial institutions were you looking for?			Text field, <100 char		N
	В	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )					n
WS04379					Text area, no char limit		
CWS04380		How do you <b>primarily look for information</b> 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				
14/00/4004		Did find the information that we want believe for to do 0	Call the 1-800 number		Dadia bushan ana un unsuliad	Circula	
WS04381		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			
WS04382	В	Please tell us what specifically were you looking for?			Text area, no char limit		
<del>NS04383</del>		What source brought you to this site?	Search engine		<del>Drop down, select one</del>	Single	¥
			Bookmark/Favorite				
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Social media network (example: Facebook, Twitter, YouTube, etc.)				
			Recommendation from friend/family/colleague				
			Other government agency				
DO03712		Please rank the top 3 factors that brought you to the FBI website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop	down, selec	Single
			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				
			Familiarity with site/company/brand				
			Promotional email(s) from the company				
			Search engeine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Don't know				
			Other				

MID: Date:

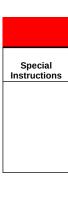
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pink: Addition

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

QID	Skij Logi Lab	:	ı Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
				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 Familiarity with site/company/brand Promotional email(s) from the company Search engeine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other				
ED003714	4	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 Familiarity with site/company/brand Promotional email(s) from the company Search engeine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop	down, selec	Single
EDO03715	5	If you heard about this website fro specify the site (i.e. Facebook, Tv				Text	area, no cha	rlimit
CWS0438		Was the <b>system response time</b> appropriate?		Yes No Partially	_	Radio button, one-up vertical	Single	Y
CWS0438	35	Did you experience any <b>browser</b> using these systems?	or firewall issues while	Yes No Partially	С	Radio button, one-up vertical	Single	Y
CWS0438	36 с	If 'Yes', please specify browser a	and firewall software.			Text area, no char limit		n
CWS0438	37	What did you like <b>most</b> about the information systems?	interactive data and			Text area, no char limit		n
CWS0438	38	What did you like <b>least</b> about the information systems?	interactive data and			Text area, no char limit		n
CWS0438	39	Do you have any <b>other commen</b> improve our systems? ( <i>Please sp</i>				Text area, no char limit		n

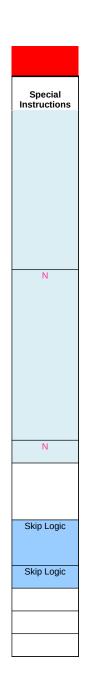


Skip Logic

Skip Logic

Skip Logic





MID: Date:

3/1/2008

red & strike-through: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION

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

Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
	How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
	Are you a <b>registered user</b> on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	Α	Radio button, one-up vertical	Single
Α	Please explain why you do not intend to register?			Text area, no char limit	Single
	What best describes your <b>primary reason</b> for visiting the site today?	Gathering information on a product or manufacturer specified in a design	B C A	Radio button, one-up vertical	Single
Α	Other primary reason	" ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '		Text area, no char limit	Single
В	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?	Spec 3D models Product application		Checkbox, one-up vertical	Multi
		Green information Manufacturer's contacts Cost Other			
С	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?	CAD Spec 3D models Green information Product application Manufacturer's contacts		Checkbox, one-up vertical	Multi
	A A B	Logic Label  How frequently do you visit this site?  Are you a registered user on this site?  A Please explain why you do not intend to register?  What best describes your primary reason for visiting the site today?  A Other primary reason  B What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching	Label  How frequently do you visit this site?  How frequently do you visit this site?  Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site  I am not registered, and do not intend to I am not registered, and do not intend to I am not registered, but intend to register during my visit today  A Please explain why you do not intend to register?  What best describes your primary reason for visiting the site today?  A Other primary reason  B What type of information were you looking for when researching products for the possible inclusion in a design?  A Other primary reason  C What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching products for the possible inclusion in a design?  C AD  Spec 3D models  Product application  Green information  Manufacturer's contacts  Cost Other  CAD  Spec 3D models  Frequency  Answer Choices (limited to 50 characters)	Label Question Text (limited to 50 characters) Skip to    How frequently do you visit this site?   Daily   Two to three times per week   About once a month	Logic Label Question Text (limited to 50 characters)  Posity Two to three times per week About once a month Every 6 months Every 6 months or less often This is my first time visiting this site  Are you a registered user on this site?  Are you a registered user on this site?  Are Please explain why you do not intend to register?  What best describes your primary reason for visiting the site today?  Researching products for possible inclusion in a design?  A Other primary reason  A Other primary reason  What type of information were you looking for when researching products for the possible inclusion in a design?  C What type of information were you looking for when researching products for the possible inclusion in a design?  C Other C What type of information were you looking for when researching products for the possible inclusion in a design?  C Other C What type of information were you looking for when researching products for the possible inclusion in a design?  C Other C

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	Skip					
	Logic		Answer Choices			Single or
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi
			Other			
CQ0004444		How were you primarily <b>seeking information</b> on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature		radio sation, one ap remodi	
			Other (please specify)	Α		
CO0004444	A	Other reason seeking information	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Text field, <100 char	Single
CO0004444		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	В		
			Not sure	C,D		
CQ0004444	Α	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			I could not find the product I was looking for			
			I haven't completed my search on sweets.com yet			
			The search results did not appear relevant			
			Other			
CQ0004444	В	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			Call Sweets.com customer service			
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	E		
			Other			
CQ0004444	С	Why were you <b>not sure</b> ?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			I am not sure how to find the product I am looking for			
			Could not find the product I was looking for under the division it should be listed in			
			The search results did not appear relevant			
			Other			
CQ0004444	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			Call Sweets.com customer service			
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	F		
			Other			
CQ0004444	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		What <b>other sources</b> do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
	1		Manufacturers websites			

Required Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	

Required Y/N	Special Instructions
Y	
N	
N Y	
Y	
Y	
Y	
Y	
N	
N Y	
Y	