

October 6, 2014

PROPOSED SURVEY FOR FDIC CONSUMER NEWS

Help Us Improve FDIC Consumer News

The FDIC wants to know what you think about FDIC Consumer News, our quarterly newsletter that is available online at www.fdic.gov/consumernews and in print. We especially want to know about the topics you're most interested in and ways we can improve our publication. Please help us by expressing your opinions and ideas in a brief survey, which should take approximately seven minutes to complete. All but those questions marked "optional" must be answered to complete the survey.

The survey form, which is online at [URL](#), will be available through **[Date to Come]**. All responses will be anonymous and will be used solely for the purpose of improving our newsletter. Everyone's feedback is important to us!

Ready to start? Please click [here](#).

1. Please tell us how important the following topics are to you by rating them from 1 to 7, with 1 being "not important" and 7 being "very important." (Please select one for each topic.)

a) Shopping for and managing a checking or savings account.

Not important						Very important							
1.	☐	2.	☐	3.	☐	4.	☐	5.	☐	6.	☐	7.	☐
Not sure. ☐													

b) Shopping for and managing consumer loans and credit cards.

Not important						Very important							
1.	☐	2.	☐	3.	☐	4.	☐	5.	☐	6.	☐	7.	☐
Not sure. ☐													

c) Shopping for and managing, including refinancing, a mortgage loan.

Not important						Very important							
1.	☐	2.	☐	3.	☐	4.	☐	5.	☐	6.	☐	7.	☐
Not sure. ☐													

d) Information about FDIC insurance, including how much is covered in different types of accounts.

Not important

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very important**
 7. ☐
 Not sure. ☐

e) Avoiding financial crimes, including identity theft and fraud.**Not important**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very important**
 7. ☐
 Not sure. ☐

f) How to safely handle your finances electronically, such as Internet banking and mobile banking.**Not important**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very important**
 7. ☐
 Not sure. ☐

g) Planning for or living in retirement.**Not important**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very important**
 7. ☐
 Not sure. ☐

h) Helping or teaching loved ones about finances and money management.**Not important**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very important**
 7. ☐
 Not sure. ☐

Next.**2. Please tell us how satisfied you are with the overall content in FDIC Consumer News by rating it from 1 to 7, with 1 being “very dissatisfied” and 7 being “very satisfied.” (Please select one.)****Very dissatisfied**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ **Very satisfied**
 7. ☐
 Not sure. ☐

Next.

3. Do you have any other comments or suggestions related to the content, design or delivery of FDIC Consumer News? Examples can include additional topics that are especially important to you, as well as your thoughts on what you like the most or the least about our publication. (Please select one.)

No. ☐

Yes. ☐ (Please explain below, entering up to 2,000 characters.)
[will have a blank box to fill in]

Next.

Finally, please answer some basic questions about you.

[Question 4 below will not appear in the initial, main survey that is for a sample of electronic and paper subscribers. Q4 is only for the versions of the survey for visitors to our Web site and for FDIC employees, preferably to be conducted after the main survey has closed.]

4. Are you an FDIC Consumer News subscriber? (Please select one.)

No. ☐ (skip to Q6)

Yes. ☐ (continue to Q5)

Next.

5. You are: (Please select one.)

A mail subscriber. ☐
 [skip to Q7]

An e-mail subscriber. ☐
 [continue to Q6]

Both a mail and an e-mail subscriber. ☐
 [skip to Q7]

Next.

6. Would you consider receiving each new quarterly issue of FDIC Consumer News in an e-mail instead of in the mail? (Please select one.)

- | | |
|-----------|-----------------------|
| Yes. | ☐ |
| No. | ☐ |
| Not sure. | ☐ |

Next.

7. How many issues of FDIC Consumer News did you read in the past 12 months? (Please select one.)

- | | |
|--------------------|-----------------------|
| None. (Skip to Q9) | ☐ |
| One. | ☐ |
| Two. | ☐ |
| Three. | ☐ |
| Four or more. | ☐ |
| Not sure. | ☐ |

Next.

8. Of the issues you read, how many individual articles did you typically read? (Please select one.)

- | | |
|------------------------------|-----------------------|
| One or two articles. | ☐ |
| About half of the articles. | ☐ |
| Most or all of the articles. | ☐ |
| Not sure. | ☐ |

Next.

9. About how many other people do you usually share an issue of FDIC Consumer News with? (Please select one.)

- No one else. ☐
- One to five. ☐
- Six to 10. ☐
- 11-50. ☐
- More than 50. ☐

Next.

10. Why do you read FDIC Consumer News? (Please select all that apply.)

- To benefit me as a consumer. ☐
- For my job. ☐
- To share information with others. ☐
- Other. ☐

(Please specify below, entering up to 50 characters.)
[will have a blank box to fill in]

Next.

11. You work for: (Please select one.)

- A financial institution ☐
- A private organization that is not a financial institution. ☐
- A financial institution regulator ☐
- A government agency that is not a financial institution regulator ☐
- I am not currently working or I am retired. ☐
[to skip to Q13]
- I prefer not to say, ☐
[to skip to Q13]

Other. o
 (Please specify below, entering up to 50 characters.)
[will have a blank box to fill in]

Next.

12. You work as: (Please select all that apply.)

A banker. o

A lawyer. o

Another type of advisor. o

A financial educator. o

A consumer advocate. o

Other. o
 (Please specify below, entering up to 50 characters.)
[will have a blank box to fill in]

Next.

16. (Optional) Your age bracket is:

Under 25. o

25-44. o

45-60. o

Over 60. o

Next.

17. (Optional) You are a:

Male. o

Female. o

Next.

18. (Optional) What is your household's approximate annual income?

- | | |
|-------------------------|-----------------------|
| Less than \$25,000. | ☐ |
| \$25,000 to \$50,000. | ☐ |
| \$50,001 to \$100,000. | ☐ |
| \$100,001 to \$150,000. | ☐ |
| More than \$150,000. | ☐ |
| I prefer not to say. | ☐ |

Next.

That concludes our survey. Thank you again for your assistance!

To submit your anonymous responses, please click here. *[Doing so will bring the person to the next page.]*

Thank you. Your survey responses have been recorded.

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