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October 7, 2014

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

From: Gary A. Kuiper, Counsel /s/ Gary A. Kuiper  
Federal Deposit Insurance Corporation

RE: Qualitative Survey: FDIC Consumer News Readership Survey

Under the generic clearance entitled "Occasional Qualitative Surveys" (3064-0127), the FDIC hereby submits for OMB approval the enclosed survey regarding FDIC Consumer News, our quarterly newsletter that is available online at [www.fdic.gov/consumernews](http://www.fdic.gov/consumernews) and in print. This survey continues the FDIC practice of using qualitative surveys to make quality improvements to products and services.

Purpose of survey. The survey is a management tool to learn what readers think about FDIC Consumer News. The FDIC is seeking to ascertain what topics readers are most interested in and ways the FDIC can improve the publication.

Methodology. The survey will be sent to 800 random online and 800 random in-print subscribers to FDIC Consumer News. In addition, the survey will be made available to an estimated maximum of 400 visitors to our Web site who wish to take the survey. The survey is strictly voluntary.

Burden Estimate

Number of respondents: 2000  
Estimated time per response: 7 minutes  
**Total annual burden = 233 hours.**

Your expeditious response to this request would be appreciated.