



July 30, 2018

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

From: Manuel E. Cabeza  
Counsel  
Federal Deposit Insurance Corporation

RE: FDIC.gov Public Data User Survey

Under the generic clearance entitled, "Occasional Qualitative Surveys" (3064-0127), the FDIC hereby submits for OMB review the generic survey "FDIC.gov Public Data User Survey." This survey will be fielded in August and September 2018 as a qualitative research effort by FDIC staff. The purpose of the survey is to receive feedback from users of the FDIC.gov website to ensure that various webpages are effectively providing the information needed by various stakeholders.

The FDIC recognizes that public confidence in the banking system is strengthened when stakeholders have accurate and timely information available online or through a mobile device. As a result, the Corporation is committed to regularly publishing information on the Financial Institutions it supervises. This data is accessible by all members of the general public on FDIC.gov. Information from this survey will be used to ensure that FDIC.gov website users are finding the correct information in the appropriate places; and that any changes to the webpages are made based on metrics received from the user base.

This data collection effort will inform those responsible for the FDIC.gov web design on the effectiveness and efficiency of the information presented on the Corporation website. These metrics will be used in conjunction with other collections (web activity statistics, email subscriptions statistics, social media feedback) to determine if any changes should be made, or if various pages on FDIC.gov can be improved.

Users will be asked (1) in what job role do they use FDIC data (2) rate the FDIC.gov site experience when searching for and downloading publicly available data; (3) how often they access FDIC data; (4) what public data they look for on FDIC.gov; (5) how they use the data on FDIC.gov; and (6) how the online experience can be improved. All respondents will be able to provide additional comments about the website and will be able to request a response.

To get timely feedback on the Corporation's web design, this survey will be fielded two (2) times (once in August 2018 and once in September 2018). Based on past experience collecting customer satisfaction metrics, the FDIC estimates that there will be approximately 250 responses each time the survey is deployed.

Estimated burden:

	<i>Annual Estimated Number of respondents:</i>	
500	<i>Estimated Time per response:</i>	<u>12</u>
<u>minutes</u>	<i>Total Estimated Annual Burden:</i>	100
hours		

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

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