



September 7, 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 Website Feedback Form

Under FDIC “fast-track” generic clearance entitled “Occasional Qualitative Surveys” (3064-0127), the FDIC hereby submits for OMB review the generic survey “FDIC Website Feedback Survey.” This survey will be hosted by Qualtrics. It will be accessible from every webpage on FDIC.gov via a “Feedback” tab on the right side of the screen. Completion of this form is voluntary.

Visitors to the FDIC’s public-facing website – FDIC.gov – will have the option of responding to a “Feedback” tab located on the right side of every webpage. The questions on the corresponding survey relate to the webpage on which the Feedback tab was accessed. The user is asked to rate the webpage using a scale of one to five stars (five being the highest); asked if they found what they were looking for; and if they continued to need assistance. There are also asked to self-identify their occupation and the frequency they visit FDIC.gov. The metrics derived from the responses will gauge effectiveness of the webpage for both the website managers and program areas, and may result in actions to clarify the content or design of the webpage. The survey meets the criteria in OMB memo M-17-06, Policies for Federal Agency Public Websites and Digital Services.

The FDIC estimates that there will be approximately 1,100 responses per quarter based on the Office of Communications’ prior experience.

	<i>Annual Estimated Number of respondents:</i>	
4,400	<i>Estimated Time per response:</i>	<u>2</u>
<i>minutes</i>	<i>Total Estimated Annual Burden:</i>	147
<i>hours</i>		

Total estimated burden for the annual collection of this information is 147 hours. This survey is currently cleared under FDIC’s information collection entitled “Information Collection for

Qualitative Research” (Control Number 3064-0198). The IC for this survey under 3064-0198 will be discontinued upon approval of this request.

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