**FDIC Deposit Insurance Awareness Survey**

**Q1.**

How confident are you that money in a bank account is safe?

*Select one.*

|  |  |
| --- | --- |
| 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |

**Q2.**

How confident are you that if a bank fails or goes bankrupt, customers will get their money back up to the insured limit?

*Select one.*

|  |  |
| --- | --- |
| 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |

**Q3.**

What organization insures bank deposits?

*Select one.*

|  |  |
| --- | --- |
| 1 | Federal Reserve |
| 2 | Federal Deposit Insurance Corporation (FDIC) |
| 3 | US Treasury Department |
| 4 | Consumer Financial Protection Bureau (CFPB) |
| 5 | Other |
| 6 | Not sure |

**Q4.**

Before today, have you heard of the Federal Deposit Insurance Corporation, or FDIC?

*Select one.*

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |
| 3 | Not Sure |

**Q5.**

**[RANDOMIZE]**

Do you save or keep money in any of the following?

*Select all that apply.*

|  |  |
| --- | --- |
| 1 | Banks |
| 2 | Credit unions |
| 3 | Investment companies (e.g., Fidelity, Vanguard, etc.) |
| 4 | Mobile apps or online payment apps such as PayPal, Venmo, Cash App, or Chime (Don’t include Zelle) |
| 5 | At home |
| 6 | Other **[ANCHOR]** |
| 7 | None of these **[ANCHOR] [EXCLUSIVE]** |

**Q6.**

**[RANDOMIZE]**

At which of the following types of financial institutions is customers’ money insured by the FDIC? For mobile/online payment apps (e.g., PayPal, Venmo), don’t include Zelle.

*Select all that apply.*

|  |  |
| --- | --- |
| 1 | Banks |
| 2 | Credit unions |
| 3 | Investment companies |
| 4 | Prepaid card companies |
| 5 | Mobile/online apps like PayPal/Venmo |
| 6 | None of these **[ANCHOR] [EXCLUSIVE]** |

**Q7.**

Before today, have you heard of “deposit insurance”?

*Select one.*

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |
| 3 | Not sure |

**[GRID, SP ACROSS; DO NOT ROTATE]**

|  |  |  |
| --- | --- | --- |
| True | False | Not sure |
| 1 | 2 | 3 |

What is true or false about deposit insurance?

|  |  |
| --- | --- |
| **Q8.** | Deposit insurance protects customers’ money if the bank fails |
| **Q9.** | Deposit insurance protects customers’ money in the event of fraud or identity theft |

**Q10.**

Does deposit insurance help you feel more confident about keeping money in a bank?

*Select one.*

|  |  |
| --- | --- |
| 1 | Yes, A LOT more confident about keeping money in a bank |
| 2 | Yes, SOMEWHAT more confident about keeping money in a bank |
| 3 | No, it doesn’t impact how I feel about keeping money in a bank |

**Q11.**

How important is it to have deposit insurance when deciding which financial provider to put your money in?

*Select one.*

|  |  |
| --- | --- |
| 1 | Very important |
| 2 | Somewhat important |
| 3 | Not too important |
| 4 | Not at all important |

**Q12.**

**[IF Q7=1; ALL OTHERS SKIP]**

**[RANDOMIZE]**

Have you recently seen, read, or heard anything about deposit insurance in any of the following ways within the past 12 months?

*Select all that apply.*

|  |  |
| --- | --- |
| 1 | TV |
| 2 | YouTube or other streaming apps |
| 3 | Online search engine |
| 4 | Social media |
| 5 | Radio |
| 6 | Podcast |
| 7 | Newspaper or magazine (print or online) |
| 8 | Billboard or poster |
| 9 | Bank website, app or email |
| 10 | Bank location/ATM |
| 11 | FDIC website (FDIC.gov) |
| 12 | FDIC social media |
| 13 | None of these **[ANCHOR] [EXCLUSIVE]** |

**Q13.**

**[RANDOMIZE]**

Which of the following sources, if any, would you use to find out more about deposit insurance?

*Select all that apply.*

|  |  |
| --- | --- |
| 1 | FDIC |
| 2 | A bank |
| 3 | Financial advisor |
| 4 | News media |
| 5 | Friends or family |
| 6 | Online search engine |
| 7 | Social media |
| 8 | None of these **[ANCHOR] [EXCLUSIVE]** |

**Q14.**

**[RANDOMIZE]**

Which of the following do you have or use?

*Select all that apply.*

|  |  |
| --- | --- |
| 1 | Checking account |
| 2 | Savings account |
| 3 | Investments (e.g., annuities, stocks, 401k) |
| 4 | Prepaid cards |
| 5 | Crypto |
| 6 | None of the above **[ANCHOR] [EXCLUSIVE]** |

**Q15.**

How often, if at all, do you use mobile payment services such as PayPal, Venmo, Cash App, or Chime? Don’t include Zelle.

*Select one.*

|  |  |
| --- | --- |
| 1 | Daily |
| 2 | Weekly |
| 3 | Monthly |
| 4 | Less often |
| 5 | Never |

**Q16.**

How often, if at all, do you use mobile payment services such as PayPal, Venmo, Cash App, or Chime (don’t include Zelle) to receive income from work, retirement, or a government agency?

*Select one.*

|  |  |
| --- | --- |
| 1 | Daily |
| 2 | Weekly |
| 3 | Monthly |
| 4 | Less often |
| 5 | Never |