

FDIC Deposit Insurance Awareness Survey

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**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 <b>[ANCHOR]</b>
7	None of these <b>[ANCHOR] [EXCLUSIVE]</b>

**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 <b>[ANCHOR] [EXCLUSIVE]</b>

**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?

<b>Q8.</b>	Deposit insurance protects customers' money if the bank fails
<b>Q9.</b>	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 <b>[ANCHOR] [EXCLUSIVE]</b>

**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 <b>[ANCHOR]</b> <b>[EXCLUSIVE]</b>

**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 <b>[ANCHOR]</b> <b>[EXCLUSIVE]</b>

**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