

SUPPORTING STATEMENT – PART B
Qualitative Research
(OMB No. 3064-0127)

Qualitative data collection methods and procedures will vary according to the specific questions to be answered; however, the primary purpose of these collections is to complement other information used by the FDIC in its mission of promoting confidence in the banking system and its efforts to promote consumer protection and economic inclusion. Consumer-focused qualitative research will deepen the FDIC’s understanding of the knowledge, experiences, behaviors, capabilities, and preferences of consumers of financial services. Qualitative data collections from a variety of financial services stakeholders (e.g., financial service providers, community based organizations, financial technology companies, etc.) will also allow the agency to gain insights into the opportunities and challenges that these stakeholders encounter in offering, funding, managing or developing an array of financial services and products. Qualitative methods can also be used to test and improve other survey efforts conducted by the FDIC. Depending on the specific research effort, results could be released publicly. However, no statistical inferences will be made based on the data collected through qualitative data collections.

1. Universe and Respondent Selection

The activities under this clearance may involve samples of self-selected participants, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of the relevant population or to include specific characteristics related to certain populations, geographies, products or services. Results will not be generalized beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

As indicated previously, the results of these qualitative data collections will be used to complement other information in informing the FDIC’s work of promoting confidence in the banking system and its efforts to promote consumer protection and economic inclusion. The accuracy, reliability, and applicability of the results of these qualitative data collections are adequate for this purpose.

1. Procedures for Collecting Information

Qualitative data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The FDIC expects to use a variety of methodologies for these collections. For example, the FDIC or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of the FDIC’s web site. Telephone scripts, personal interviews, focus groups with professional guidance and moderation, and virtual data collection methods may also be used.

2. Methods to Maximize Response

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful respondent input, but it does not yield data about respondent opinions that can be generalized.

3. Testing of Procedures

Pretesting of data collection instruments will likely be part of this research effort. If the number of pretest respondents exceeds nine members of the public, the FDIC will submit the pretest instruments for review under this generic clearance.

4. Contacts for Statistical Aspects and Data Collection

When applicable, statistical expertise will be available from agency statisticians or from contractors, and the FDIC will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.