



# OCC Trust in Banking Study Screener

## Project Background

We are running virtual focus groups to explore consumer trust in banking, including factors that build or erode trust and how trust influences banking decisions. We will conduct twenty focus groups remotely via Zoom over the course of 3 weeks.

## Logistics

<b>Sample Size</b>	Recruit 140 for n = 80-100 total participants
<b>Location</b>	Virtual, Zoom
<b>Session Type</b>	Focus Group (4-5 participants per group)
<b>Session Length</b>	60 minutes
<b>Field Dates</b>	December 2 - December 20, 2024
<b>Incentive</b>	\$75

## Schedule

Schedule to be finalized following OMB approval. Aiming for fieldwork from December 2-20, 2024, but will adjust as needed. Ipsos plans to conduct 3 sessions per day with time between sessions to debrief with the team and adjust the moderator's guide. Here is a sample daily schedule:



<b>10-10:30am EST</b>	Prep and tech set-up
<b>10:30-11:30am EST</b>	Session 1
<b>11:30am-12:30pm EST</b>	Debrief Session 1 & Break
<b>12:30-1:30pm EST</b>	Session 2
<b>1:30-2:30pm EST</b>	Debrief Session 2 & Break
<b>2:30-3:30pm EST</b>	Session 3
<b>3:30-4:00pm EST</b>	Debrief All Sessions

## Participant Overview

Each focus group will consist of 4-5 participants who share 1-2 demographics (e.g., age, race/ethnicity) or characteristics (e.g., banking status) as detailed in the table below.

Group		Participants		Characteristics			
#	Name	Recruit	Attend	Income	Race/Eth	Age	Bank Status
01	Low Inc Younger	7	4-5	Low	Mix*	18-45	N/A
02	Low Inc Older	7	4-5	Low	Mix	45+	N/A
03	Med Inc Younger	7	4-5	Medium	Mix	18-45	N/A
04	Med Inc Older	7	4-5	Medium	Mix	45+	N/A
05	High Inc Younger	7	4-5	High	Mix	18-45	N/A
06	High Inc Older	7	4-5	High	Mix	45+	N/A
07	Black Younger	7	4-5	Mix	Black	18-45	N/A
08	Black Older	7	4-5	Mix	Black	45+	N/A
09	Hispanic Younger	7	4-5	Mix	Hispanic	18-45	N/A
10	Hispanic	7	4-5	Mix	Hispanic	45+	N/A



0	<b>Older</b>						
1 1	<b>White All Ages</b>	7	4-5	Mix	White	Mix	N/A
1 2	<b>Asian All Ages</b>	7	4-5	Mix	Asian	Mix	N/A
1 3	<b>Other Race/Multiracial All Ages</b>	7	4-5	Mix	Other Race/Multiracial	Mix	N/A
1 4	<b>Gen Z</b>	7	4-5	Mix	Mix	18-27	N/A
1 5	<b>Millennials</b>	7	4-5	Mix	Mix	28-43	N/A
1 6	<b>Gen X</b>	7	4-5	Mix	Mix	44-59	N/A
1 7	<b>Baby Boomers</b>	7	4-5	Mix	Mix	60+	N/A
1 8	<b>Younger Unbanked</b>	7	4-5	Mix	Mix	18-45	Un/under-banked
1 9	<b>Older Unbanked</b>	7	4-5	Mix	Mix	45-60	Un/under-banked
2 0	<b>Unbanked Mix</b>	7	4-5	Mix	Mix	Mix	Un/under-banked

\*For groups where “mix” is specified for one or more characteristics, the recruiter will strive to recruit individuals from across all categories (e.g. all ages or all races/ethnicities). Bank Status will only be used as a qualifying criterion for the un/underbanked groups. For all other groups, the recruiter will record banking status but allow both banked and un/under-banked participants to participate. We expect un/under-banked rates in these groups to be in line with the general population.

## Screener Questions

### INTRODUCTION

Hello, my name is \_\_\_\_\_. I am calling on behalf of \_\_\_\_\_(recruiter). We are conducting paid focus groups in [insert timing]. We are NOT trying to sell you anything. This study will be conducted by Ipsos on behalf of **The Office of the Comptroller of the Currency**. The focus group will be 60 minutes in length and conducted virtually, and you would be sharing your personal preferences and experiences related to financial services and banking with other study participants. Any information about you will be kept strictly confidential **as allowed by law**.



You will be compensated \$75 for your time. Would you be interested in participating?

*[If interested in participating]* I would like to ask you some questions to see whether you are eligible to participate.

The following would be required for participation in this research:

- A computer, tablet, or smartphone that can connect to a video call on Zoom
- A webcam
- A stable and fast internet connection
- A quiet, private space where you can join the interview

Are you able to meet ALL these requirements? **[TERMINATE IF NO]**

## Banking Questions

- Q1** How much do you participate in making financial decisions for your household, such as spending, saving, borrowing, or investing money?
- I make all the decisions
  - A lot
  - Some
  - Very little
  - Not at all **[TERMINATE]**

**Recruit a mix**

**Next, I'm going to ask some questions about accounts that you might have at banks, including credit unions.**

- Q2** Which of the following products and services offered by a bank or credit union do you currently use? These can be individual accounts or accounts with your spouse or family. (Select all that apply)
- Checking account
  - Savings account
  - Bank credit card (e.g., Capital One, Chase)
  - Mortgage, auto, personal loans
  - None of the above

**Recruit a mix**

**Categorize as *unbanked* if Q2 does not = "Checking account" or "Savings account"**



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**If unbanked, skip to Q8, otherwise continue to Q3**

**Q3** Please list the names of all financial institutions you use for your banking and financial needs. These could include places where you keep your money (checking or savings accounts), have loans (auto, mortgage, personal loan, or credit card), or use other financial services.

**Record answer. If respondent prefers not to answer, skip to Q3b.**

**Q3a** Among the banks that you named, please tell us which one you consider as your primary bank. Your primary bank is the one you most frequently use for your day-to-day banking needs (e.g., checking account).

**Record answer**

**Q3b** Which of the following best describes your primary bank? Your primary bank is the one you most frequently use for your day-to-day banking needs (e.g., checking account).

- a. Large bank(e.g., Chase, PNC Bank)
- b. Small, regional, community bank
- c. Credit union
- d. Digital/online-only financial institution or 'fintech' (e.g., Chime, Upstart, SoFi, Prosper, Lending Club, Figure, etc.)
- e. Alternative financial service provider (e.g., Western Union, MoneyGram, payday lender, auto title loans, etc.)
- f. Other (please specify)
- g. Don't know

**Recruit a mix**

**If "don't know" for Q3b, Ipsos will classify institution type based on response in Q3b. If "prefer not to answer" Q3 and "don't know" for Q3b, terminate.**

**Next, some questions about other financial services you might have used in the past 12 months through businesses that are not banks or credit unions.**

**Q4** In the past 12 months, did you **cash a check** through a business that is not a bank or credit union? Examples of other business where you can cash a check



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include Western Union, Ace Cash Express, United Check Cashing, Walmart Money Center, convenience stores, or liquor stores.

- a. Yes
- b. No

**Q5** In the past 12 months, did you **purchase a money order** through a business that is not a bank or credit union? For example, you can purchase money orders at the Post Office, retail stores like Walmart, or Western Union and MoneyGram locations.

- a. Yes
- b. No

**Q6** In the past 12 months, did you **pay bills** through a business that is not a bank or credit union, such as through Western Union or MoneyGram?

- a. Yes
- b. No

**Q7** In the past 12 months, did you **get a loan** through a business that is not a bank or credit union (such as a payday loan, pawn shop loan, or auto-title loan)?

- a. Yes
- b. No

**Categorize as *underbanked* if YES to ANY times for Q4-7 (cash a check, purchase a money order, pay bills or get a loan through a business that is not a bank or credit union)**



## Demographic Questions

To ensure we have a broad mix of people, please answer the following demographic questions.

**Q8** What is your gender?

**Record and mark answer, do not read list**

	Woman
	Man
	Transgender
	Non-binary/Gender non-conforming
	Prefer not to answer

**Record and recruit mix**

**Q9** What is your racial or ethnic identity? (Select all that apply)

**Record and mark answer, do not read list**

	American Indian or Alaskan Native
	Asian
	Black or African American
	Hispanic or Latino
	Middle Eastern or North African
	Native Hawaiian or Pacific Islander
	White
	Prefer not to answer

**Recruit as specified in participant table**

**Q10** What is your age?

**Record and mark answer to capture age and age range, do not read list**

	18-24
	25-34
	35-44



	45-54
	55-64
	65+

**TERMINATE if under 18**

**Recruit as specified in participant table**

**Q11** Where do you live?

**Record state and metro area, and recruit mix across census regions (Northeast, South, Midwest, West)**

**Recruit a mix**

**Q12** Which of the following best describes the area where you currently live?  
 a. Urban  
 b. Suburban  
 c. Rural  
 d. Other (please specify)

**Recruit a mix**

**Q13** How much did ALL members of your household earn in income last year?  
 Total household income is for all people in the household from jobs, businesses, social security, etc.

**Record:** \_\_\_\_\_

**Q14** How many people live in your household?

**Record:** \_\_\_\_\_

**INC** **Enter State, Metro Area, and Annual Income and HH Size into this calculator:**  
<https://www.pewresearch.org/short-reads/2020/07/23/are-you-in-the-american-middle-class/>

**Record classification (Upper, Middle, Low) below. Do not read to respondent.**

Income Category

	Upper
	Middle





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	Low
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**Recruit according to participant table**

**Q15** What is the highest level of education or degree you have completed?  
**Record and mark answer, do not read list**



- a. Less than high school
- b. High school graduate
- c. GED or equivalent
- d. Some college
- e. Vocational college/trade school
- f. Associate's degree
- g. Bachelor's degree
- h. Master's degree
- i. Doctoral degree
- j. Professional school degree

**Recruit a mix**

**Q16** Do you identify as having a disability? Please note this will not impact your ability to take part in this study. You may also decline to answer this question.

- a. Yes [**Continue to Q16a**]
- b. No [**Skip to Q17**]
- c. Prefer not to answer [**Skip to Q17**]

**If Q16 = "No" or "Prefer not to answer", skip to Q17, else continue to Q16a**

**Q16a** Please select any of the following disabilities you identify as having.

- a. Sensory processing
- b. Motor
- c. Mobility
- d. Cognitive
- e. Mental-health related
- f. d/Deaf
- g. Hard of hearing
- h. Blind
- i. Low-vision (permanently reduced vision that cannot be corrected with glasses, contact lenses, medicine, or surgery)
- j. Something else: Please specify \_\_\_\_\_
- k. Prefer not to answer [**Skip to Q17**]

**If Q19a = "Prefer not to answer", skip to Q17, else continue to 6**

**Q16b** Do you use any assistive technologies? Please note this will not impact your ability to take part in this study. You may also decline to answer this question.

- a. Yes [**Continue to Q16c**]
- b. No [**Skip to Q17**]



c. Prefer not to answer [**Skip to Q17**]

**If Q16b = “No” or “Prefer not to answer”, skip to Q17, else continue to Q16c**

**Q16c** Please indicate any of the assistive technologies you may use.

- a. Screen reader (braille display or speech synthesis)
- b. Screen magnification software
- c. Screen magnification hardware
- d. Switch system/Adaptive Input
- e. Manual Communication Board
- f. Augmentative Communication System
- g. Low Tech Vision Aid
- h. Amplification System including hearing aid
- i. Environmental Control Unit/EADL
- j. Manual or Power Wheelchair
- k. Voice Recognition/Speech to Text
- l. Something else: Please specify \_\_\_\_\_
- m. Prefer not to answer

**If participant selects a-l, categorize these participants as “Assistive Tech Users” in recruitment grid**

**Q17** If you are currently employed, what is your job title? If you are a student, please indicate this and tell us what you are studying.

**Record and use discretion to screen out individuals working in or studying topics related to financial services.**

**Q18** Have you participated in a research study (e.g., usability study, focus group, etc.)

in the past?

- a. Yes
- b. No

**If Q18 = “Yes”, continue to Q18a, else skip to Q19**

**Q18a** When was the last time that you participated in a research study?

**Do not read list, mark answer**

- a. Within the last 3 months [**Place on hold**]
- b. 3-6 months ago [**Continue**]
- c. Over 6 months ago [**Continue**]



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**Prioritize participants who have never participated or participated over 3 months ago; place others on hold if they are *underbanked* or *unbanked***

**Q19** In a few sentences, describe your experience with banks or financial institutions.

**Terminate if participant is not able to clearly articulate their thoughts. Terminate if answer is clearly incongruous with previous answers.**

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## **IMPORTANT: MUST BE READ TO ALL PARTICIPANTS**

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1. You will be participating in an online research study. It is very important that you log in 15 minutes before the start of your scheduled session time to test the software and get connected. If you are running late, please call the number I will be giving you.
2. You will be asked to sign and return a consent and confidentiality agreement before participating in the study.
3. The session you will be participating in will be a remote 60-minute focus group conducted via Zoom.
4. You will be video and audio taped for notetaking and data purposes only. Your data will be held confidential and will not be shared with anyone outside the client or Ipsos as allowed by law.

[Placeholder for OMB approval number]  
OMB No: XXXX-XXXX  
Approval expires Month DD, YYYY

**Do you agree with and accept all these provisions?**

- Yes
- No **[TERMINATE]**