

SOCIAL SECURITY ADMINISTRATION GENERIC CLEARANCE SUBMISSION

TITLE OF INFORMATION COLLECTION: MySocialSecurity.Gov Focus Groups

SSA SUB-NUMBER: B-02

DESCRIPTION OF ACTIVITY:

The Seamless Process Initiative is a project SSA is undertaking to enable the agency to better integrate policies, procedures, business processes, and systems to improve services and conserve resources for the public. As part of this initiative, SSA will conduct focus groups for the MySocialSecurity.gov project. This is an effort to facilitate a convenient, integrated, and personalized electronic service that the public can use to interact with SSA.

The purpose of this research is to test the concept of providing the public with a personal data page (via a dedicated web interface) which they can use to make transactions and gain information. In particular, we wish to:

- Obtain the public's reaction to the concept;
- Determine what features they would expect to find from this service;
- Ascertain what audiences would likely use this service (i.e. beneficiaries, near-retirees, etc.);
- Ascertain if the public would access their personal information via an SSA web portal;
- Ascertain their level of comfort with various registration/authentication protocols;
- Determine what SSA needs to do to market this service;
- Ascertain the best name for this service;
- Determine if the public would use it over time.

Participants in the research will consist of members of the public:

- 40 people currently receiving Social Security benefits between the ages of 25-59;
- 20 people nearing retirement age (age 60 and older) and still working;
- 30 people between the ages of 25 and 59.

For the "beneficiary" focus groups, SSA will provide a listing of beneficiaries and their contact information (although **not** their Social Security numbers) to the contractors for the three locations where we will conduct the focus groups – Burlington, VT; Miami, FL; and Chicago, IL. Our contractors will use these lists for recruitment purposes. For the "near retiree" focus groups, contractors will use market research firm database to recruit participants.

Some additional information about beneficiaries:

- **Beneficiaries (Title II and Title XVI) who filed using traditional methods**
 - People who are currently receiving Social Security or Supplemental Security benefits
 - People who filed for benefits by applying at a local SSA field office or calling SSA's 800#
 - Must use the Internet for personal or business purposes

- Must be fluent in English
 - Must not be a current or former employee of the Social Security Administration or a State Disability Determination Section (DDS)
 - Mix of gender, race and/or ethnicity
- **Beneficiaries (Title II) who filed for benefits online:**
 - People who are currently receiving Social Security benefits
 - People who filed for benefits by applying online
 - Must use the Internet for personal or business purposes
 - Must be fluent in English
 - Must not be a current or former employee of the Social Security Administration
 - Mix of gender, race and/or ethnicity
- **Near Retirees who have not applied for any Social Security benefits:**
 - People age 58 and over
 - People who have not applied for any Social Security benefits
 - Must use the Internet for personal or business purposes
 - Must be fluent in English
 - Must not be a current or former employee of the Social Security Administration or a DDS
 - Mix of gender, race and/or ethnicity

SSA contractors, Macro International, will conduct these focus groups for SSA. Please see the attached Focus Group Guide for more details on how we will conduct the focus groups and the types of questions we will ask.

USE OF RESULTS:

Results will ascertain the public's reaction to this concept and provide insights to help agency decision-makers determine its feasibility.

BURDEN HOUR COMPUTATION:

Number of Responses: 90
 Estimated Response Time: 120 minutes
 Annual Burden Hours: 180 hours

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