<div align="center">**DOCUMENTATION FOR THE GENERIC CLEARANCE OF
CUSTOMER SATISFACTION SURVEY**</div>

TITLE OF INFORMATION COLLECTION: Spanish Retirement Estimator Focus Groups and
Usability

SSA SUB-NUMBER: B-02

DESCRIPTION OF ACTIVITY: *(give purpose of activity, provide specific information; i.e.,
date(s) of survey, number of focus groups, locations, etc.):*

BACKGROUND

The Social Security Administration (SSA) launched the Retirement Estimator online application in
July 2008. Since the release of the Retirement Estimator, over 4 million users successfully received
retirement estimates. Additionally, the Retirement Estimator has consistently maintained a
satisfaction score of 90% since its launch, as reported by the American Customer Satisfaction Index.
SSA is seeking to provide this same level of service to our Spanish-speaking customers.

As part of SSA's strategic goal to "Improve Our Retiree and Other Core Services," we plan to
conduct usability and triad focus groups for a Spanish-language version of the Retirement Estimator
online application, thus ultimately facilitating the agency's efforts to increase the public's use of our
online retirement services.

SURVEY

<u>Description of Survey</u>

SSA would like to obtain the Spanish-speaking public's opinion about a Spanish-language version
of the Retirement Estimator.   We hope to determine whether a Spanish-language Retirement
Estimator would assist Spanish-speaking individuals in obtaining their online retirement benefit
estimates that we maintain based on their earnings record. In particular, we wish to obtain input
from the Spanish-speaking public about:

- The need and desire for implementing an online Spanish-language Retirement Estimator;
- Their knowledge of the services SSA currently offers online;
- The type of Spanish-speaking audience who would likely use this service (i.e. younger, near-
  retirement age, etc.); and,
- Their frequency of visits to Spanish-language websites.

We will be conducting the Spanish Retirement Estimator Focus Groups and Usability Testing to
obtain the Spanish-speaking public's reaction to the prototype screens of the Retirement Estimator
online application in Spanish.

DESCRIPTION OF ACTIVITY:

We will conduct individual usability testing interviews and focus groups at facilities in New York, New York; San Antonio, Texas; and Miami, Florida. A market research facility in each location will recruit participants from the general public using SSA's screening criteria. Participants will be members of the Spanish-speaking public, ages 30-64, who speak Spanish and use the Internet to conduct personal business. The research will consist of:

- Eighteen 1-hour, one-on-one usability testing interviews (six in each city); and,
- Six 1-hour focus groups, with three participants in each group (two in each city).

USE OF SURVEY RESULTS:

SSA will use the results of these focus groups to evaluate and modify the Spanish-translated version of the Retirement Estimator online application. Ultimately, these results will assist SSA in obtaining feedback from the Spanish-speaking public on the Spanish-translated Retirement Estimator and provide SSA insight in building the foundation for future Spanish-language applications.

BURDEN HOUR COMPUTATION:
Number of Responses: 18
Estimated Response Time: 120 minutes
Annual Burden Hours: 36

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