FY 2010 PROSPECTIVE CLIENT SURVEY PRENOTICE POSTCARD

Dear Future Social Security Customer:

Social Security expects a growing retirement population in the coming years, one that may want to do business with us differently from the people we now serve. That's why we are asking you to participate in a survey to tell us about your preferences and expectations for good service.

In a few days, you will receive a questionnaire in the mail from [Contractor], who is conducting the survey for Social Security. As you will see, the questionnaire covers a wide variety of topics, such as how you want to be able to contact us, how you plan on filing for retirement benefits, and what kinds of services you think should be available.

Please watch your mail for the envelope from [Contractor]. We hope that you will take the time to answer our survey and look forward to receiving your reply.

FY 2010 PROSPECTIVE CLIENT SURVEY INITIAL COVER LETTER

Dear Future Social Security Customer:

As I noted in my recent postcard, Social Security is conducting a survey to help prepare for the expected increase in the retirement population in the coming years. You are one of only a small number of people across the country age 50 to 64 who were chosen to receive the enclosed questionnaire. While you are not required to respond, your opinions are very valuable. Your answers will help us make important decisions about how Social Security can best serve you.

Please be assured that [Contractor], who is conducting this survey for us, will only give your responses to my staff here at Social Security and will not use them for any other purpose. Social Security will report the survey results by summarizing the answers of everyone who takes the survey; we will not report any individual responses. The barcode on this survey is only used to let us know whether you have returned your survey, so we don't send you reminder letters.

Please return your completed survey as soon as possible in the postage-paid envelope provided.

If you have a question about Social Security benefits, please visit our web site at www.socialsecurity.gov or call our toll-free information line at 1-800-772-1213.

We appreciate your taking time out of your busy schedule to answer our survey.

Sincerely,

FY 2010 PROSPECTIVE CLIENT SURVEY FOLLOW-UP POST CARD

SURVEY REMINDER

About two weeks ago [Contractor] sent you a questionnaire to find out how you would like to do business with Social Security in the future.

- If you have already mailed back your completed questionnaire, we thank you for your quick response.
- However, **if you have not yet returned the questionnaire**, we would appreciate it if you could take some time to complete it and send it back as soon as possible.
- If you no longer have the questionnaire, you don't need to do anything. [Contractor] will be mailing another one to you shortly.

Thank you for sharing your opinions with us.

FY 2010 PROSPECTIVE CLIENT SURVEY FOLLOW-UP COVER LETTER

Dear Future Social Security Customer:

Several weeks ago [Contractor] sent you a survey questionnaire designed to help Social Security prepare to serve the country's growing retirement population. We haven't yet heard from you and it's very important that we gather opinions from as many people as possible. If you recently mailed in your completed questionnaire, please discard this letter. We sincerely appreciate your help and look forward to receiving your response.

However, if you have not yet returned your questionnaire, we ask that you take some time now to complete it and send it back. For your convenience, we have enclosed another questionnaire along with a postage-paid return envelope.

Please be assured that [Contractor], who is conducting this survey for us, will only give your responses to my staff here at Social Security and will not use them for any other purpose. Social Security will report the survey results by summarizing the answers of everyone who takes the survey; we will not report any individual responses.

If you have a question about Social Security benefits, please visit our web site at www.socialsecurity.gov or call our toll-free information line at 1-800-772-1213.

We would appreciate receiving your completed survey as soon as possible.

Sincerely,

FY 2010 PROSPECTIVE CLIENT SURVEY CLOSEOUT LETTER

Dear Future Social Security Customer:

Recently we mailed you a survey questionnaire to find out how you would like to do business with Social Security in the future. If you have already completed and returned the questionnaire, please accept our sincere thanks.

If you have not yet had time, we hope you will turn to it right away. We are wrapping up the survey and would like to include your opinions, but we need your quick response. We think it's extremely important to hear from everyone who was selected to participate in this survey.

Please be assured that [Contractor], who is conducting this survey for us, will only give your responses to my staff here at Social Security and will not use them for any other purpose. Social Security will report the survey results by summarizing the answers of everyone who takes the survey; we will not report any individual responses.

If you have a question about Social Security benefits, please visit our web site at www.socialsecurity.gov or call our toll-free information line at 1-800-772-1213.

Thank you for your help.

Sincerely,

Looking Ahead: How Should Social Security Serve You?

				BEFORE YO	U ST/	ART:				
0	you c	urrently re	ceive, or h	nave you applied for Social Sec	urity be	nefits of any kind in the last <u>5 years</u> ?				
	Mark	(X) one an	swer.							
		Yes →	STOP!	·	-	Please leave the rest of the survey blank and nly this box marked. Thank you for your time.				
		No →	CONTIN	IUE READING.						
	ABOUT OUR SURVEY									
	busin needs conta we sh	ness with us s your help act Social S nould have	is differen b! This su Security, h available	tly from the people we now selevely asks about your expectate ow you plan to file for retirement.	ve. To p ions for g ent benef	rs. Many of these people may want to do prepare for the future, Social Security good service – how you want to be able to fits, and what kinds of services you think				
	hc	owever, sho	ould be bas		d opinions	meone help you. The answers you give, s about your future interactions with Social ke about 20 minutes to finish.				
		•		directed. You may be told to skeetelling you what question to an	-	ome questions. When that happens, you will				
				Example:	Yes No →	SKIP to Question 1.				
				INSTRUCTIONS FOR MAR	KING YO	UR ANSWERS				
L	• Us	e a pen wit	h blue or b	lack ink or a number 2 pencil.	•	Make no stray marks.				
	• Do	not use a	pen with in	k that soaks through the paper.	•	Keep all entries within the appropriate boxes.				
			,	YOUR PREVIOUS EXPERIENC	E WITH S	SOCIAL SECURITY				
١.	earr	nings and y ement, in the	our estima	ted benefit amount? (People usout 3 months before their birthday	ally rece	last 12 months about your Social Security ive this statement, known as the Social Security				

2.	Social Security is considering other ways to provide you with your Social Security Statement. How would you prefer to receive it?										
	Mark (X) one answer.										
	☐ By regular mail										
	☐ Through secure e-mail										
	☐ View it online through a secure website										
3.	How easy or hard was it to understand the information on the Social	Security S	Statement	?							
	ark (X) an answer from 1 to 5, where 1 means "very easy" and 5 means ery hard."	Very Easy 1	2	3	4	Very Hard 5					
I fe	ound understanding the Social Security Statement										
5.	 Yes No → SKIP to Question 7 How did you contact Social Security? Mark (X) all answers that apply. Visited a local office Called a local office Called the national 800 number Used e-mail or the Internet 										
	Used regular mail										
6.	Overall, how satisfied were you with the way your business was han	dled by So	ocial Secu	ırity?							
Ma 5 1	ark (X) an answer from 1 to 5, where 1 means "very satisfied" and means "very dissatisfied."	Very Satisfied	2	3	Dis 4	Very ssatisfied 5					
Th	ninking about the way Social Security handled my business, I was										
			l	I.	l	I					

YOUR PREFERENCES FOR DOING BUSINESS WITH SOCIAL SECURITY IN THE FUTURE

For questions 7-10, please enter your <u>first (1) and second (2)</u> choice to indicate how you would like to contact Social Security in the future for the type of business described.

Select one method of contact as your <u>first</u> choice and one as your <u>second</u> choice for each type of business.

7. For the following business you might have right now, how would you prefer to contact Social Security?

	An Automated Phone Service	An Agent on a National 800 Number	An Agent on a Local Phone Number	A Visit to a Local Office	Regular Mail	Internet or E- mail				
To replace a lost Social Security card, I would prefer										
First choice										
Second choice										
To correct mistak	To correct mistakes in earnings shown on my Social Security statement, I would prefer									
First choice										
Second choice										

8. Now imagine that you are getting ready to retire in a year or two. How would you prefer to contact Social Security to get information about retiring?

	An Automated Phone Service	An Agent on a National 800 Number	An Agent on a Local Phone Number	A Visit to a Local Office	Regular Mail	Internet or E-mail			
To get information	To get information from Social Security, I would prefer								
First choice									
Second choice									

9. After you get all the information you need and you are ready to apply for retirement benefits, how would you prefer to contact Social Security in connection with your application?

	An Automated Phone Service	An Agent on a National 800 Number	An Agent on a Local Phone Number	A Visit to a Local Office	Regular Mail	Internet or E-mail				
To actually comp	To actually complete the application for retirement benefits, I would prefer									
First choice										
Second choice										

	An Automated Phone Service	An Agent on a National 800 Number	An Agent on a Local Phone Number	A Visit to a Local Office	Regular Mail	Internet or E-mail					
To schedule an a	ppointment to spea	ak with someone a	about my applicatio	n, I would prefer	•••						
First choice											
Second choice											
To check on my a	application while it's	s being processed	, I would prefer								
First choice											
Second choice											
10. Now imagine that you are receiving retirement benefits from Social Security. For business related to the Social Security benefit you are receiving, such as changing your address or getting a statement of the total benefits you received in the last year, how would you prefer to contact Social Security?											
	An Automated Phone Service	An Agent on a National 800 Number	An Agent on a Local Phone Number	A Visit to a Local Office	Regular Mail	Internet or E-mail					
To <u>change</u> inform	To change information on my Social Security records, I would prefer										
First choice											
Second choice											
To get information	n from my Social S	ecurity records, I v	would prefer	V	150.00.00.00.00.00.00.00.00.00.00.00.00.0						
First choice											
Second choice											
	YOUR PREFERENCES FOR SOCIAL SECURITY'S PHONE SERVICE										
talking with a would <u>ever</u> o	 11. A common method of conducting business with Social Security is by phone, both through automated systems and talking with an agent. Although it may not have been your first or second choice in questions 7-10, do you think you would ever call Social Security to conduct your business in the future? Mark (X) one answer. ☐ Yes ☐ No → SKIP to Question 14. 										

below are some features that people may associate with good <u>automate</u> which ones are most important to you.	•						
Mark (X) an answer from 1 to 5, where 1 means "very important" and 5 means "not as important."	Very Importa	ant		Not As Important			
Cinicalis not de important.	1	2	3	4	5		
A system where I describe the service I need in my own words							
A system that prompts me with what to say to get the service I need							
A touchtone system where I <u>press phone</u> <u>buttons</u> to get the service I need							
Ability to use more than one service without having to call back							
Ability to speak to an agent or have an agent call me back							
Ability to get $\underline{\text{general}}\ \underline{\text{information}}$ about Social Security through an automated service							
Ability to get <u>personal</u> <u>information</u> about my Social Security record through an automated service							
Ability to use an automated phone service to schedule an appointment							
Ability to take care of my business completely through an automated phone service							
A receipt or confirmation that my action or change has been successfully received							
Automated services available on nights and weekends as well as normal business hours							
13. Social Security strives to have helpful, courteous, and knowledgeable agreement quickly. Listed below are some other features that people may associate an agent. We are interested in which ones are most important to you.		•			•		
Mark (X) an answer from 1 to 5, where 1 means "very important" and 5 means "not as important."	Very Importa	ant		lm	Not As		
Production of the control of the con	1	2	3	4	5		
An estimate of how long my wait on hold will be							
Music or informational messages to listen to while I'm on hold							
Ability to transfer to the right agent to handle my business without having to call back							
Ability to complete my business with only one call							
Ability to speak to the same agent if I have to call more than once to complete							

Mark (X) an answer from 1 to 5, where 1 means "very important" and 5 means "not as important."	Very Importa	int		Not As Important		
	1	2	3	4	5	
Ability to ask an agent to call me back						
Ability to have the agent schedule an appointment for me						
Agent at a local office to handle my call						
Agents available on nights and weekends as well as normal business hours						
YOUR PREFERENCES FOR SOCIAL SECURITY'S IN-O	FFICE S	SERVIC	E			
 14. People can also choose to visit their local Social Security office. Although it choice in questions 7-10, do you think you would ever visit an office to condit the future? . Mark (X) one answer. ☐ Yes ☐ No → SKIP to Question 16. 15. Social Security knows that it is important to have convenient, comfortable off knowledgeable agents who serve you quickly. Listed below are some other good in-office service. We are interested in knowing which are most import 	uct your	busines h helpfu s that pe	ss with S	ocial Se	curity in	
Mark (X) an answer from 1 to 5, where 1 means "very important" and 5 means "not as important."	Very Importa	ınt		lm	Not As portant	
where i means very important and 3 means not as important.	1	2	3	4	5	
Office I can easily reach by public transportation						
Office I can easily reach by car						
An estimate of how long I'll have to wait to be seen						
A separate line in the office for simple business, like dropping off documents or other information						
Ability to complete my business with only one visit						
Ability to see the same agent if I have to visit more than once to complete my business						
Offices open on pights and weekends as well as normal husiness hours		П	П	П		

YOUR PREFERENCES FOR SOCIAL SECURITY'S INTERNET AND E-MAIL SERVICE

16. Internet and e-mail are increasingly popular ways to do business. Although they may not have been your first or

	second choices in questions 7-10, do you think you would ever use the Intwith Social Security in the future?	ternet or e	-mail to	contact	or do bu	siness
	Mark (X) one answer.					
	☐ Yes☐ No → SKIP to Question 22.					
17	Listed below are some features that people may associate with good Inter	net and e	-mail s	ervice '	We are	
•••	interested in which ones are most important to you when doing business v				rro aro	
	k (X) an answer from 1 to 5, where 1 means "very important" and 5 means t as important."	Very Importa	ınt			Not As oortant
		1	2	3	4	5
Abi	lity to send personal information via secure e-mail					
Abi	lity to view personal information on a secure website					
Abi	lity to use the Internet or e-mail to schedule an appointment					
Dov	wnloadable forms that I can print and mail to Social Security					
Onl	line forms that I can fill out and send electronically to Social Security					
We	bsite services available 24 hours a day, 7 days a week					
	lity to "chat" with an agent to get immediate help with Social Security's ernet services					
	lity to call an agent to get immediate help with Social Security's ernet services					
	e-mail or other electronic confirmation that my action or change has been cessfully received					

personal information that is matched against Social Se "knowledge-based authentication." We'd like to know h	•							
Mark (X) an answer from 1 to 5, where 1 means "very conveni 5 means "not at all convenient."	•	Very Convenient				Not At All Convenient		
o means not at an convenient.		1	2	3	4	5		
Using a PIN/password to do business online is								
Answering questions about my personal information to do b (knowledge-based authentication) is	usiness online							
19. Social Security is currently refining its authentication p Security number, how comfortable would you be provid with Social Security?		•	• •					
Mark (X) an answer from 1 to 5, where 1 means "very comfortable" and 5 means "not at all comfortable."		Very Comfortable			Not At All Comfortable			
		1	2	3	4	5		
Your address	I							
Your date of birth	I							
Your place of birth	I							
Your mother's maiden name	I							
Your driver's license number	I							
Your bank account number	I							
Your credit card number	I							
Other information only you know the answer to, such as the name of your first pet	I							

18. Social Security currently offers people two ways to ensure their electronic business is secure by verifying their identify. Depending on the particular type of service they need, they can either use a PIN/password or provide

with each?			•				,	
Mark (X) an answer from 1 to 5, where 5 means "not at all comfortable."	e 1 means "ver	y comfortable"	and	Very Comfo	ortable 2	3		lot At All nfortable 5
Checking against Social Security's o	wn records							
Checking against records from other Internal Revenue Service	<u>Federal</u> <u>agen</u>	cies, like the						
Checking against records from other agencies, like Motor Vehicle departn		al government	<u>:</u>					
Checking against records from <u>private</u> <u>companies</u> , like banks or credit bureaus								
21. Sometimes, Social Security's ef you to do business electronically convenience for its electronic se	y with us. Hovervices?	w do you think	Social S	Security	•			
Mark (X) an answer from 1 to 5, where 1 means "more security" and 5 means "more convenience." More Security 1 2							Con 4	More venience 5
Balancing security and convenience, I prefer								
YOUR DEFINITION	N OF TIMELY	SERVICE FO	OR SOC	IAL SE	CURITY BU	SINESS		
22. Now we'd like to know your defi mark (X) the box that best desc							ctions, ple	ease
A reasonable time for me to wait:	Same day	Next day	Abo 2-3 o		About 1 week	Abou 2 wee	-	ore than 2 weeks
To get an appointment in a local office is]				
	Γ					1		
A reasonable time for me to wait:	Less than 5 minutes	5 to 10 minutes	11 to minu		21 to 30 minutes	31 to 4 minute		ore than minutes
To be seen in an office without an appointment is]				
To be seen in an office with an appointment is]				

20. To verify your identity, Social Security would need to match the personal information you give against other records. Listed below are different kinds of records that Social Security could match with. How comfortable would you be

A reasonable time for me to	wait.	ess than I minute	1 to 3 minutes	4 to 5 minutes	5 to 10 minutes	11 to 20 minutes	More than 20 minutes			
To speak to an agent on the phone is	<u>ne</u>									
	<u> </u>	<u> </u>								
A reasonable time for me to	wait: Sa	ame day	Next day	About 2-3 days	About 1 week	About 2 weeks	More than 2 weeks			
For an agent to call me back when I leave a phone message is										
when I leave a phone message is To get a response when I ask a question via e-mail or the Internet is 23. Currently, are you employed fu										
GETTING READY FOR RETIREMENT										
23. Currently, are you employed full-time, part-time, or are you not employed for pay? Mark (X) one answer. Full time Part time Not currently employed for pay 24. How soon do you plan to retire?										
Mark (X) one answer.	I'm already retired	Within th next 12 month	1 to 5	6 to 10 years	11 to 15 years	More than 15 years	No plans to retire			
I plan to retire in										
 25. Other than your annual Social Security Statement which shows your earnings and estimated benefits, have you gotten any information <u>from Social Security</u> about retirement benefits? Mark (X) one answer. Yes No → SKIP to Question 29. 										

26.	How did you get	that information from Social Security?
	Mark (X)	all answers that apply.
		Visited Social Security's website
		Called Social Security's national 800 number
		Called a local Social Security office
		Visited a local Social Security office
		Sent an e-mail to Social Security
		Some other way Please explain:
27.	Did you get any	information about Social Security retirement benefits from anywhere other than Social Security?
	Mark (X)	one answer.
		Yes
		No → SKIP to Question 29.
28.	Where did you g	et that information?
	Mark (X)	all answers that apply.
		Senior citizens organization, such as AARP
		Accountant or financial advisor
		Employer or union
		Media (newspaper, magazine, TV, or radio)
		Friends or relatives
		Government agency other than Social Security
		Attorney
		Someplace else Please explain:
		A LITTLE MORE ABOUT YOU
29.		stand your answers, Social Security would like to know a little more about you. Do you currently use
	the Internet?	
	Mark (X)	one answer.
		Yes
		No → SKIP to Question 36.

30.	How would you rate your level of experience us	ing the Inte	rnet?							
Mark (X) an answer from 1 to 5, where 1 means "very experienced" and 5 means "not at all experienced."				Very Experier				Not At All Experienced		
o mound flot at all experienced.			1	2	3	4	5			
I would rate my level of experience using the Internet as										
31.	31. The list below describes different activities people can do on the Internet using a personal/laptop computer or a wireless handheld device. Please tell us whether you do each of the online activities listed below often, sometime or never using the type of device shown.									
	Mark (X) one answer for each item.	Often	Sometimes	s N	ever					
	Using a personal or laptop computer, I									
	Send e-mail									
	Instant Message or chat									
	Look for information online									
	Make purchases online									
	Bank or pay bills online									
	Mark (X) one answer for each item.	Often	Sometimes	s N	ever					
	Using a "wireless" handheld device (cell phone, Blackberry, iPhone, etc.), I									
	Send e-mail									
	Text or chat									
	Look for information online									
	Make purchases online									
	Bank or pay bills online									
32.	Have you ever filed an application online, for ex Mark (X) one answer. Yes No	ample, a loa	an or insurar	nce applic	ation?					

•	currently offers an online application on its website eady to file, how likely would you be to use Social				r retireme	ent benefits	
Mark (X) an answer from 1 to 5, where 1 means "very likely" and 5 means "not at all likely."		Very Likely				Not At All Likely	
		1	2	3	4	5	
For me, filing for So Internet is							
34. What is the main reason why you might be likely to use the online retirement application? Mark (X) ONLY one answer. Can do it any time of day Can take as much time as I need Don't have to wait to speak to someone, either on the phone or in person Don't have to travel to the office Can have all my records at hand or can look something up if I need to Some other reason you might use it Please explain: Can't think of any reason why I would use it							
Mark ()	Mark (X) ONLY one answer. Easier to understand things explained by a person Can get questions answered right away by a person Concerned about security and/or privacy of my information Computer is too old/Internet service is too slow Don't have the necessary computer skills or experience Concerned online application might be too hard, complicated Some other reason you might not use it Please explain: Can't think of any reason why I wouldn't use it						
	High school graduate or GED	ou have co	mpleted?				

☐ Graduate degree or postgraduate training

Thank you for your time and attention with this survey. Social Security will use your answers to plan for the future! Please return the completed questionnaire in the postage-paid envelope as soon as possible to:

Social Security Survey

Contractor Name
Contractor Address

PRIVACY ACT STATEMENT

The Social Security Administration is authorized to collect the information for this survey under Executive Order 12862, "Setting Customer Service Standards." Your response to these questions is strictly voluntary. The information you provide will be used to help us improve the service that we give you. Your response will not be disclosed to any other government or private agency.

OMB Control No: 0950-0526 Expiration Date: August 2012

PAPERWORK REDUCTION ACT STATEMENT

This information collection meets the requirements of 44 U.S.C. § 3507, as amended by Section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget control number. We estimate that it will take about 20 minutes to read the instructions, gather the facts and answer the questions. You may send comments on our time estimate above to: Social Security Administration, 1338 Annex Building, Baltimore, MD 21235-6401.

Send <u>only</u> comments relating to our time estimate to this address, not the completed form.