



**New Retirement Account Message and Materials Testing  
 Screener for EMPLOYERS  
 Draft Sept 17, 2013**

**SUMMARY OF FOCUS GROUPS AND INTERVIEWS**

- A. **Two focus groups will be conducted with targeted small to medium-size companies (between 10 and 99 employees).** We will recruit a mix of companies that do and do not currently offer payroll based retirement plans.
  - a. One focus group will be conducted in each market
  - b. Recruit 7 individuals for each group to seat 5 or 6
- B. **One bulletin board will be conducted among representatives from larger companies (100 + employees)**
  - a. Recruit 12 to 14 benefits managers at large organizations for 8 to 10 bulletin board full participants
  - b. Soft quota will be set so half of the participants represent companies with 100-500 employees, and half with more than 500 employees.

**MARKET QUOTAS: RECRUIT 7 to seat 5 or 6**

|                                |                                |
|--------------------------------|--------------------------------|
| Location-TBD                   | Location-TBD                   |
| Date - TBD                     | Date - TBD                     |
| Time<br><b>5:30PM - 7:30PM</b> | Time<br><b>5:30PM - 7:30PM</b> |

**Specifications:**

- a. Decision-making role for employee benefits
- b. Company size:
  - i. Between 10 and 99 employees for focus groups
  - ii. 100 plus employees for bulletin board
- c. Utilizes an automatic payment system for employees (such as ADP)
- d. Mix of companies that do and do not offer payroll based retirement plans
- e. Mix of industries (include some that are construction, administrative and waste management, and the leisure industry such as accommodations, restaurants, etc.)

**make sense.**

## EMPLOYER SCREENER

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local marketing research firm. We are conducting a short survey today and we would like to include your opinions. Let me assure you that we are not involved in the sale of any products or services. May I speak with the person who is most responsible for making decisions about issues related to employee benefits and payroll for your entire organization?

**Q1 Decision-making:** Which of the following best describes your responsibility for making decisions about **offering employee benefits for your organization**? Are you the primary decision-maker who handles these decisions for your entire organization, or jointly responsible for making these decisions, or are these decisions made by another person in your company?

1. I am the primary decision-maker [GO TO Q2]
2. Jointly responsible [GO TO Q1B]
3. **Not responsible – [ASK TO SPEAK WITH THE PERSON RESPONSIBLE]**

**Q1a Decision-making:** Would you say that you are the person **most** involved in making decisions about employee benefits for your company—by that, I mean, are you the person who is most likely to select the products or services your company will offer for your entire organization, or is it another person?

1. Yes (primary decision-maker)
2. **No [ASK TO SPEAK WITH THE PRIMARY DECISION-MAKER]**

**Q2 Title:** What is your title?

1. Owner
2. President, CEO
3. Human Resources Manager
4. Employee Benefits Manager
5. Other \_\_\_\_\_ (HOLD)

**Q3 Industry:** What is your company's primary line of business?

1. [RECORD RESPONSE] \_\_\_\_\_ [TERMINATE IF BANKING, FINANCIAL SERVICES OR HEALTHCARE PROVIDER]

INTERVIEWER - CIRCLE THE MAIN LINE OF WORK; ASK IF NEEDED:

Into which category would you put your company? Would you say...

(READ LIST)

- a. Construction
- b. Manufacturing
- c. Transportation
- d. Retail service
- e. Restaurant or hotel service
- f. Entertainment/performance
- g. Teaching
- h. Office clerical or other support
- i. Office professional or managerial
- j. Healthcare provider
- k. Executive or administrative or

- i. Something else (Specify) \_\_\_\_\_ **[TERMINATE IF MARKETING, MARKETING RESEARCH, MEDIA, ADVERTISING OR PR OR HEALTHCARE PROVIDERS]**

ACCEPT ONE NON-PROFIT PARTICIPANT PER MARKET

**Q4 Company size:** Which of the following categories best describe your company's total annual gross sales in 2012?

1. Under \$500,000
2. \$500,000 to under \$1 million
3. \$1 to under \$3 million
4. \$3 to under \$5 million
5. \$5 to under \$10 million
6. \$10 to under \$30 million
7. \$30 to under \$500 million
8. Over \$500 million

**Q5 Employee size:** In total, how many employees are in your organization? (Include all locations)

1. **Less than 10 employees TERMINATE**
2. 10 to 20 MAY QUALIFY FOR FOCUS GROUPS (A) **[RECRUIT MAXIMUM OF 2 PER GROUP]**
3. 20 – 49 MAY QUALIFY FOR FOCUS GROUPS (A)
4. 50 – 99 MAY QUALIFY FOR FOCUS GROUPS (A)
5. 100-249 MAY QUALIFY FOR Bulletin Board (B)
6. 250-499 MAY QUALIFY FOR Bulletin Board (B)
7. 500 or more MAY QUALIFY FOR Bulletin Board (B)

**Q6 Automatic deduction:** Do you currently use an automatic deduction/direct deposit service to pay your employees, meaning they receive their payment electronically and taxes or other deductions are automatically deducted from their pay?

1. Yes
2. **No TERMINATE**
3. **Don't know TERMINATE**

**Q7 Payroll savings and/or 401(k) or equivalent:** Do you **currently** offer any of your employees a payroll savings program or a 401(k) or equivalent retirement savings program?

1. Yes
2. No
3. **Don't know TERMINATE**

**[RECRUIT MIX – RECRUIT 4-5 PER FOCUS GROUP THAT DO NOT CURRENTLY OFFER A RETIREMENT SAVINGS PROGRAM; RECRUIT 3 FOR BULLETIN BOARD THAT DO NOT CURRENTLY OFFER RETIREMENT SAVINGS PROGRAM]**

**Q8 Gender:** What is your gender? (OR RECORD BY OBSERVATION)

1. Female
2. Male

**Q9. Length of time in business:** How long has your company been in business?

1. Less than 3 years
2. 3-5 years
3. 6-10 years
4. More than 10 years

**Q10. Length of time with business:** How long have you worked with employee benefits for your company?

1. Less than 3 years
2. 3-5 years
3. 6-10 years
4. More than 10 years

**Q11. Previous Participation:** When did you most recently participate in a focus group or one-on-one discussion where you were recruited to participate in a situation similar to this one?

1. 3 months ago or longer (or never) CONTINUE TO ARTICULATION
2. Less than 3 months ago CONTINUE TO Q13A

Q11a. What was the topic?

**TERMINATE IF RELATED TO BENEFITS, EMPLOYEES, ETC.**

#### ARTICULATION ASSESSMENT

**Q12 Participation attitude:** I'm going to read a few statements to you. Please tell me how well each one describes you. You will be using a scale from 1 to 10 where **10** means the statement **describes you extremely well** and **1** means the statement **does NOT describe you at all**. You can use any number in between.

|                                      | Does NOT Describe Me At All (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | Describes Me Extremely Well (10) |
|--------------------------------------|---------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|----------------------------------|
| If asked to describe something I can |                                 |     |     |     |     |     |     |     |     |                                  |

|   |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|
| usually do so in detail   |  |  |  |  |  |  |  |  |  |  |
| I'm comfortable expressing my opinions when I'm with other people |  |  |  |  |  |  |  |  |  |  |

**[TERMINATE IF ANSWER 1 - 6 ON EITHER STATEMENT; MUST ANSWER AT LEAST ONE STATEMENT WITH A 9 OR 10]**

**INVITATION**

We would like to invite you to participate in a (FOCUS GROUP OR BULLETIN BOARD) regarding the benefits employers offer [SPECIFY DATE, TIME AND LOCATION], which will last about (2 HOURS FOR GROUPS, 2 DAYS OF A BULLETIN BOARD, ABOUT 15 MINUTES TWICE A DAY OR YOU CAN COMPLETE IT ALL IN ABOUT ONE HOUR). We believe you'll find it enjoyable, we are not selling anything, and for your participation you will receive \$(XXX FOR FOCUS GROUP / \$XXX FOR BULLETIN BOARD). Will you be able to participate in our interview? We are inviting only a select few people to participate, so please make sure you will be able to attend.

[CONFIRM ADDRESS/CONTACT INFORMATION; TELL RESPONDENTS THEY WILL BE RECEIVING MAP/INFORMATION ABOUT THE DISCUSSION GROUP.]