

Retire Online

Eligible for retirement benefits but have not yet retired

1. Do you currently conduct any business online?
2. Have you ever done any business with Social Security online?

Message 1

Don't Waste a Day.

Your time is important. So when it's time to retire, don't waste the day on a special trip to file for retirement in person. Retire online. It's quick, easy and secure at [socialsecurity.gov](https://www.socialsecurity.gov). You can do it from the comfort of your home, without wasting time, gas, or money. Why spend one more day doing something you don't have to. Retire online, the easy way, at [socialsecurity.gov](https://www.socialsecurity.gov).

Why lose a day? Retirement is just a few clicks away.

Don't spend more time retiring than you have to. Retire online.

Your time is important. Retire online.

3. What do you think this message is saying?

Message 2

Your Way to Retire.

Discover the way to retire that's just right for you. Retire online at [socialsecurity.gov](https://www.socialsecurity.gov). It's convenient, efficient, safe, and sound. What could be easier than going online right from the comfort of your home? No need to waste gas with a special trip. No waiting for an appointment or forgetting a document. Retire online, the easy way, at [socialsecurity.gov](https://www.socialsecurity.gov). It's your way to retire.

Retire online. It's your way to retire.

Retiring online is the right thing to do.

You know how to get things done. Retire online at [socialsecurity.gov](https://www.socialsecurity.gov)

4. What do you think this message is saying?

Message 3

Join the Millions.

Millions of people like you have already retired online at socialsecurity.gov. It's the easy way to retire. Just go online anytime from the comfort of your home. You can apply for your retirement benefits without making a special trip, wasting gas, or waiting for an appointment. So join the millions retiring online, the easy way, at socialsecurity.gov.

Join the millions retiring online, the easy way.

Millions have already retired online. You should too.

Almost seven million seniors found the easy way. Retire online.

5. What do you think this message is saying?

Message 4

Retiring the smart way?

You don't need a map or a GPS to retire anymore. No more searching for a Social Security office, fighting traffic, or finding a parking space. No need to fill up the tank or cancel lunch plans. Those days are gone for good. Now the best way to retire is online right from the comfort of your home. It's easy. It's convenient. It's smart. Retire online at socialsecurity.gov.

You didn't come all this way to do it wrong.

Don't retire the old-fashioned way.

There are two ways to retire. Online is the smart way.

6. What do you think this message is saying?
7. Now that you've had a chance to read all the messages and slogans, which do you think is most likely to make you try this feature? (*Interviewer will have participant rank messages from most likely to least likely*)

IF PARTICIPANT HAS NOT CONDUCTED ONLINE BUSINESS WITH SSA (see #2:

8. Do you think you will conduct business with SSA in the future?

Probe: Why or why not?

Moderator to read to participant at the end of survey:

Social Security estimated that this survey would take 10 minutes to complete. If you would like to send comments on this time estimate to Social Security, I can provide you with the mailing address. Would you like this address?

If yes, read the Paperwork Reduction Act statement below, then go to closing:

This information collection meets the requirements of 44 U.S.C. §3507, as amended by section 2 of the Paperwork Reduction Act of 1995. The OMB approval number is 0960-0788. You may send comments on this 10-minute time estimate to: Social Security Administration, 6401 Security Blvd., Baltimore, MD 21235-6401.

my Social Security
Currently receive SS benefits

1. Do you currently conduct any business online?
2. Have you ever done any business with Social Security online?

Message 1

Are You Taking Care of Your Tomorrows?

How in touch are you with your future? Are you connected? Don't let tomorrow sneak up on you. If you're receiving Social Security benefits, you can connect online directly with Social Security. Verify your benefits and make important changes without ever visiting an office. Manage your benefits online today and find greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov.

Don't let your future sneak up on you.

How in touch are you with your future?

Who's minding your future?

3. What do you think this message is saying?

Message 2

Something Exclusively for You

We are a country of individuals. But no matter how different we each are, there's something priceless that Social Security prepared exclusive for each of us and each of us alone. It's your own private online connection with Social Security. If you're receiving benefits, you can verify them and make important changes, without ever visiting an office. It's all to help you manage your future with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov today.

It's exclusively for you, because you're exclusively you.

Create your exclusive connection with tomorrow.

Tomorrow, exclusively for you.

4. What do you think this message is saying?

Message 3

Do the Right Thing for Your Future

By now, you've probably realized that your future is your own to make. So it's good to know that there's an easy way to manage your future, right online. If you're already receiving Social Security benefits, you can connect online directly with Social Security today. You can verify your benefits and make important changes without ever visiting an office. Do the right thing and connect with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov.

Do the right thing and connect with your future.

It's time to make your future your own.

It's up to each of us to plan for tomorrow.

5. What do you think this message is saying?

Message 4

Join the Millions

Millions of people like you are discovering a world of information where they can take charge and connect with their future today. Right online, you can connect directly with Social Security. If you're receiving benefits, you can verify them and make important changes without ever visiting an office. Join the millions and sign up to connect with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov today.

Join the millions connecting with greater peace of mind.

Peace of mind has millions of new friends.

Millions are connecting with their future today.

6. What do you think this message is saying?

Message 5

Your Future Isn't Taking Care of Itself

Some people think their future will just take care of itself. And when it doesn't, it can be an unpleasant surprise. Don't be one of those people. Connect with Social Security online today. If you're receiving benefits, you can verify them and make important changes. Don't let tomorrow catch you unprepared. Do the right thing. Manage your future today and discover greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov.

Your tomorrow is coming. Don't be the one to miss out.

Don't be left out of your future.

Who wouldn't do this?

7. What do you think this message is saying?
8. Now that you've had a chance to read all the messages and slogans, which do you think is most likely to make you try this feature? (*Interviewer will have participant rank messages from most likely to least likely*)

IF PARTICIPANT HAS NOT CONDUCTED ONLINE BUSINESS WITH SSA (see #2:

9. Do you think you will conduct business with SSA in the future?

Probe: Why or why not?

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my Social Security
Eligible for but do not receive SS benefits

1. Do you currently conduct any business online?
2. Have you ever done any business with Social Security online?

Message 1

Are You Taking Care of Your Future?

Are you in touch with your future? Have you gotten to know it? Do you know what to expect? Don't let your future slip by. Connect online with Social Security and see your earnings history, benefit estimates, and more. Manage your future online today and find greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov today.

Don't let your future slip through your fingers.

Are you in touch with your future?

Who's minding your future?

3. What do you think this message is saying?

Message 2

Something Exclusively for You

We are a country of individuals. But no matter how different we each are, there's something priceless that Social Security prepared exclusive for each of us and each of us alone. It's your own private *my* Social Security account. Connect with Social Security online and see your earnings history, benefit estimates, and more. It's all to help you plan your future with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov today.

It's exclusively for you, because you're exclusively you.

Create your exclusive connection with your future.

Tomorrow, exclusively for you.

4. What do you think this message is saying?

Message 3

Do the Right Thing for Your Future

There comes a time when each of us realizes the future is our own to make. No matter at what age or at what stage it happens, there's an easy way to manage your future today, right online. Connect with Social Security online and you can see your earnings history, benefit estimates, and more. Do the right thing and make today the day you connect with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov.

Do the right thing and connect with your future.

It's time to make your future your own.

It's up to each of us to plan for tomorrow.

5. What do you think this message is saying?

Message 4

Join the Millions

Millions of people are discovering a world of information where they can take charge and connect with their future today. Connect with Social Security online and you can see your earnings history, benefit estimates, and more. Join the millions and connect with greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov today.

Join the millions connecting with greater peace of mind.

Peace of mind has millions of new friends.

Millions are connecting with their future today.

6. What do you think this message is saying?

Message 5

Your Future Won't Take Care of Itself

Some people think their future will just take care of itself. And when it doesn't, it can be difficult to set right. Don't be one of those people. Connect with Social

Security online and find helpful information, see your earnings history, benefit estimates, and more. Don't let your future catch you unprepared. Do the right thing. Begin to manage your tomorrows today and discover greater peace of mind. Create your very own *my* Social Security account at socialsecurity.gov.

The future is coming. Don't be the one to miss out.

Don't be left out of your future.

Who wouldn't do this?

7. What do you think this message is saying?
8. Now that you've had a chance to read all the messages and slogans, which do you think is most likely to make you try this feature? (*Interviewer will have participant rank messages from most likely to least likely*)

IF PARTICIPANT HAS NOT CONDUCTED ONLINE BUSINESS WITH SSA (see #2:

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Probe: Why or why not?

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Combined: Retire Online and my Social Security

Receiving SS benefits/Not receiving SS benefits

1. Do you currently conduct any business online?
2. Have you ever done any business with Social Security online?

Message 1

Don't Waste Time. Get It Done at [socialsecurity.gov](https://www.socialsecurity.gov).

You don't have time to waste. So why throw away the day with a special trip to file for retirement in person? You can get answers about Social Security and make most things happen without leaving home. At [socialsecurity.gov](https://www.socialsecurity.gov) you can see your earnings history, estimate benefits, apply for disability or Medicare benefits, get income verification, and more. And when the time comes, you can even retire online. It's almost like having a Social Security office right on your desk.

Don't waste the day. Social Security is online.

How much time do you have to spare today?

Socialsecurity.gov. Because your time is important.

3. What do you think this message is saying?

Message 2

How You Get Things Done.

You just know how to get things done. You know how to save time and get answers. And when Social Security is on the to-do list, you go online to [socialsecurity.gov](https://www.socialsecurity.gov). There you can do most of the things that used to take a trip to a Social Security office. You can see your earnings history, estimate benefits, apply for disability or Medicare benefits, get income verification, and more. And when the time comes, you'll even retire online. It's where getting it done gets done.

Going online definitely has its benefits.

Some people just know how to get things done. It's called [socialsecurity.gov](https://www.socialsecurity.gov).

Where people who get things done get things done.

4. What do you think this message is saying?

Message 3

Millions Have Discovered It.

Every day thousands of people across America discover that there's an easy way to take care of their Social Security needs. Just go online to [socialsecurity.gov](https://www.socialsecurity.gov). You can get quick answers and make things happen without leaving home. Millions of people are already putting it to work for them. You can see your earnings history, estimate benefits, apply for disability or Medicare benefits, get income verification, and more. And when the time comes, you can even retire online.

Millions have found the easy way to do Social Security.

Millions are making their way to [socialsecurity.gov](https://www.socialsecurity.gov).

Join the millions who've discovered [socialsecurity.gov](https://www.socialsecurity.gov).

5. What do you think this message is saying?

Message 4

Don't Be That Person Who Does Things the Hard Way

Some people really like to do things the hard way. They take the time and effort to file for retirement in person. They might spend the day fighting traffic, hunting for parking, and waiting for an appointment. They should just go online to [socialsecurity.gov](https://www.socialsecurity.gov) instead. Then they could get most things done without leaving home. They see earnings history, estimate benefits, apply for disability or Medicare benefits, get income verification, and more. And when the time comes, they can even retire online.

Some things are just too easy. [Socialsecurity.gov](https://www.socialsecurity.gov).

Socialsecurity.gov. Definitely not for those who like doing things the hard way.

Why do things the hard way?

6. What do you think this message is saying?
7. Now that you've had a chance to read all the messages and slogans, which do you think is most likely to make you try this feature? (*Interviewer will have participant rank messages from most likely to least likely*)

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