



**myRA Awareness Tracking Survey - Employer
Q1: Wave 1
Draft February 1, 2015**

Objective

The objective of this study is to measure awareness, appeal, consideration, and trial of the **myRA retirement product** among employers. Results will be collected on a quarterly basis and compared wave to wave (quarter to quarter) to gauge any change in employer awareness, interest or behavior during the course of the campaign.

Method

The study will be conducted via telephone interviews among a representative sample of employers from a range of company sizes and industry types. The sample will be designed as follows:

- 400 telephone interviews each quarter, divided between national and target markets with a total of 1600 interviews per quarter
- The respondents will be U.S. business executives who are responsible for making decisions about benefits programs for the employees in their companies.
- The survey instrument will be about 10 minutes in length.

SECTION 1: SCREENING – identify qualified individuals to include in the study based on level of responsibility for making decisions about benefit programs

GETTING PAST GATEKEEPER:

Receptionist/Main Switchboard

A. Will you please transfer me to the person who is most responsible for making decisions about issues related to employee benefits and payroll for your entire organization?

- 1 IF ASSISTANT ANSWERS, THEN CONTINUE TO Q.B
- 2 IF RESPONDENT ANSWERS, THEN SKIP TO Q.C1

ASSISTANT

make sense.

B. Hello, my name is _____ with Artemis Strategy Group, a national research firm. We are conducting a survey among primary decision-makers for issues related to employee benefits and payroll. Could I please speak to [INSERT NAME FROM SAMPLE]?

ALTERNATIVE REQUEST IF NEEDED/INDIVIDUAL NO LONGER AT THE COMPANY:

Could I please speak to the primary decision maker for issues related to employee benefits and payroll?

[IF NEEDED: We are looking for the decision maker for retirement savings options and benefits or senior level HR manager who might be familiar with issues related to employee benefits]

[SAY ONLY IF NECESSARY: The interview will take about 15 minutes to complete.]

[SAY ONLY IF NECESSARY: This study is unique in that we are talking to only a handful of benefits decision makers. The interview is completely confidential. We are not trying to sell anything.]

- 1 NOW IS GOOD TIME [GO TO C1]
- 2 SCHEDULE AN APPOINTMENT [GO TO B1]
- 3 REFUSED [TERMINATE]

[IF SCHEDULE AN APPOINTMENT ASK B1]

B1 When do you think would be a good time for me to conduct the interview? [IF NOW, GO C1. OTHERWISE RECORD DATE AND TIME]

Ask for Referral name (if needed)

- 1 RECORD DATE/TIME:

Benefits Decision Maker Respondent on Phone

C1 Hello, my name is _____ with Artemis Strategy Group, a national research firm. We are conducting a survey among people responsible for making decisions about issues related to employee benefits and payroll. We would like to conduct the telephone interview with you right now if we can. It will take about 10 minutes.

Your responses are completely strictly confidential and your participation is voluntary. This is strictly an opinion survey. We are not attempting to sell you anything and your participation will not result in future calls. For quality control purposes, my supervisor may monitor this call.

- 1 NOW IS GOOD TIME [GO TO Q1]
- 2 SCHEDULE AN APPOINTMENT
- 3 REFUSED [TERMINATE]

SECTION 1: Company Profile Information

1. Which of the following best describes your involvement in decisions about **offering employee benefits for your organization**? Are you the primary decision-maker who handles these decisions for your entire organization, are you 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 Q2]
3. Not responsible – [GO BACK TO SCREENING QB]

2. Approximately how many employees does your organization have? Please count all employees including full and part time, permanent and temporary workers.

ENTER NUMBER _____(0 TO 999,000)

NONE [THANK AND TERMINATE]

AUTOFILL RANGE (DO NOT READ):

- 1 1 to 4
- 2 5 to 9
- 3 10 to 24
- 4 25 to 49
- 5 50 to 99
- 6 100 to 249
- 7 250 to 499
- 8 500 to 999
- 9 1,000 to 2,499
- 10 2,500 to 4,999
- 11 5,000 or over
- 12 DON'T KNOW [USE COMPANY SIZE FROM SAMPLE IDENTIFIER AND CONTINUE]
- 13 REFUSED [USE COMPANY SIZE FROM SAMPLE IDENTIFIER AND CONTINUE]

3. What is your title? (DO NOT READ LIST. SELECT ALL THAT APPLY)

- 1 Human Resources Manager
- 2 Employee Benefits Manager
- 3 Owner
- 4 CEO/Chairman
- 5 CFO
- 6 President
- 7 Director
- 8 Partner
- 9 Vice President
- 10 Other, Specify _____[MONITOR FOR TITLES THAT ARE CONSISTENT WITH AT LEAST SHARED DECISION RESPONSIBILITY]
- 11 (DO NOT READ) DK/REFUSED (THANK AND TERMINATE)

4. Do you currently use a payroll 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
- 3 DON'T KNOW

5. Does your organization offer a retirement savings option, such as a pension **in the form of a defined benefit plan**, to employees?

- 1. YES
- 2. NO
- 3. DON'T KNOW

6. Please tell me if you offer any of the following to your employees for retirement savings. (READ LIST)

DO NOT RANDOMIZE	YES	NO	DON'T KNOW
a. 401(k)			
b. 403(b)			
c. SIMPLE IRA (Savings Incentive Match Plans for Employees)			
d. SEP (Simplified Employee Pension Plan)			
e. Payroll deduction IRA			
f. Profit sharing plan			
g. ESOP (Employee Stock Ownership Plan)			

SKIP Q7 AND Q8 IF "NO" OR "DON'T KNOW" TO ALL ON Q6

7. [ASK IF OFFER ONE OR MORE RETIREMENT SAVINGS BENEFIT] Many 401(k) plans or other retirement savings plans have eligibility requirements such as the employee must be 21 years of age, have at least one year of service at the organization, or perform at least 1,000 hours or service per year. Thinking of your eligibility requirements, what percentage of your employees are **eligible** to participate?

- 1. _____% (RANGE 0-100)
- 2. DON'T KNOW/REFUSED

SECTION 3: AWARENESS, FAMILIARITY AND RECALL OF MyRA AND KEY MESSAGES

UNAIDED AWARENESS

Q1. Have you heard of any new retirement saving options to be offered through employers recently?

- 1 YES
- 2 NO – SKIP TO Q4
- 3 DON'T KNOW – SKIP TO Q4

[ASK IF YES IN Q1]

Q2. What have you heard about?

- 1 *myRA*
- 2 RETIREMENT IRA MENTIONED BY PRESIDENT OBAMA IN STATE OF THE UNION ADDRESS
- 3 OTHER (SPECIFY): _____
- 4 DON'T KNOW

[ASK IF YES IN Q1]

Q3. [IF YES] Where did you hear about this? (SELECT AS MANY AS APPLY)

(RANDOMIZE 1-8 BELOW)

- 1 From my payroll administrator
- 2 From a plan representative
- 3 On an insert or mailing
- 4 In a newspaper
- 5 In a trade journal or magazine
- 6 On television
- 7 On the radio
- 8 On the internet
- 9 Other (Specify)

AIDED AWARENESS:

SKIP IF Q2=1

Q4. Have you heard of *myRA*?

- 1 Yes
- 2 No – SKIP TO Q13
- 3 Don't know – SKIP TO Q13

ASK Q5 IF Q2=1 OR Q4=1 (Aware of myRA – unaided or aided)

Q5. What specifically have you heard about *myRA*? **(OPEN END TEXT BOX)**

ASK IF YES IN Q4

Q6. [IF YES] Where did you hear about this? (SELECT AS MANY AS APPLY)

(RANDOMIZE 1-8 BELOW)

- 1 From my payroll administrator
- 2 From a plan representative
- 3 On an insert or mailing
- 4 In a newspaper
- 5 In a trade journal or magazine
- 6 On television
- 7 On the radio
- 8 On the internet
- 9 OTHER (Specify)

ASK IF YES IN Q2 OR Q4

Q7. Which of the following best describes your familiarity with *myRA*?

- 1 Extremely familiar – have signed up for *myRA* or begun process
- 2 Very familiar – know some details about it
- 3 Somewhat familiar – know what it is but don't know any details
- 4 Somewhat unfamiliar – have heard the name but am not entirely sure what it is
- 5 Unfamiliar – have heard the name but don't know anything about it – **SKIP TO Q12**

SKIP Q8 IF Q7=5

Q8. Have you looked for or received any information about *myRA*?

- 1 YES – HAVE LOOKED FOR INFORMATION – **ASK Q10**
- 2 YES – HAVE BEEN GIVEN INFORMATION - **ASK Q11**
- 3 NO (**EXCLUSIVE**)

IF SELECT 1 IN Q8, ASK Q9:

Q9. From which of the following sources did you seek out information about *myRA*?
(RANDOMIZE)

- 1 From my payroll administrator
- 2 From a plan representative
- 3 From a financial institution
- 4 From social media (Facebook, Twitter, etc.)
- 5 From a general news website or blog
- 6 From the US Treasury website
- 7 Financial website or blog
- 8 OTHER (SPECIFY)
- 9 DON'T RECALL

IF SELECT 2 IN Q8, ASK Q10:

Q10. From which of the following sources did you receive information about *myRA*?
(RANDOMIZE)

- 1 From my payroll administrator
- 2 From a plan representative
- 3 From a financial institution

- 4 From social media (Facebook, Twitter, etc.)
- 5 From a general news website or blog
- 6 From the US Treasury website
- 7 Financial website or blog
- 8 OTHER (SPECIFY)
- 9 DON'T RECALL

AIDED PERCEPTIONS

Q11. Please indicate whether each of the following describes what you have read, seen about *myRA*.

(RANDOMIZE)

		Definitely not	Probably not	Probably	Definitely	Not sure
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- 1 Offered through employer only
- 2 Contributions made through payroll deduction
- 3 No cost to open an account.
- 4 Contribute to savings through regular payroll direct deposit.
- 5 Individual decides how much to contribute every payday (\$50, \$25, \$7 – any amount!)
- 6 No fees
- 7 *myRAs* will earn interest at the same variable rate as the Government Securities Investment Fund in the Thrift Savings Plan for federal employees.
- 8 *myRAs* will not be limited to one employer – the account will be portable.
- 9 *myRA* contributions can be withdrawn tax free.
- 10 Earnings can be withdrawn tax free after five years if the saver is at least 59½.
- 11 Account holders can build savings for 30 years or until their *myRA* reaches a total amount of \$15,000 in value – whichever comes first. After that, *myRA* balances will transfer to private-sector Roth IRAs (where fees may apply).

SECOND CHANCE FOR FULLY AIDED AWARENESS:

SHOW ALL:

Here is a description of *myRA*:

The U.S. Department of the Treasury is now offering a retirement savings program called *myRA* ("My Retirement Account"). *myRA* accounts have no fees, cost nothing to open, and balances will never go down in value. The program is designed for employees who do not have access to or are ineligible for an employer-sponsored retirement savings plan, and will be initially available through participating employers via a payroll deduction.

IF HAVE NOT HEARD OF *myRA*: Q2 NE 1 AND Q4 NE 1, ASK:

Q12. Have you heard about this new retirement savings program from the U.S. Treasury?

- 1 YES - REPEAT QUESTION SEQUENCE 5-11 FROM ABOVE
- 2 NO
- 3 DON'T KNOW

SECTION 4: APPEAL, RELEVANCE, AND LIKELIHOOD OF ENROLLMENT

ASK ALL:

- Q13. Based on what you've heard, seen or read, how relevant is *myRA* to you as an employer?
- 1 Very relevant
 - 2 Somewhat relevant
 - 3 Not very relevant
 - 4 Not at all relevant
 - 5 Not sure of its relevance yet
- Q14. Based on what you've heard, seen or read, how appealing is *myRA* to you as an employer?
- 1 Very appealing
 - 2 Somewhat appealing
 - 3 Neither appealing nor unappealing
 - 4 Somewhat unappealing
 - 5 Very unappealing

SKIP Q15 IF Q7=1 (HAVE ALREADY ENROLLED IN MYRA)

- Q15. Based on this description, how interested would your company be in making *myRA* available to your employees? Would you say.... (READ)
- 1 Not at all interested
 - 2 Not very interested
 - 3 Somewhat interested
 - 4 Very interested
 - 5 (DO NOT READ) DON'T KNOW

ASK Q16-19 IF Q7=1 (HAVE ALREADY ENROLLED IN MYRA), OTHERWISE SKIP TO Q.20

- Q16. How long have you been enrolled in *myRA*? **SC**
- 1 Less than one month
 - 2 1-2 months
 - 3 3-6 months
 - 4 More than 6 months
 - 5 Don't know

Q17. Which of the following were most important in influencing you to offer *myRA* to employees? Select all that apply. **MC**

- 1 No fees and low cost
- 2 Safe investment where principal does not go down in value
- 3 Contributions made through payroll deduction
- 4 No cost to open an account.
- 5 No fiduciary responsibility for employer
- 6 Individual decides how much to contribute every payday
- 7 Not be limited to one employer – the account is portable.
- 8 Other (SPECIFY)

Q18. Approximately how many employees would you estimate are currently enrolled?
Please count all employees including full and part time, permanent and temporary workers.

- 1 ENTER NUMBER _____ NOT TO EXCEED NUMBER OF EMPLOYEES IN Q. 2 (0 TO 999,000)
- 2 NONE

Q19. Which of the following, if any, describes the process you experienced when signing up for *myRA*? (Select all that apply.) **MC**

[RANDOMIZE]

- 1 It took me more than one attempt to successfully enroll
- 2 Website froze or crashed
- 3 I was confused by terminology and couldn't find an answer
- 4 I wasn't sure what the next steps were
- 5 Other (SPECIFY)
- 6 Everything went smoothly with no issues (EXCLUSIVE)

ASK Q20 IF OFFER RETIREMENT PLAN AND OFFERING MYRA (Q7=1) OR INTERESTED IN OFFERING MYRA (Q 15=3 or 4)

Q20. In which way, if any, do you think the employees who are eligible for your retirement plan will use *myRA*,...? (Select one.) **SC**

[ROTATE OPTIONS 1 AND 2]

- 1 Use *myRA* as a primary retirement account instead of current plan
- 2 Use *myRA* a supplemental retirement account in addition to current plan
- 3 Or use *myRA* in another way (SPECIFY)
- 4 DK/REFUSED

INSERT 1-2 OPTIONAL/TOPICAL/MESSAGING Qs HERE

SECTION 5: DEMOGRAPHICS

Q21. Would you classify your business as woman or minority owned? (Select all that apply.) **MC**

- 1 WOMAN OWNED
- 2 MINORITY OWNED
- 3 BOTH WOMAN AND MINORITY OWNED
- 4 NEITHER WOMAN NOR MINORITY OWNED

Q22. Record Gender

- 1 Male
- 2 Female
- 3 DK/Refused

Q23. Record Region (INSERT GEOGRAPHY FROM SAMPLE) – RECODE INTO CENSUS REGIONS

Q24. Record Industry (INSERT INDUSTRY FROM SAMPLE)

Q25. Record Company Revenue (Insert REVENUE FROM SAMPLE)