

Summary of *myRA* Creative Testing

Qualitative Research

February 5, 2015

This document provides an overview of a *myRA* Creative Testing research plan. This overview document describes the overall plan and explains the four study documents for OMB approval: two screening questionnaires that will be used to identify and recruit the research participants, and two discussion guides that will be used by moderators during the qualitative discussions. The qualitative research will be conducted among two audiences: members of the general public who are employed (full-time, part-time or self employed) and employers (benefits decision makers for small, medium, and large companies).

Purpose. This study will assess early-in-the-year communications materials and messages and obtain feedback on messages and materials being developed to support the rollout of *myRA*.

Approach. This research will be conducted in two markets through in-person focus groups with a cross-section of consumers, and in-person focus groups with decision makers from small and medium-size businesses. Online bulletin boards will also be held to gather information from consumers and employers across a broader geography. Employee online bulletin board participants will include those currently eligible for an employer-sponsored retirement plan and those who are not eligible, or do not have access to such a plan. Employer participants in the online bulletin board will represent a range of industries and company sizes including a portion of large employers with 500 or more employees.

The employee screening protocol is designed to recruit employees who represent a cross-section of the employed population in terms of gender, race/ethnicity, age, income, education, employment status, asset levels, and current retirement savings options. The screening protocol for benefits decisions makers will ensure that some represent companies who currently do offer payroll-based retirement plans to employees and others that do not currently offer this benefit.

The screening protocols will be used to recruit at least 27 employees for the focus groups to assure at least 6 participants in each session (minimum of 18 total participants); 24 small/medium employers for the three employer focus groups to assure at least 15 total participants (5 to 6 per focus group). In addition, 15 employees will be recruited for a minimum of 12 participants in the employee bulletin board and 15 benefits decisions makers from small/medium/large employers will be recruited for a minimum of 12 participants in the employer bulletin board.

The in-person focus group sessions will each last approximately 120 minutes. A professional moderator will conduct the focus group sessions. The online bulletin board will take approximately an hour for each participant to complete. The online bulletin boards will be moderated by a professional moderator.

Members of the Treasury and Federal Reserve communications team will be able to attend the focus group sessions in person at the research facility or view them remotely via computer. These sessions will be recorded and available for viewing after the session. The online bulletin boards can be viewed remotely as well and transcripts of the online bulletin boards will be available upon completion. A full report of findings will be prepared and presented by the research team.

Question focus. This round of research builds on previous name, logo and message/materials testing research conducted last year. In this round the focus shifts toward exposure of specific materials to obtain reactions to language and design concepts and elements, as well as to probe wants and needs for specific types of information. Some questions about process will also be included to gain background and perspective on the other answers. Respondents will view a combination of concept and language presentations as well as design permutations, all of which will be developed by the communications team. Questions will be aimed at meaning, clarity and appeal measures. Some of the materials will apply to both employee and employer respondents and some will be geared more specifically to each audience. For details, see the discussion guides which accompany this document.

Analysis. Analysis is designed to provide detailed diagnostic information on the range of materials, messages and delivery vehicles. Messages and materials will be evaluated to determine those with the greatest appeal, relevance and appropriateness for employees and employers. Additional findings will focus on any adoption process issues or concerns. A full report will be developed that will interpret and present the results as well as recommendations and implications.

Timing.

February – OMB Review

February – Development of materials to be tested.

Late February/March – Finalization of materials; recruiting of focus group and online bulletin board participants.

Mid to late March – Conduct focus groups and online bulletin boards

March/April – Analyze and report on findings.