***my*RA Customer Experience Tracking Survey**

**Questionnaire**

**Wave 1**

**February 10, 2016**

**Objective**

The goal of the *my*RA Customer Experience research is to gain feedback from *my*RA account holders throughout the year on the overall user experience (activation, signup, usage, breakoffs, etc.) and to diagnose issues at specific points that may require attention. This research will uncover specific issues in the user experience, individual reactions and needs that drive both success and failure in the process. This study will gain feedback from *my*RA account holders and initiators throughout the year on the overall customer experience, help us better understand the common characteristics and motivations of *my*RA savers, and enable us to gauge how well the system is serving those different categories people.

**Method**

This 5 to 9 minute online survey will be conducted among individuals with a range of experience with *my*RA including:

1. Individuals who have opened and funded a *my*RA account
2. Individuals who have opened a *my*RA account, but not funded it
3. Individuals who have started the process of creating a *my*RA account, but did not complete the application

It is anticipated that the survey will be conducted in regular intervals, but with different participants, in order to track key customer experience metrics over time.

**Questionnaire Outline**

The survey will cover three primary elements:

1. *my*RA account holders motivations and behavior
2. Customer experience, covering all points of contact from the start to the final point achieved
3. Common characteristics of *my*RA account holders

**[DISPLAY *my*RA LOGO AND PROGRESS BAR ON ALL SURVEY SCREENS]**

**[OPENING SCREEN]**

**Introduction Language:** Thank you for taking this short survey regarding your experiences with *my*RA. We greatly appreciate your input. As a reminder, your participation is voluntary and all of your responses are strictly confidential. None of the information you provide will be tied to you personally; all responses will be reviewed in aggregate, together with other responses.

**SECTION 1 CORE QUESTIONS:** Questions in this first section are designed to classify respondents in order to determine which questions to ask them later in the survey.

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**None of your personal information from your *my*RA application or your account is connected to this survey, so you may see questions you have previously answered as part of your application or account opening.**

Q1 Which of these statements best describes your experience with *my*RA?

1. I opened a *my*RA account and have funded (put money into) it
2. I opened a *my*RA account but have not funded (put money into) it yet
3. I started to open a *my*RA account but did not complete the process
4. Which one of the following best describes your current employment status?
5. Employed full time
6. Employed part time
7. Self-employed
8. Not employed, but looking for work
9. Not employed and not looking for work
10. Retired
11. Other\_\_\_\_\_\_
12. [IF SELF EMPLOYED IF Q2=3:Do you have (ALL EMPLOYED OTHERS IFQ2≠3) Does your employer offer] a 401(k) retirement savings plan or similar payroll deduction retirement savings plan?
13. Yes
14. No 🡪 SKIP TO Q7
15. Don’t know 🡪 SKIP TO Q7

IF Q3=YES

1. Are you eligible to participate in the 401(k) retirement savings plan or similar payroll deduction retirement savings plan [IF SELF EMPLOYED DROP THIS PHRASE]: offered by your employer?
2. Yes
3. No
4. Don’t know

IF Q4=YES

1. Do you **participate** in the 401(k) retirement savings plan or similar payroll deduction retirement savings plan [**IF SELF EMPLOYED DROP THIS PHRASE:** offered by your employer]?
2. Yes
3. No
4. Don’t know

IF Q5=NO

1. Why don’t you participate in the retirement savings plan offered by your employer? Select all that apply
2. I can’t afford it
3. The process is confusing
4. I’m afraid I might lose money
5. I don’t know how
6. I don’t need it
7. Other (Specify) \_\_\_\_\_\_\_\_\_\_
8. Which of the following best describes the organization you work for? Select one response.

RANDOMIZE

1. Agriculture, forestry, fishing, hunting
2. Mining, quarrying, oil and gas extraction
3. Construction
4. Manufacturing
5. Wholesale trade
6. Retail
7. Transportation and warehousing
8. Utilities
9. Information (newspapers, publishers, radio, TV, internet, telecommunications, data processing, libraries)
10. Finance, Insurance, Real Estate
11. Professional and business services (legal, accounting, computer systems design, management, scientific and technical consulting services, advertising, public relations, veterinary services, professional, scientific and technical, employment services, business support services, landscaping, waste management)
12. Education
13. Health care and social assistance
14. Leisure and Hospitality (entertainment, accommodation, restaurants and food services)
15. Other services (automotive, beauty and barber shops, dry-cleaning, membership organizations, etc.)
16. Public administration/Government
17. Other (Specify) \_\_\_\_\_\_\_\_\_\_ [KEEP LAST]

**SECTION 2 ACCOUNT OPENING:** Questions in this section will capture the individual’s overall satisfaction with *my*RA, likelihood of recommending, and initial introduction and account opening efforts.

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1. Overall, how satisfied are you with your *my*RA experience?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Completely Dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | Completely Satisfied  7 | Don’t Know/Not Sure |

**INTRO:** We are now going to ask you a few questions about how you first heard about *my*RA and your initial experiences signing up for the account.

1. Where did you hear about *my*RA? Select all that apply.

RANDOMIZE

1. From my employer
2. On an insert or mailing
3. In a newspaper
4. In a magazine
5. In a television advertisement
6. On a television program
7. On the radio
8. On the internet
9. From the news
10. From friends or family
11. From a co-worker
12. From a financial educator/counselor/advisor
13. Other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]
14. Which of the following best describes how you [will be **IF Q1=1,2**] / intend on **IF Q1=3**] using *my*RA? (Select one.)
15. As my primary retirement account
16. As a supplemental retirement account
17. As an emergency savings fund
18. As a general savings fund
19. As a way to build an account balance that I can roll into another retirement product/option
20. Use *my*RA in another way (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
21. Don’t know / Not sure
22. Prior to [your attempt at **IF Q1=3**] opening a *my*RA account did you have any other retirement savings account(s)?

1 Yes

2 No

3 Don’t know / Not sure

1. What are the reasons you [started to open **IF Q1=3**] /opened **IF Q1=1,2**] a *my*RA account? Select all that apply.

RANDOMIZE

1. It’s the only retirement savings option available to me
2. I decided I needed another savings account
3. I had been looking for an option like this
4. I figured it was a good way to start saving for my future
5. I was worried I hadn’t been saving enough
6. I needed to supplement my other retirement savings account
7. My employer encouraged me to enroll
8. My parent/s encouraged me to enroll
9. I wanted a safe place to save money
10. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. Don’t Know / Not sure
12. Please rate the following aspects of your experience with *my*RA.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| RANDOMIZE | Very Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Very Dissatisfied | Don’t know | Not Applicable |
| 1. Understandability of the website |  |  |  |  |  |  |
| 1. Ease of navigation on the website |  |  |  |  |  |  |
| 1. Amount of time it took to open an account |  |  |  |  |  |  |
| 1. Amount of effort involved in opening an account |  |  |  |  |  |  |
| 1. Opportunity to save safely |  |  |  |  |  |  |
| 1. Rate of return |  |  |  |  |  |  |
| 1. Overall experience opening an account |  |  |  |  |  |  |

1. How well did the process of opening a myRA account meet your expectations?

1 Exceeded expectations

2 Met expectations

3 Did not meet expectations

4 Don’t know / Not sure

**ASK IF ACCOUNT OPENING PROCESS DID NOT MEET EXPECTATIONS Q14=3**

1. Please explain why the account opening process did not meet your expectations.

[OPEN END TEXT BOX]

1. Did you experience any problems opening your account?

1 Yes

2 No

**ASK Q17 AND Q18 IF Q16=YES**

1. Which of the following best describes the problem you experienced with the *my*RA online application? Select all that apply.

RANDOMIZE

1. It took me more than one attempt to successfully enroll
2. Website froze or crashed
3. I was confused by terminology
4. I didn’t know how to answer a question
5. I wasn’t able to successfully enroll
6. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Was your problem resolved?

1 Yes

2 No

**ASK IF Q18=YES**

1. How did you resolve the problem?

1 I figured it out myself

2 My employer/someone at work helped me

3 I called the *my*RA phone number

4 Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ASK IF Q18=YES**

1. How satisfied were you with the problem resolution process?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Completely Dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | Completely Satisfied  7 | Don't Know/Not Sure |

**ASK ALL**

1. If you have suggestions for improving the account opening process, please describe them here with as much detail as possible.

[OPEN END TEXT BOX]

☐ No suggestions

1. Have you called the 1-800 number on the website or emailed *my*RA@Treasury.gov with any questions about *my*RA?
2. Called
3. Emailed
4. Called and emailed
5. Neither

**ASK IF Q22=1 to 3**

1. Were your questions resolved?

1 Yes

2 No

**ASK IF Q22=1 to 3**

1. How satisfied were you with that process?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Completely Dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | Completely Satisfied  7 | Don’t Know/Not Sure |

1. Please rate the following features of *my*RA.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| RANDOMIZE | Very attractive | Somewhat attractive | Somewhat unattractive | Very  Unattractive | Don’t know | Not  Applicable |
| 1. No fees |  |  |  |  |  |  |
| 1. No minimum account balance |  |  |  |  |  |  |
| 1. Backed by the government |  |  |  |  |  |  |
| 1. I can take it with me when I switch jobs |  |  |  |  |  |  |
| 1. I can withdraw my money if I need it |  |  |  |  |  |  |

**SECTION 3 ACCOUNT FUNDING:** Most questions in this section will be asked only of those individuals who have opened *my*RA accounts.

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This series of questions will ask more specifically about your day-to-day account management and about your experiences making deposits into your *my*RA account.

**ASK IF ACCOUNT IS FUNDED Q1=1**

1. Which of the following have you used as methods to fund your account? Select all that apply.
2. Direct deposit from your paycheck
3. Deposits from your personal bank or credit union account
4. From your federal tax refund
5. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Don’t know / Not sure (EXCLUSIVE)

**ASK IF ACCOUNT IS FUNDED Q1=1**

1. What other funding methods would you use if available? Select all that apply.

RANDOMIZE OPTION 1 and 2

1. Debit card
2. Credit card
3. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. None (EXCLUSIVE)

**ASK IF ACCOUNT IS FUNDED THROUGH PERSONAL BANK/CREDIT UNION (Q1=1 &Q26=2)**

1. In the future, you might be able to skip a transfer/payment from your personal bank or credit union account to your *my*RA account. How interested would you be in the ability to skip a payment to your *my*RA account?
2. Very interested
3. Somewhat interested
4. Not very interested
5. Not at all interested
6. Don’t know / Not sure

**ASK IF ACCOUNT IS NOT FUNDED Q1=2**

1. Why haven’t you funded your *my*RA account? Select all that apply.
2. Still in the process of setting up direct deposit from my paycheck
3. Still in the process of setting up the transfer from my personal bank or credit union account
4. Still in the process of setting up direct deposit from my federal tax refund
5. Changed jobs
6. Decided not to put money in *my*RA account
7. Had problems with getting the funding set up
8. Don’t have enough money to save
9. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. Don’t know / Not sure (EXCLUSIVE)

**ASK IF ACCOUNT IS NOT FUNDED AND CHANGED JOBS (Q1=2 AND Q29=4)**

1. Why haven’t you funded your *my*RA account through your new employer?

[OPEN END TEXT BOX]

**ASK IF ACCOUNT IS NOT FUNDED Q1=2**

1. When do you expect you will fund your *my*RA account?
2. In the next week or so
3. In the next month or so
4. In the next several months
5. I’m not likely to fund it
6. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Don’t know / Not sure

**ASK IF ACCOUNT IS FUNDED Q1=1**

1. Please rate the following aspects of your experience funding your *my*RA account.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE | Very satisfied | Somewhat satisfied | Somewhat Dissatisfied | Very Dissatisfied | Don’t know |
| 1. Ease of funding |  |  |  |  |  |
| 1. Understandability of funding process |  |  |  |  |  |
| 1. Amount of time it took to fund account |  |  |  |  |  |

**ASK IF ACCOUNT IS OPEN Q1=1,2**

1. Next, please rate the following aspects of your experience with your *my*RA account.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| RANDOMIZE | Very satisfied | Somewhat satisfied | Somewhat Dissatisfied | Very Dissatisfied | Don’t know | Not Applicable |
| 1. Email communications you receive about your *my*RA account |  |  |  |  |  |  |
| 1. Text messages regarding deposits and account balances |  |  |  |  |  |  |
| 1. [**ASK IF ACCOUNT IS NOT FUNDED Q1=2]** Emails about how to fund your account |  |  |  |  |  |  |
| 1. PLACEHOLDER FOR ADDITIONAL COMMUNICATIONS |  |  |  |  |  |  |

**ASK IF ACCOUNT IS OPEN Q1=1,2**

1. You can direct a portion, or all, of your federal income tax refund to your *my*RA account. Which of the following do you think you’ll do with your federal income tax refund? Select one.
2. Contribute **none** of my federal income tax refund into my *my*RA account
3. Contribute a **portion** of my federal income tax refund into my *my*RA account
4. Contribute **all** of my federal income tax refund into my *my*RA account
5. I don’t expect to receive an income tax refund
6. Don’t know / Not sure

**ASK IF ACCOUNT IS FUNDED Q1=1**

1. Have you ever withdrawn money from your *my*RA account?
2. Yes
3. No
4. Prefer not to answer

**ASK IF WITHDREW MONEY FROM ACCOUNT, Q35=1**

1. Why did you withdraw money from your account? Select all that apply.
2. I had an emergency and needed it
3. I moved it to a different savings vehicle
4. I needed it for school
5. I lost my job and needed it
6. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ASK ALL**

1. How likely are you to recommend *my*RA to a colleague, relative, or friend?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all likely  1 | 2 | 3 | 4 | 5 | 6 | Very likely  7 | Don’t Know/Not Sure |

**ASK ALL**

1. How much money do you think you’ll need for retirement?
2. $50,000 or less
3. $50,000 to less than $100,000
4. $100,000 to less than $250,000
5. $250,000 to less than $500,000
6. $500,000 to less than $750,000
7. $750,000 to less than $1 million
8. $1 million to less than $2 million
9. $2 million to less than $3 million
10. $3 million or more
11. Don’t know / Not sure

**ASK ALL**

1. How do you plan to save as much as you need for retirement? Select all that apply.
2. With an additional retirement savings plan
3. By rolling my *my*RA account into something that can continue to grow
4. Through an inheritance
5. I expect that I’ll always need to work
6. My investments will grow over time through earnings and interest
7. I will/do have a pension
8. Other (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. Don’t know / Not sure

**SECTION 4 DEMOGRAPHICS:** Questions in this section are for demographic and classification only.

Thank you again for your time. These last few questions are for classification purposes only.

1. In which state do you reside?  \_\_\_\_\_\_\_\_\_\_\_ (drop down a list of states, include “Outside of the US” and “Prefer not to answer”**)**

**ASK IF Q1=1, 2**

1. Approximately when did you **open** your *my*RA account? If you’re not sure, please estimate.

DROP DOWN BOXES FOR MONTH, DAY, AND YEAR

1. Are you…
2. Male
3. Female
4. Prefer not to answer
5. What is your marital status?
6. Married
7. Unmarried; Living with partner
8. Single, never married
9. Divorced
10. Widowed
11. Prefer not to answer
12. What is your age? [DROPDOWN BOX]

Prefer not to answer

ASK IF EMPLOYED Q2=1, 2, 3

1. Does your employer offer direct deposit of your pay electronically?
2. Yes
3. No
4. Don’t know
5. Prefer not to answer
6. Do you consider yourself to be of Hispanic, Latino, or Spanish origin?
7. Yes
8. No
9. Prefer not to answer
10. Which of the following describe your race? (Select all that apply.)
11. White
12. Black or African American
13. American Indian or Alaska Native
14. Asian
15. Native Hawaiian or Pacific Islander
16. Prefer not to answer
17. What is the highest level of education you completed or the highest degree you received?
18. Less than high school
19. Completed some high school
20. High school graduate or equivalent (e.g., GED)
21. Completed some college, but no degree
22. Associate's degree
23. College graduate (Bachelor’s degree)
24. Completed some graduate school, but no degree
25. Completed graduate school (e.g., M.S., M.D., Ph.D.)
26. Prefer not to answer

1. What was your total household income for 2015 (before taxes)?
2. Under $15,000
3. $15,000 to $29,999
4. $30,000 to $39,999
5. $40,000 to $49,999
6. $50,000 to $59,999
7. $60,000 to $74,999
8. $75,000 to $99,999
9. $100,000 to $130,999
10. $131,000 to $149,999
11. $150,000 to $192,999
12. $193,000 or more
13. Don’t know
14. Prefer not to answer
15. Thinking of all the savings and investments you have, including retirement savings in a 401(k), 403B or similar employer sponsored retirement account, what would you estimate as the total amount of your household savings?
16. No savings at all
17. Less than $1,000
18. $1,000 to less than $5,000
19. $5,000 to less than $10,000
20. $10,000 to less than $25,000
21. $25,000 to less than $100,000
22. $100,000 to less than $200,000
23. $200,000 to less than $500,000
24. $500,000 to less than $1 million
25. $1 million or more
26. Don’t know
27. Prefer not to answer
28. Please type any additional comments about your experience with your *my*RA account here.

[OPEN END TEXT BOX]

☐ No additional comments