

NARFE

2015 Market Research Update

**Region X Conference
September 2015
Virginia Beach, VA**



Market Research Plan

Objective:

To provide guidance for strategic planning, membership marketing, branding, and product and services development

Phase I Qualitative – Focus groups with NARFE prospects -- Complete

- Federal employees who had retired within the past five years
- Federal employees who planned to retire within the next five years

Phase II Quantitative – surveys with NARFE members, lapsed members and prospects – Reporting to Come

Focus Groups

Observations

- NARFE acronym recognized – name/membership confusion
 - ▣ Believe NARFE is for retired only
 - ▣ Once full name disclosed, understood “Active” meant currently employed

- OPM, TSP, Web surfing and friends/colleagues were current source of information about benefits

Focus Groups

Observations

- HR departments were considered lacking
- High degree of comfort with the Internet
- Most seeking information on health care plans, health care decisions as they relate to Medicare, and COLAs
- Current sources considered satisfactory

Focus Groups

Observations

- When presented with NARFE brochure:
 - ▣ Overall enthusiasm from retired group
 - ▣ Overall skepticism / cynicism from active group
 - ▣ Both groups voiced perception that there was little need for advocacy
 - “There is no threat”
 - “I’m grandfathered”
 - “There is always talk about things like high-3 going to high-5, but it never actually happens

Focus Groups

Observations (brochure continued)

- ▣ Dues were considered too high
- ▣ All wanted discounts
- ▣ Access to federal benefits experts was by far the most compelling of NARFE's benefits
- ▣ Local chapter vs eNARFE caused confusion

Focus Groups

Observations

- Mixed interest in local chapter membership.
- Those who are interested have high expectations for meetings
- Very little interest in grass-roots advocacy
- NARFE credibility hinges on advertising with AARP representing the bar

Focus Groups

Quantitative -- surveys

- Members
 - ▣ Online survey – members who joined since 2008
 - ▣ Telephone survey – members who joined prior to 2008

- Lapsed Members – random sample

- Prospects – random sample

Reports Available Soon

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