

# NARFE

## 2015 Market Research Update

April 2015



# 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

Directional Only

## **Phase II**

Quantitative – surveys with NARFE members, lapsed members and prospects

Statistically Significant Sampling

# Focus Groups

## Phase I

Two focus groups with prospective NARFE members were conducted in Alexandria drawing from the Washington Metro area.

- Group 1** Federal employees who had retired within the past five years
- Group 2** Federal employees who planned to retire within the next five years

# Focus Groups

## Objective

- Provide insight into the perceptions, preferences and unfilled needs of the next generation of potential NARFE members
- Inform Phase II (quantitative survey) questionnaire development

# Focus Groups

## Areas of Discussion

- Familiarity and general current impression of NARFE
- Any perceived confusion with the NARFE name
- Interest in the existing NARFE benefits
- Unmet information and guidance needs

# Focus Groups

## Areas of Discussion (Continued)

- Preferred information vehicles
- Perceived importance of the NARFE mission
- Experience with and interest in advocacy efforts
- Experience with and interest in local chapter participation and its perceived value

# 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

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