

2023 Federal Retirees Membership Engagement Survey

National Association of Federal Retirees

November 2023

VICTORIA-FRED WHITEHOUSE BRANCH

January 2024



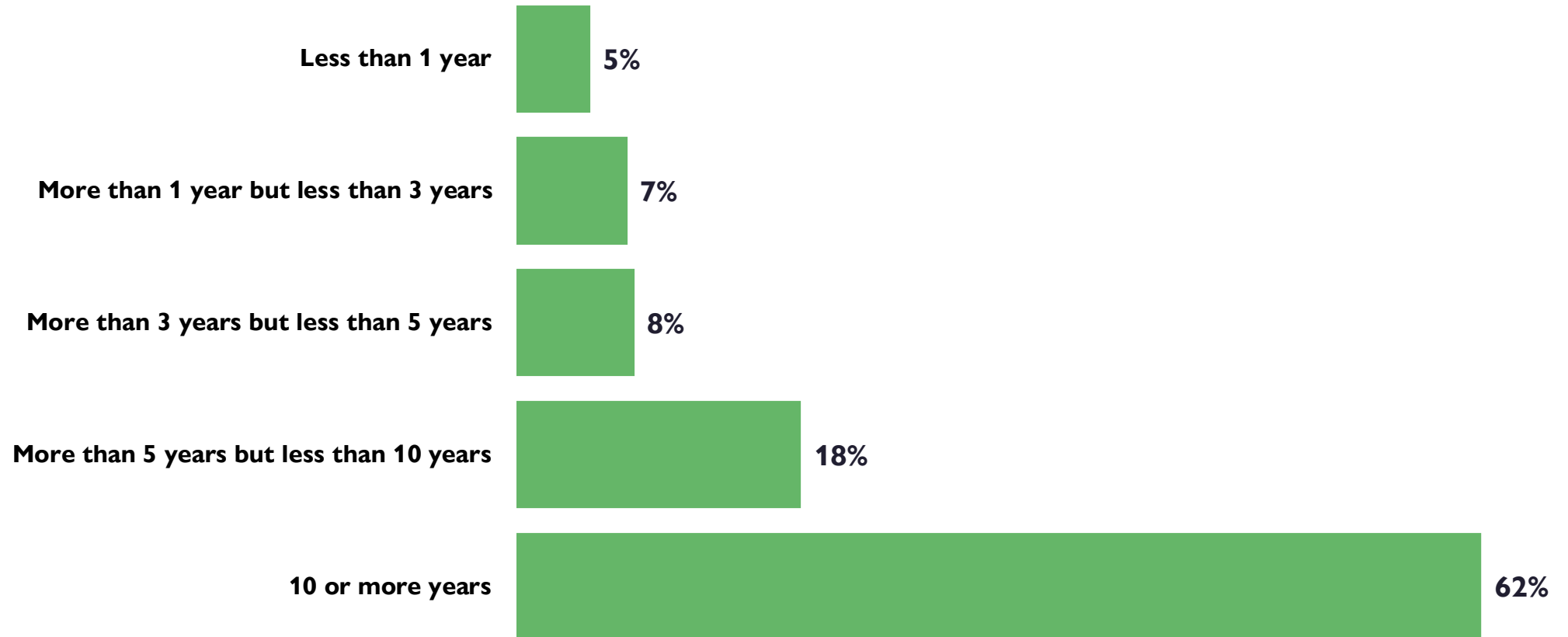
Membership and Awareness





How long have you been a member of the National Association of Federal Retirees?

Duration of NAFR membership

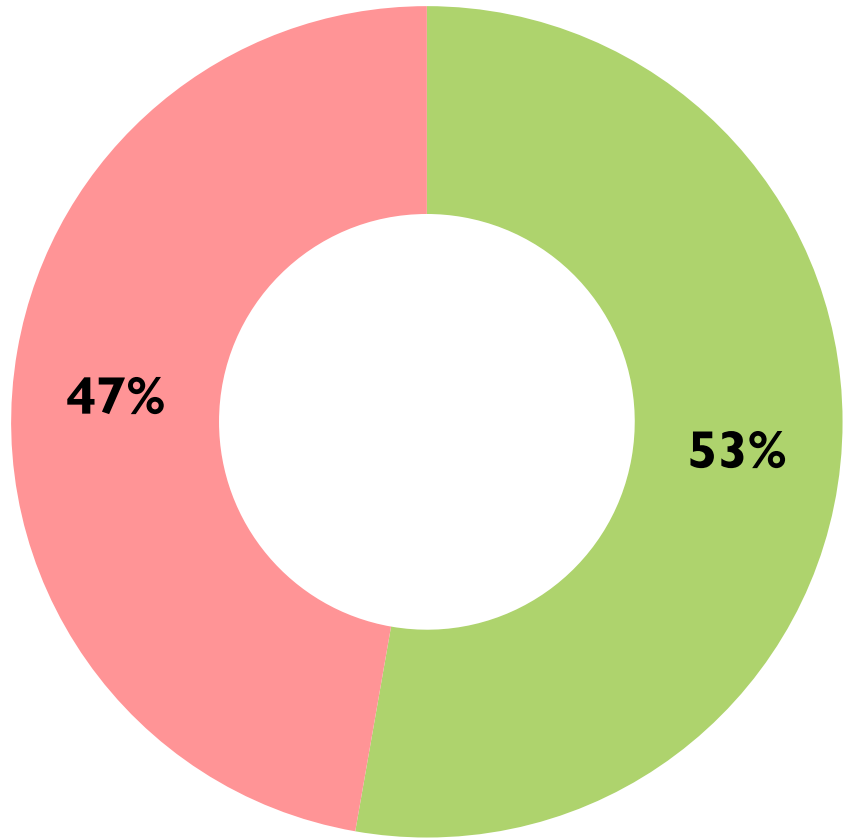


Base n = 671



Which of the following describes your membership:

Type of membership



■ Single membership

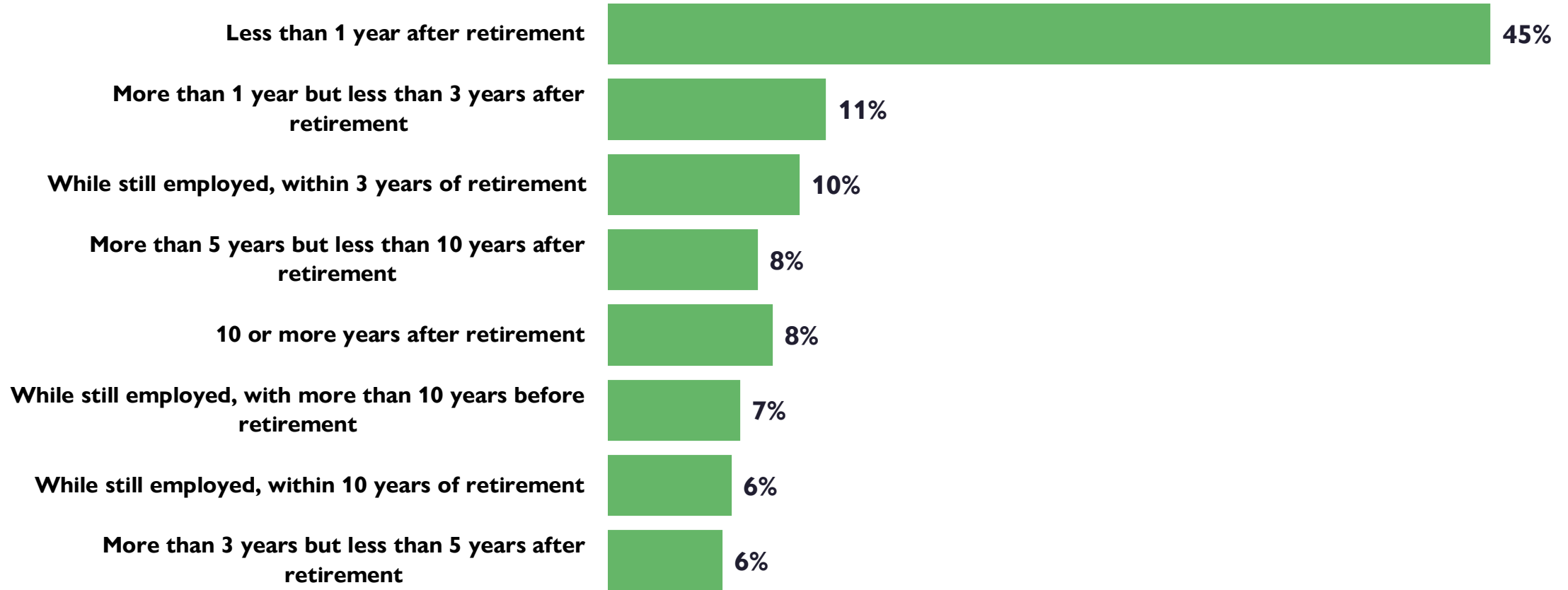
■ Double membership

Base n = 671



When during your career or retirement did you join the National Association of Federal Retirees?

During your career, did you join the National Association of Federal Retirees?



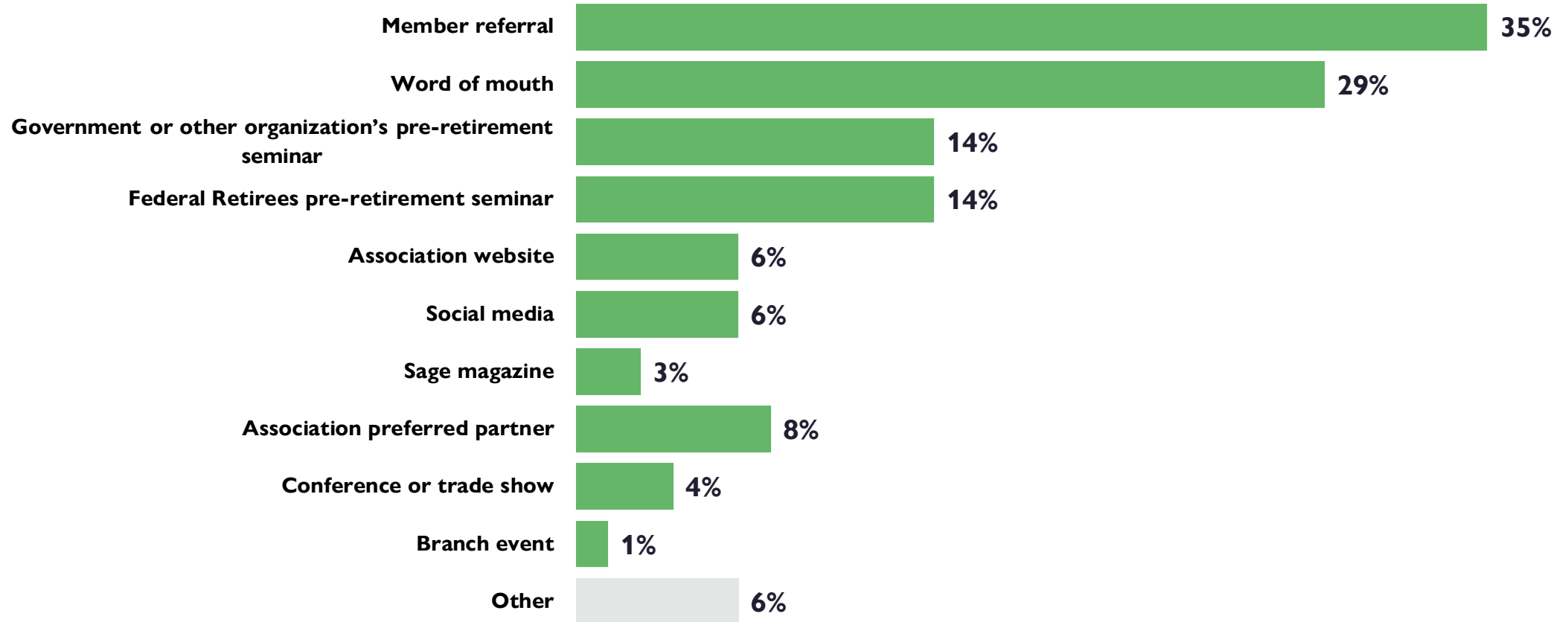
Base n = 671





How did you first learn about the Association? *Please select all that apply.*

Primary ways that members learned about the association

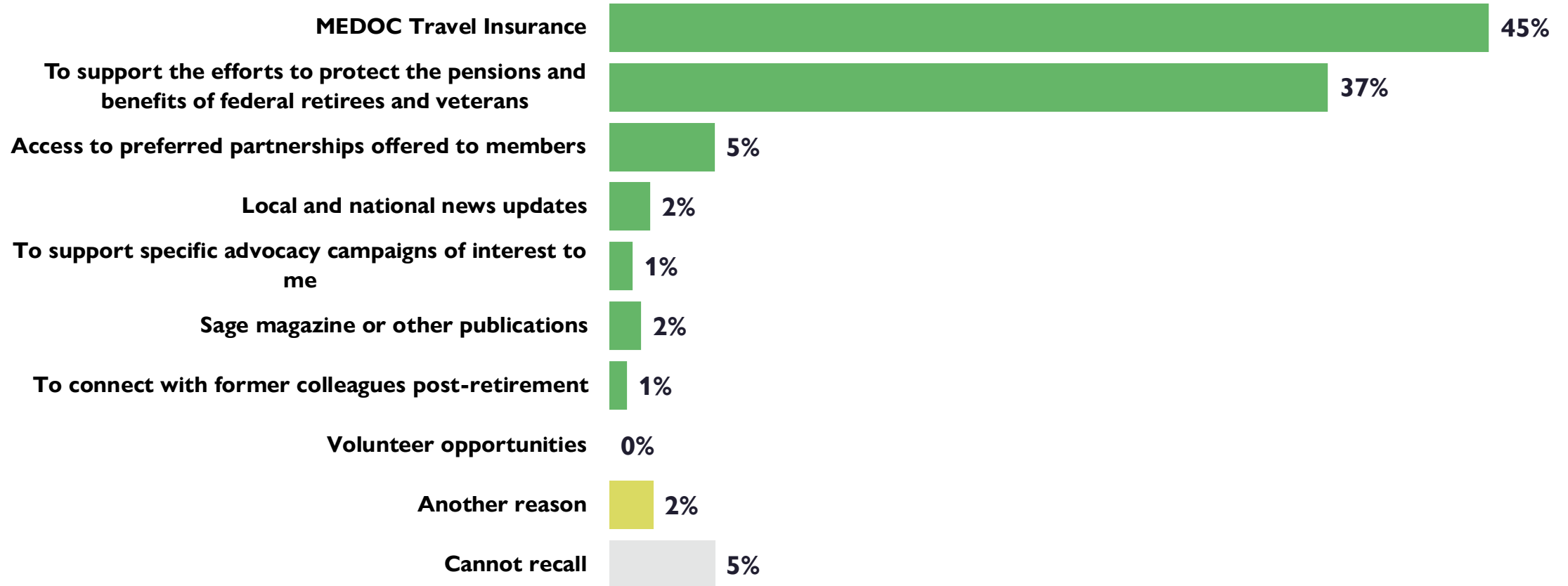


Base n = 80; total n = 671



Thinking back to when you first joined our Association, what was the **primary** reason for joining?

Primary reason for joining the association

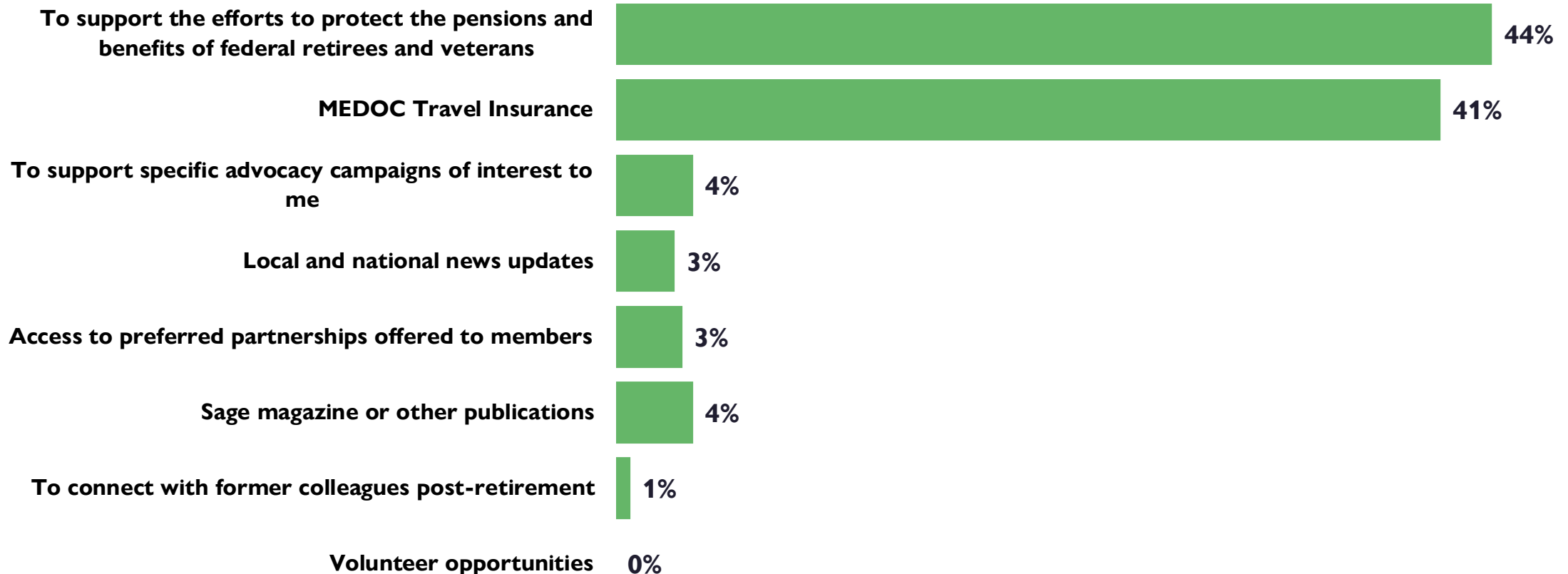


Base n = 671



What was the primary reason for renewing your membership?

Primary reason for renewing your membership

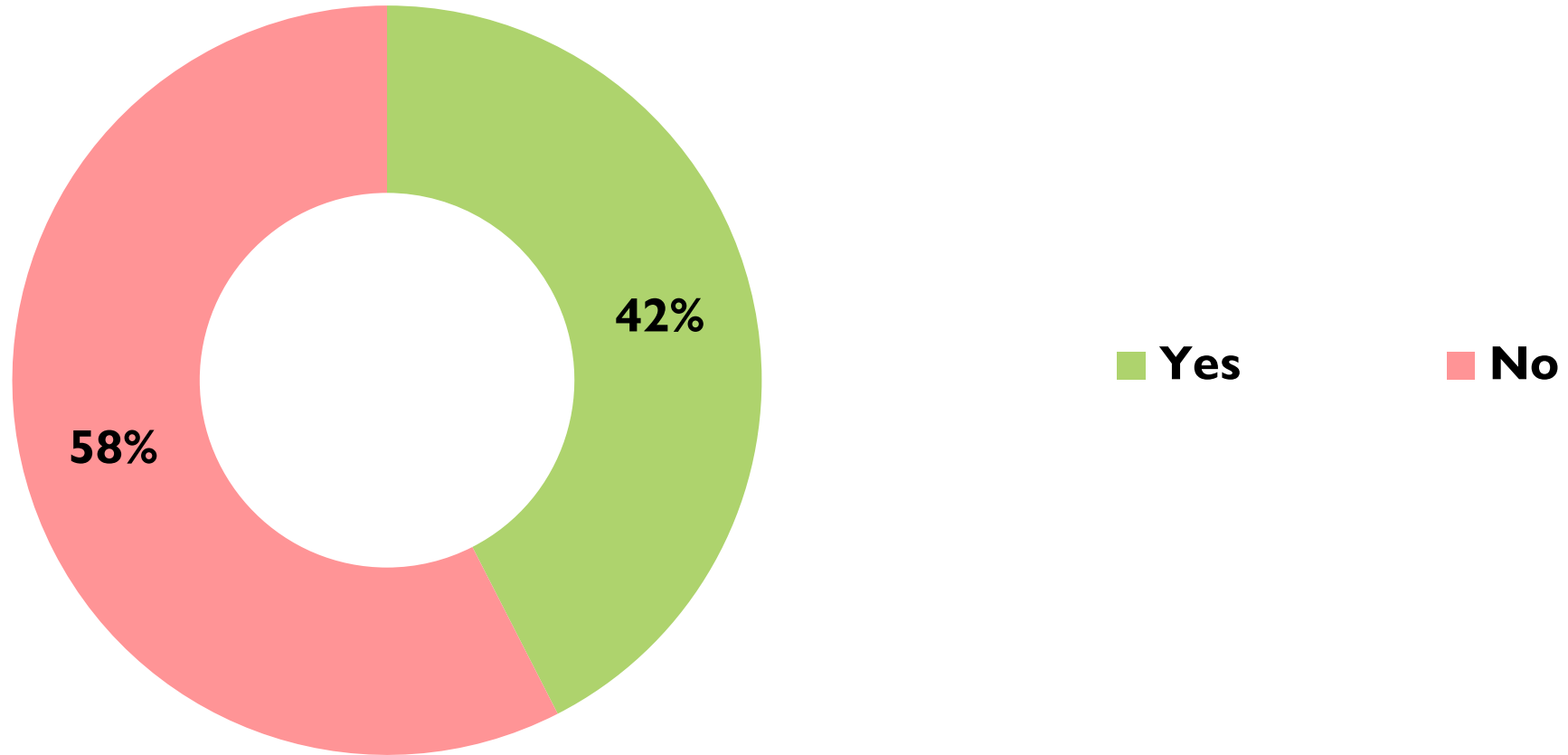


Base n = 540; total n = 671



Have you ever referred a prospective member for membership?

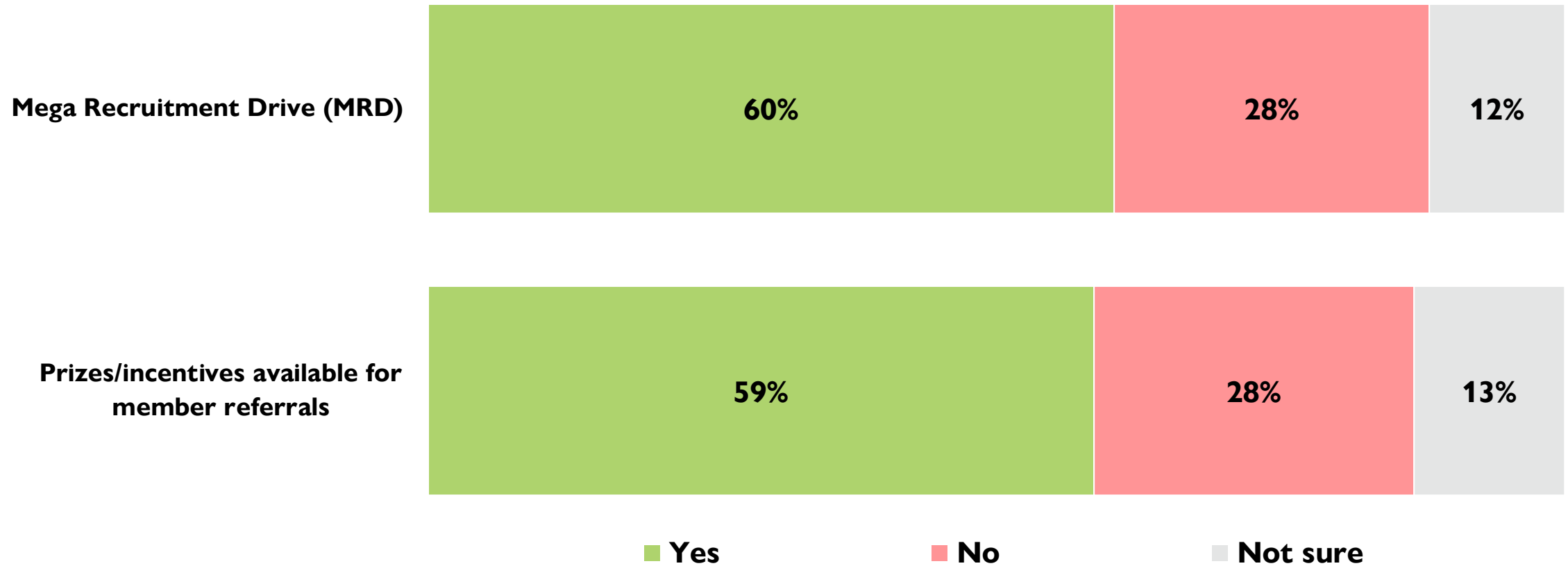
Have you referred a prospective member?



Base n = 671

Are you aware of the [Mega Recruitment Drive (MRD), Prizes/incentives available for member referrals]?

Are you aware of the...

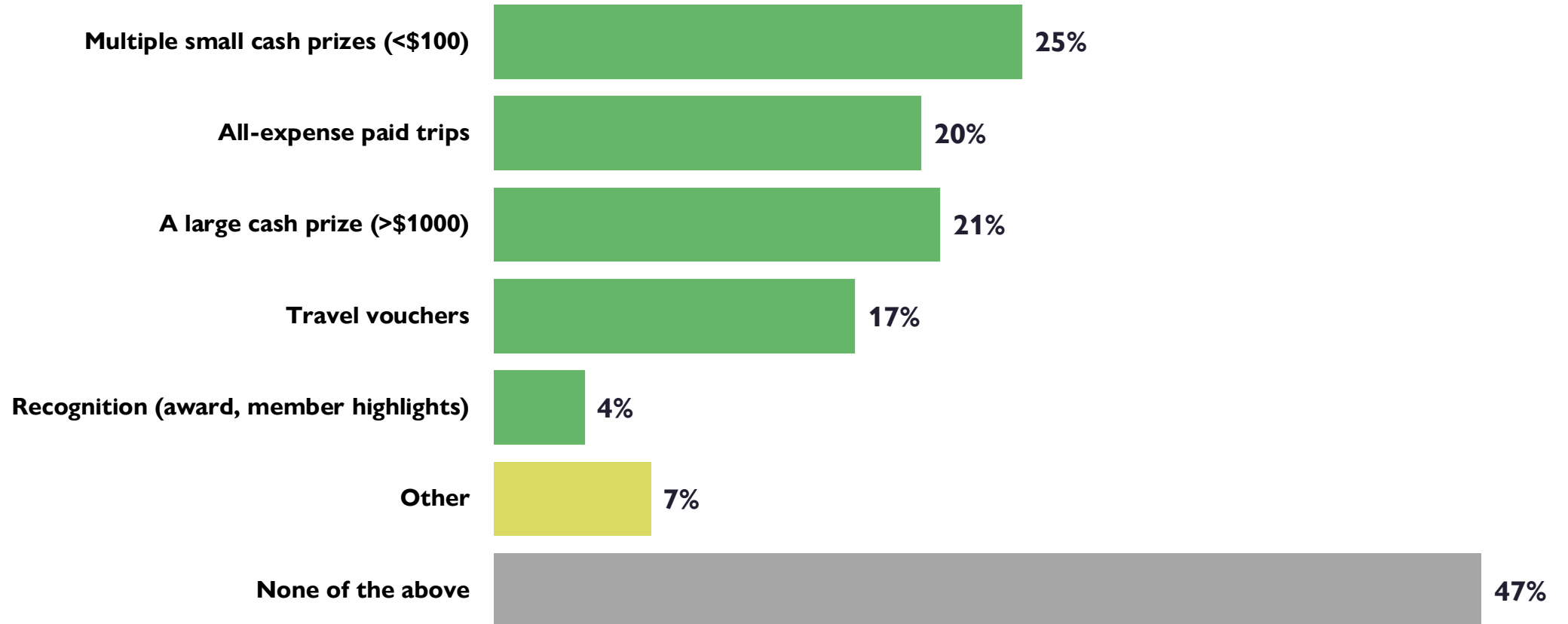


Base n = 671



Which of the following prize draws or incentives would motivate you to refer a prospective member for membership with the Association?

Motivation prizes for referring a prospective member



Base n = 671

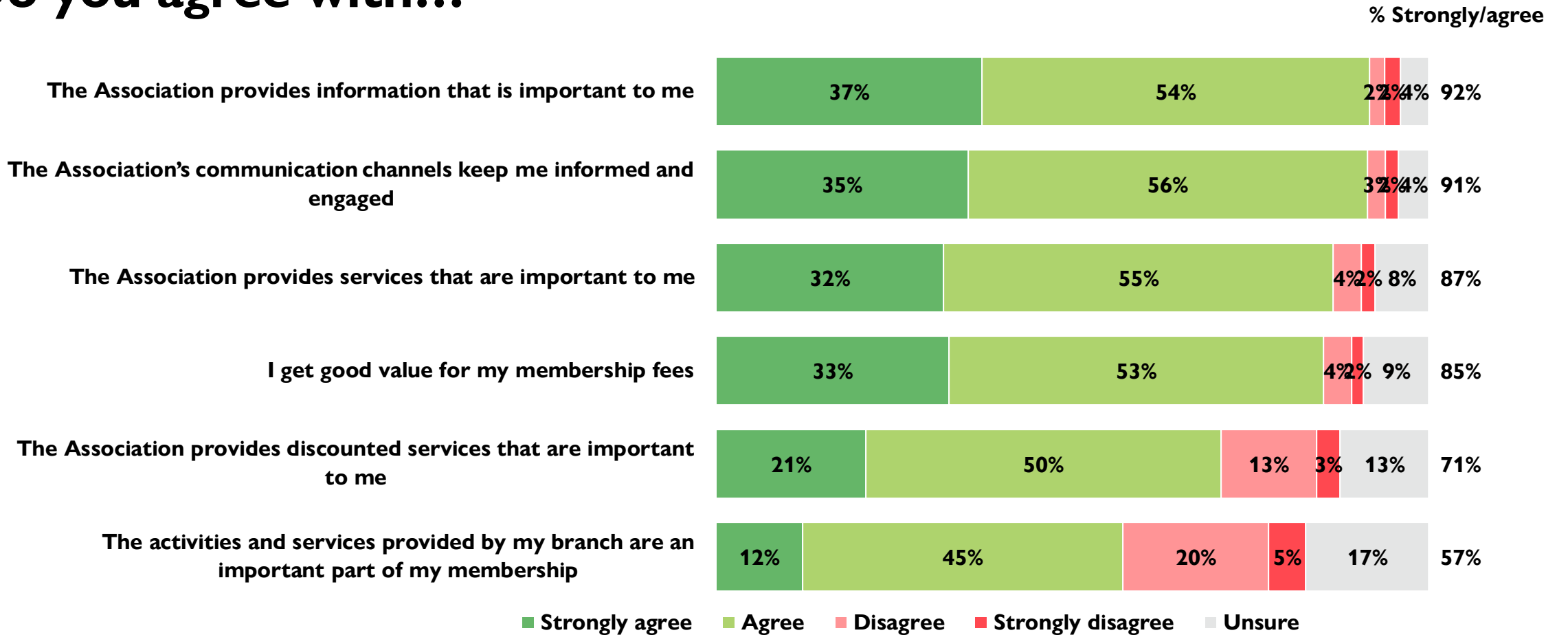
Value of the Association





To what extent do you agree with each of the following statements?

Do you agree with...



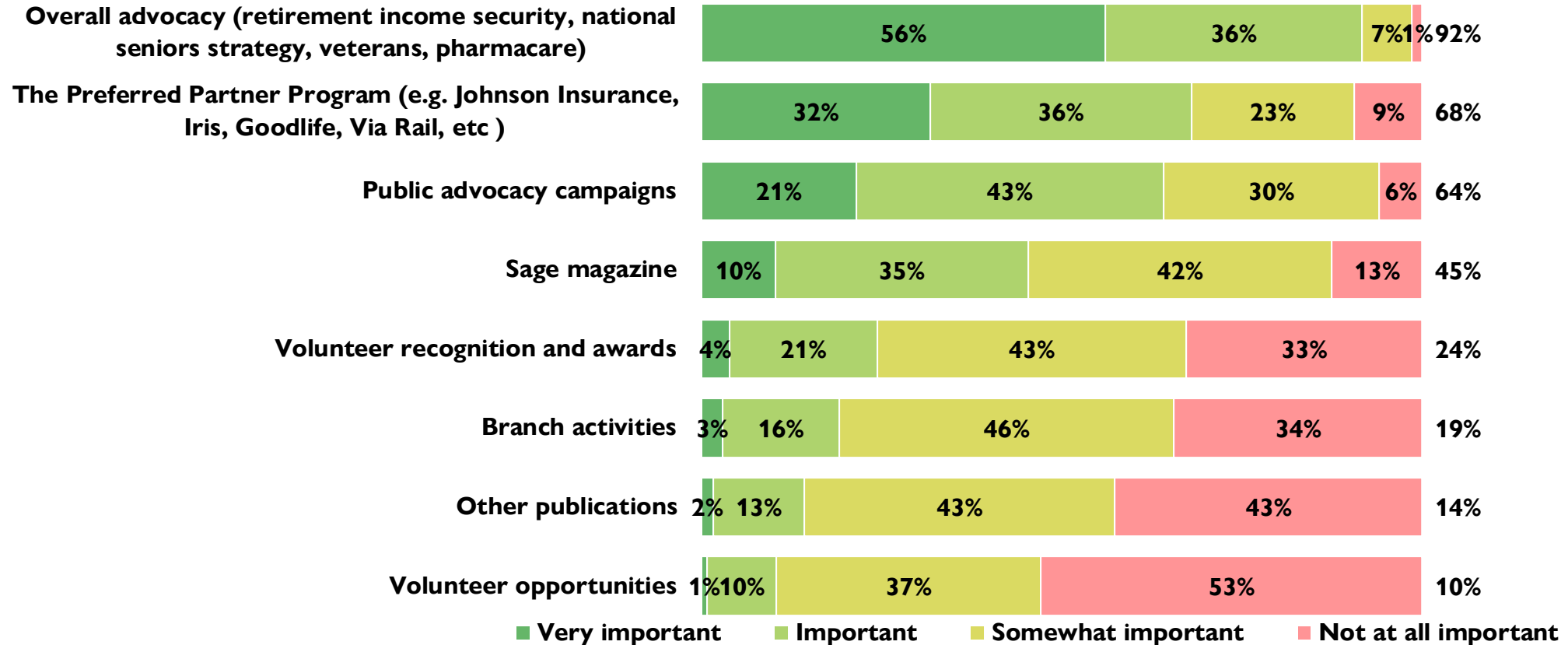
Base n = 671



How important are each of the following to you personally when considering your membership?

Importance when considering membership

% Very/ Important



Base n = 671

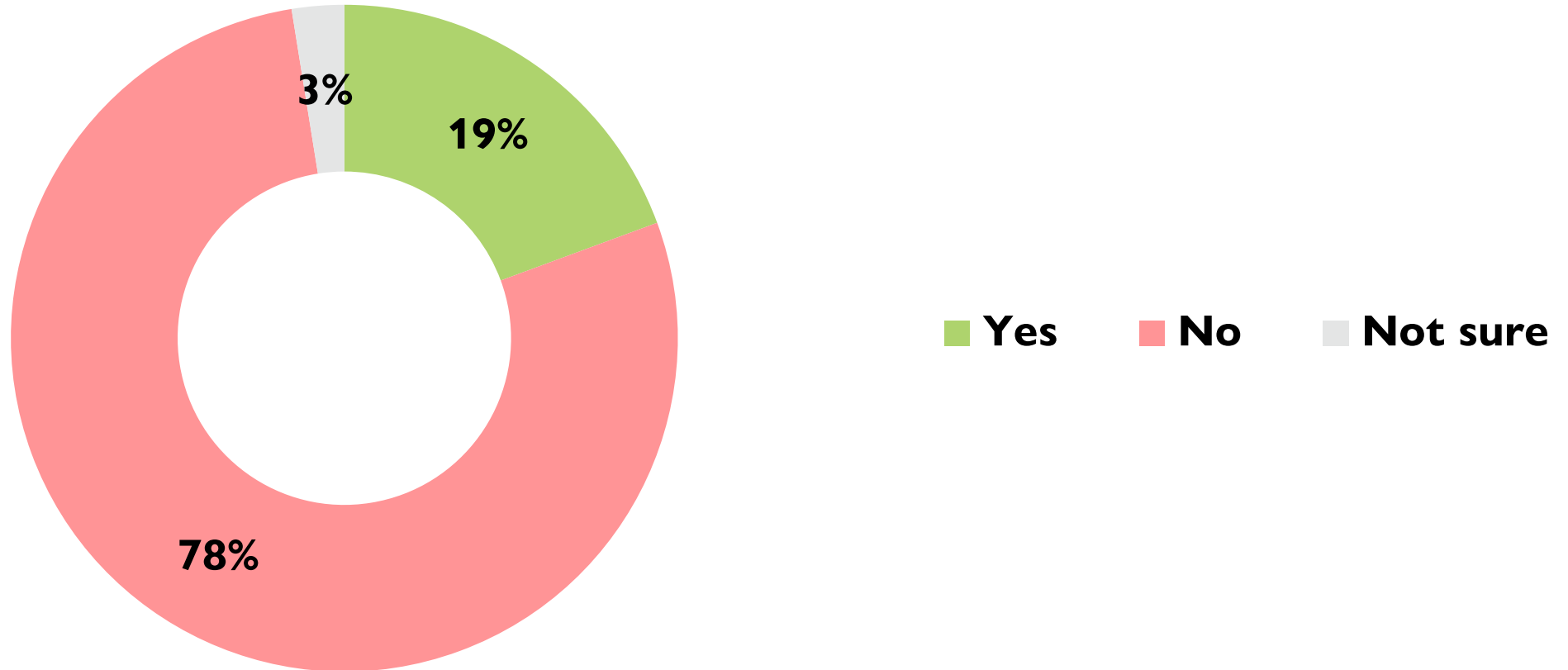
Contacting the Association





In the last 12 months, have you contacted the national office by phone or email?

Have you contacted the national office in the last 12 months?

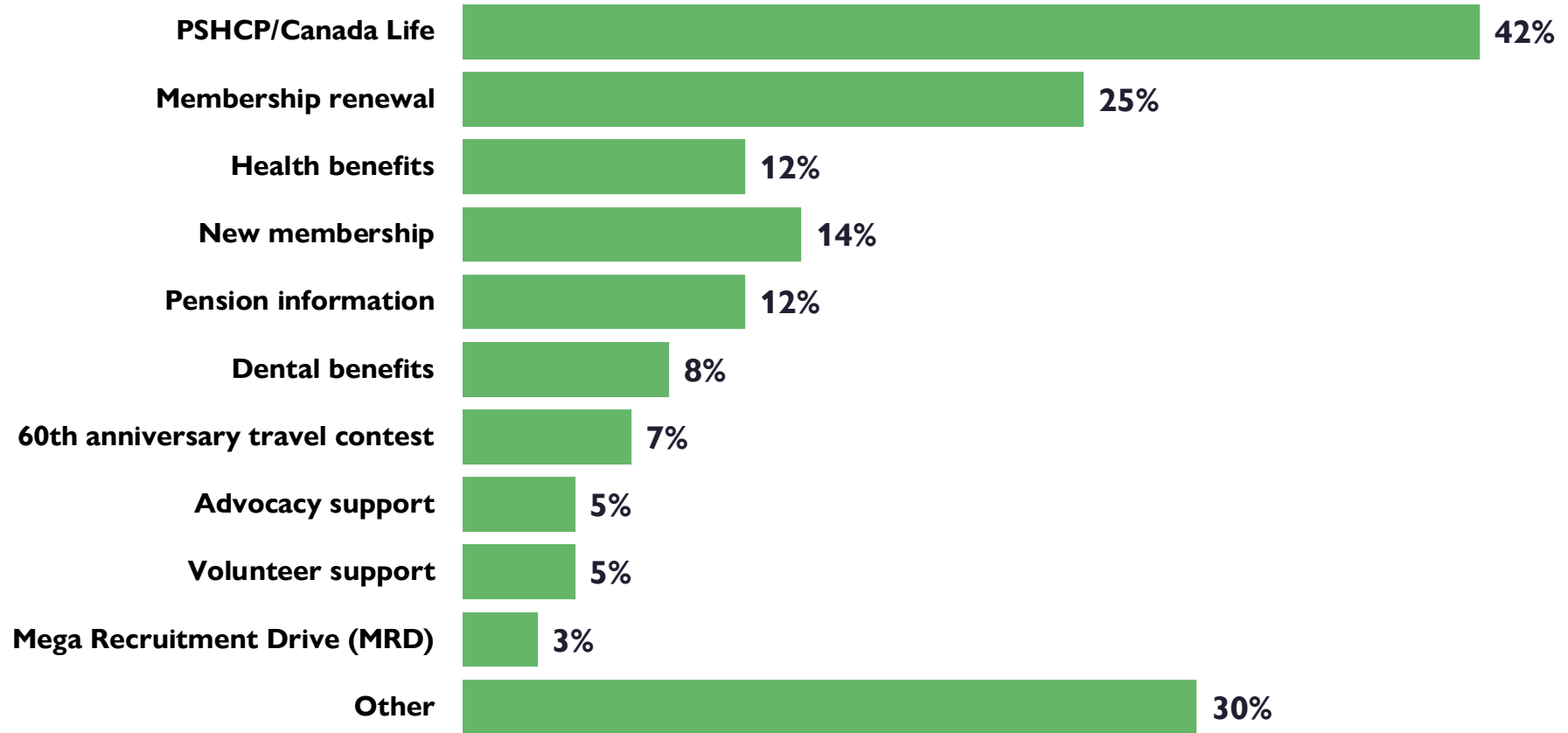


Base n = 671



For which of the following reasons have you contacted the national office in the last 12 months? *Please select all that apply.*

Reasons for contacting the national office

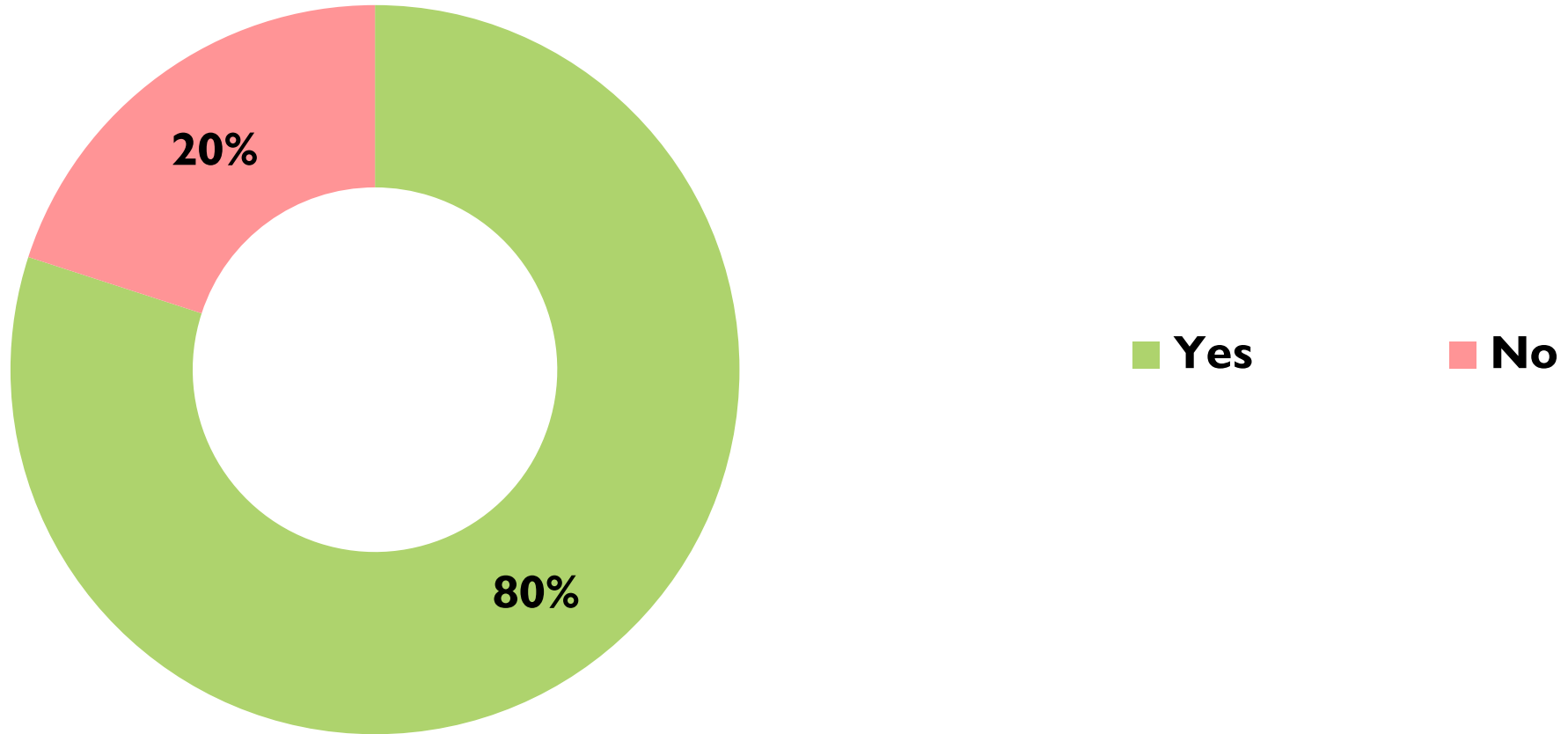


Base n = 130; total n = 671



Did the national office appropriately address your reason(s) for contacting it?

Did the national office address your reason for contacting it?



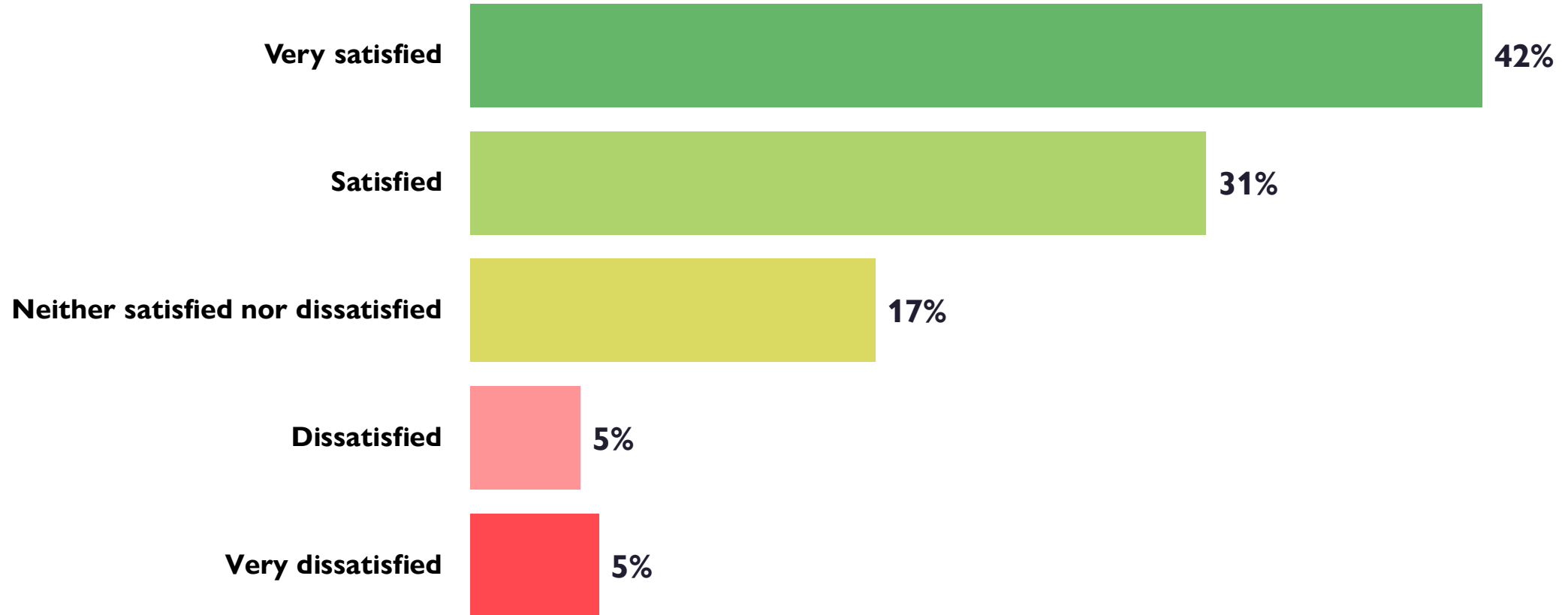
Base n = 130; total n = 671





Overall, how satisfied are you with your interaction(s) with the national office?

Satisfaction with the national office's interaction



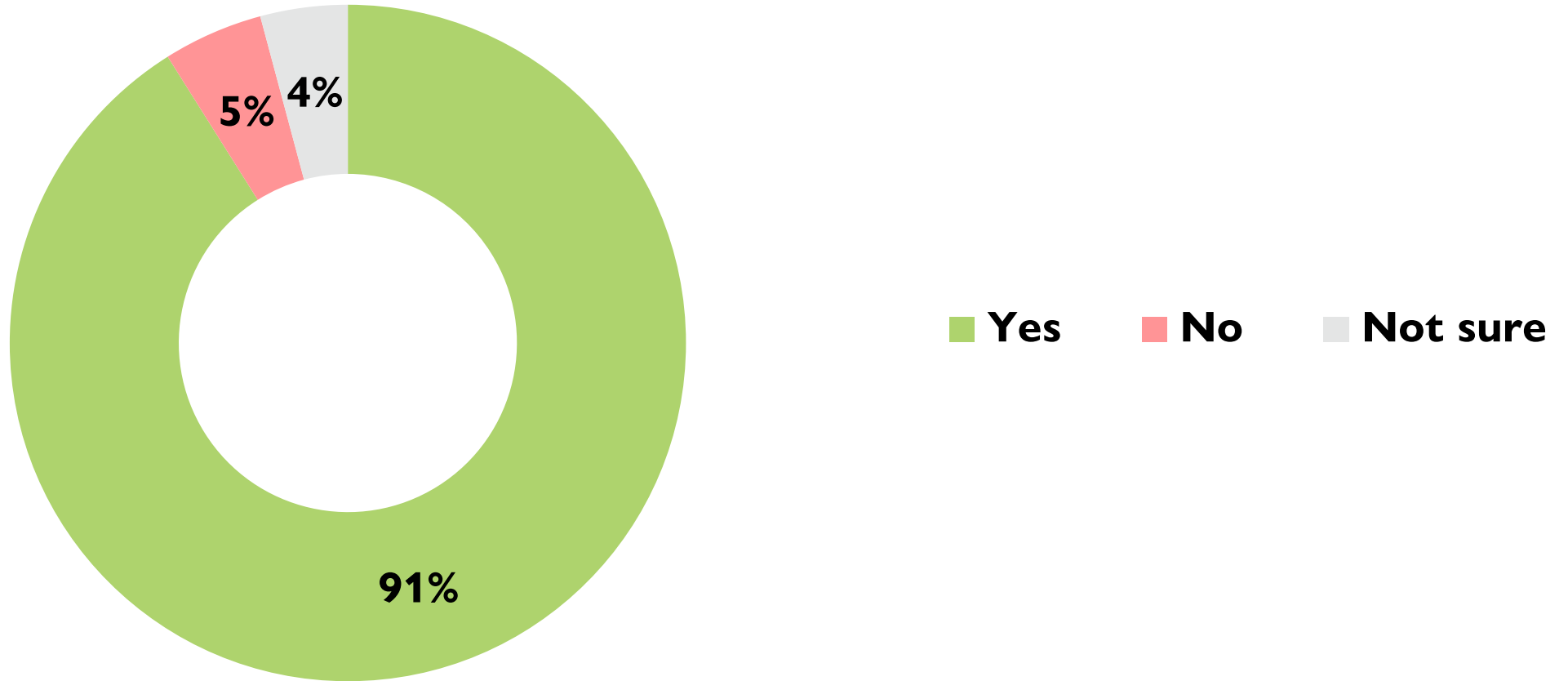
Base n = 130; total n = 671

Branch Involvement



Did you know that, as a member of the National Association of Federal Retirees, you also belong to a local branch?

Awareness of belonging to a local branch



Base n = 671



How familiar are you with each of the following with respect to your local branch?

Familiarity concerning the local branch

% Very/ Familiar



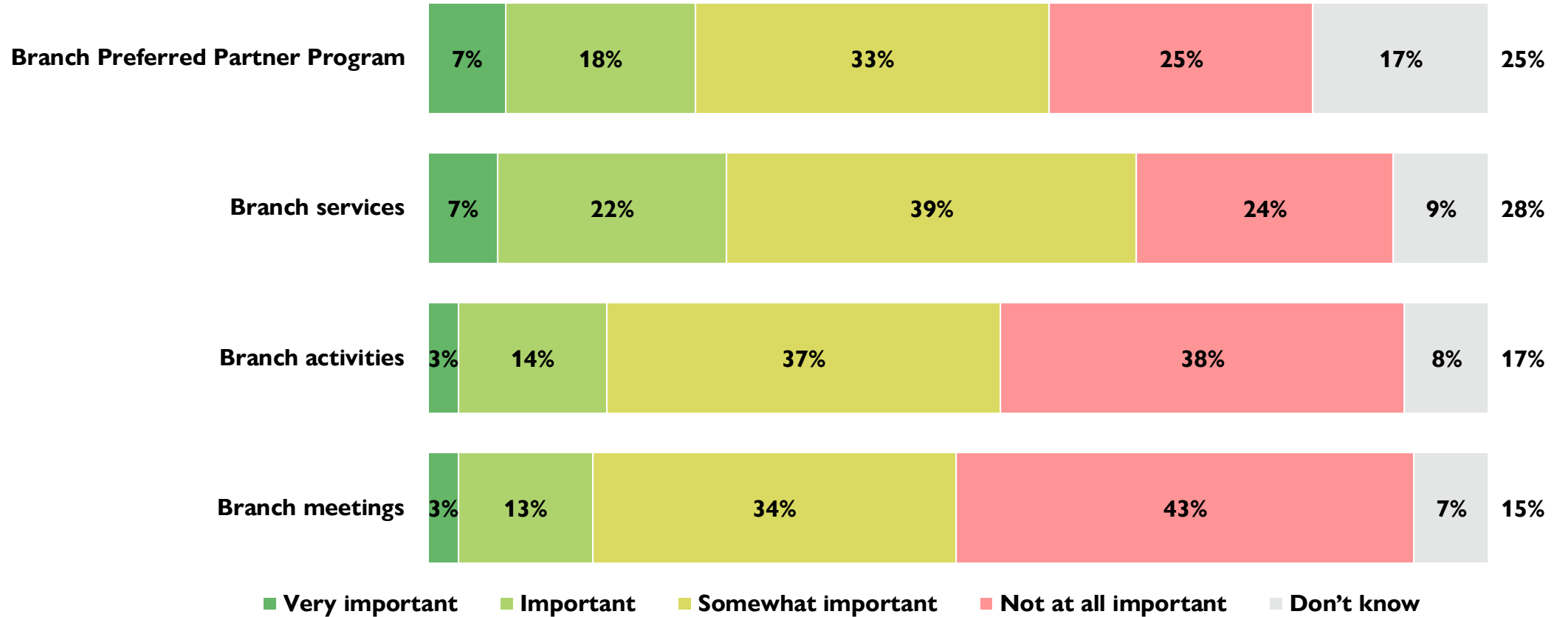
Base n = 671




How important are each of the following aspects of your Association membership to you personally?

Importance concerning the association membership

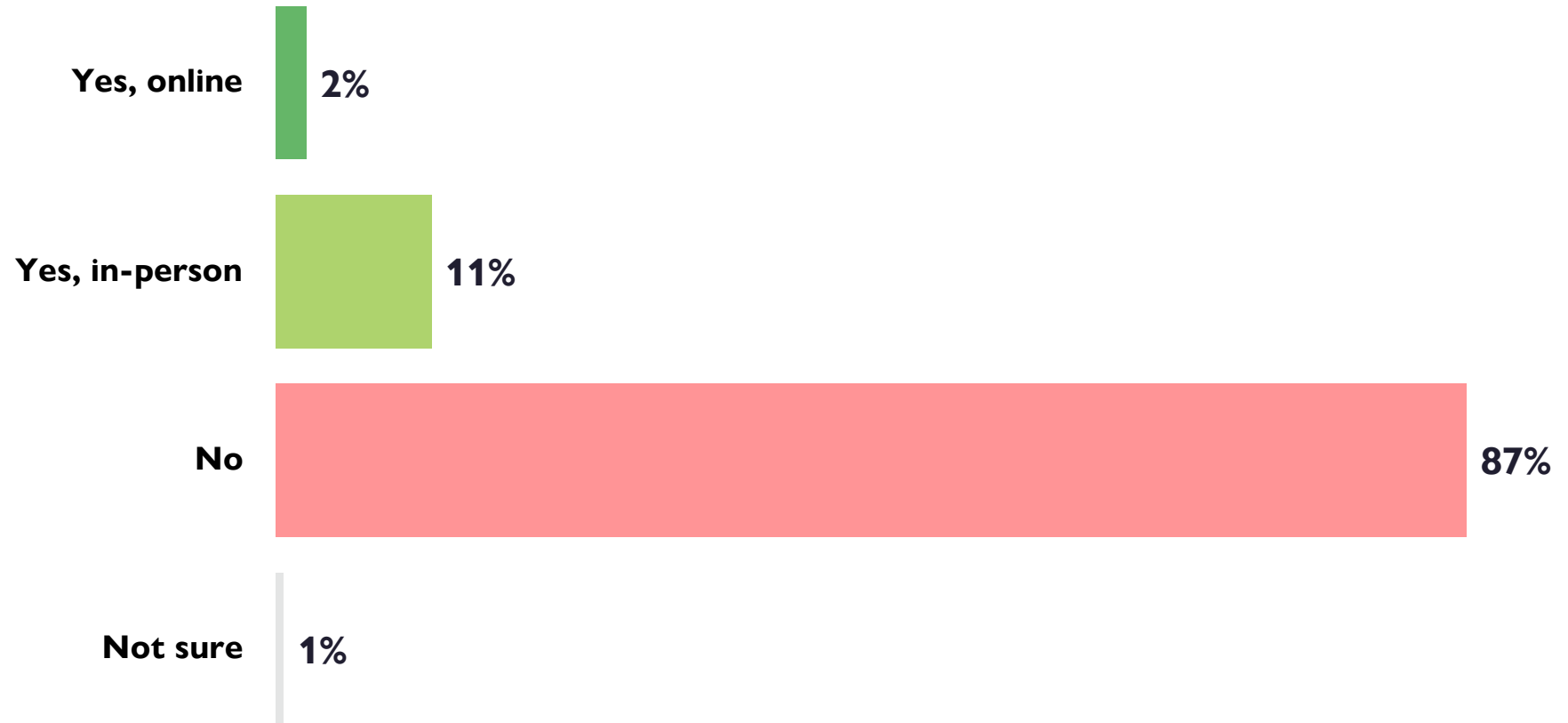
% Very/ Important



Base n = 671

 In the past 12 months, have you attended any activities or meetings with your local branch? Please select all that apply.

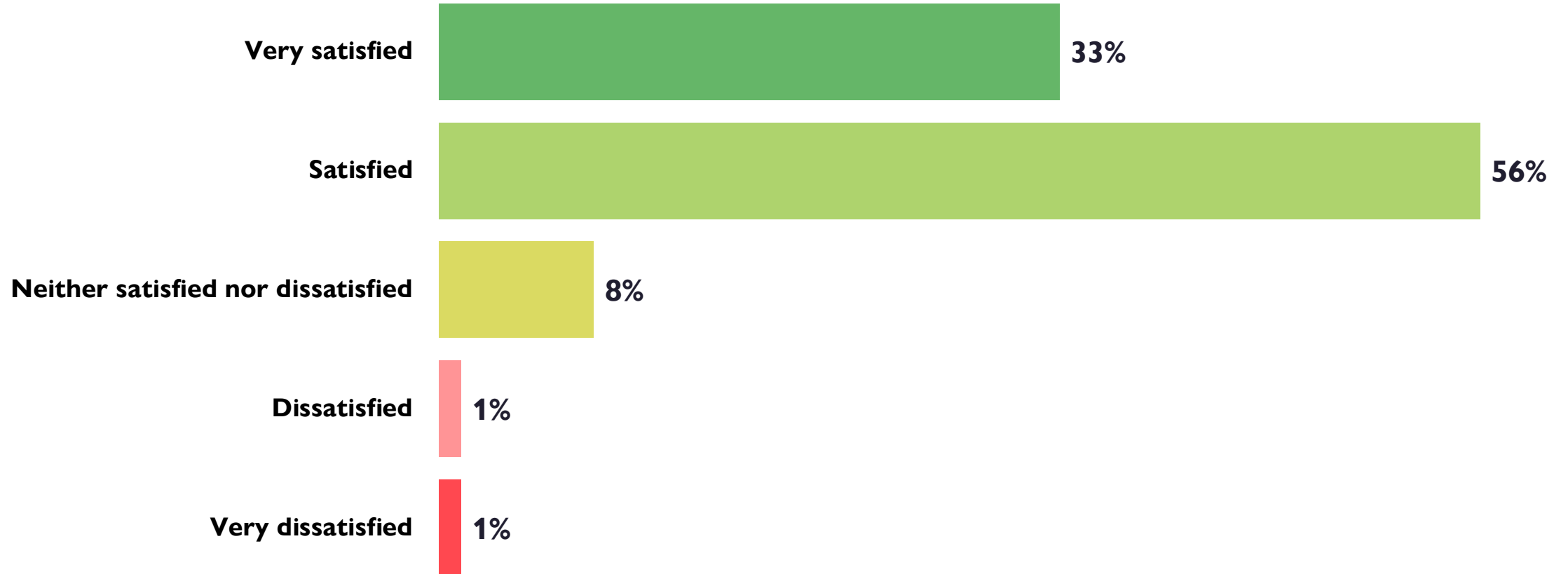
Have you attended any activities with your local branch?



Base n = 671

How satisfied are you with the interaction(s) that you have had at the activity or meeting you attended?

Satisfaction with the activities attended



Base n = 84; total n = 671

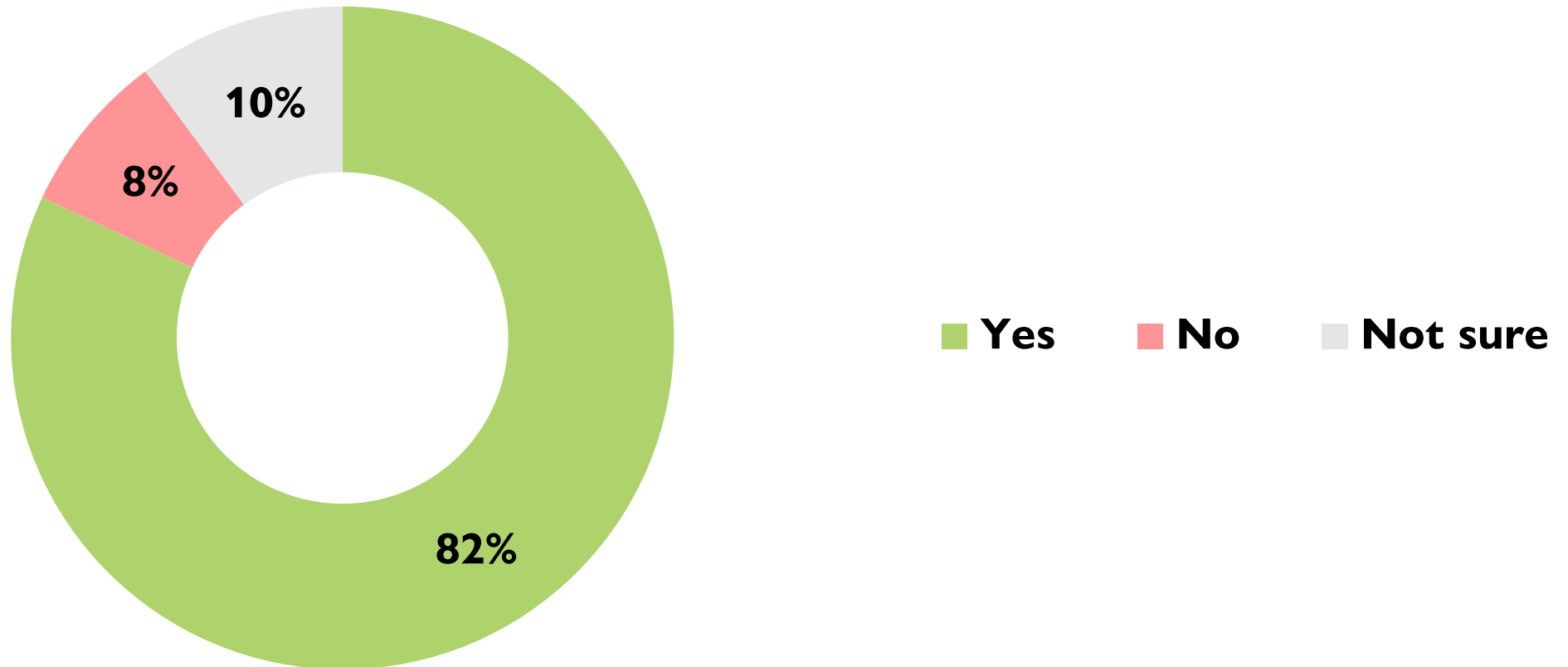
Preferred Partner Program and Select Offerings





Did you know that, as a member of the National Association of Federal Retirees, you have access to savings, promotions and exclusive deals through the national Preferred Partner Program?

Awareness of access to savings, promotions and deals

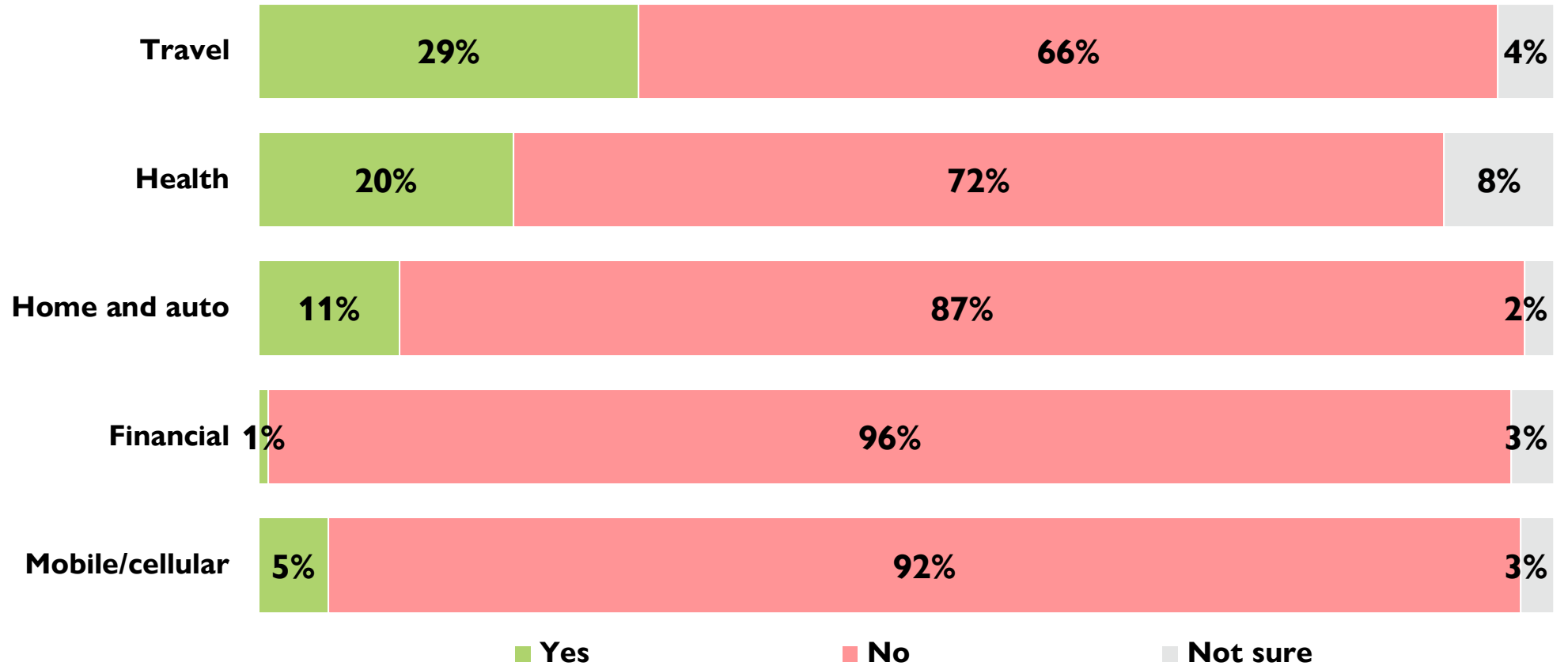


Base n = 671



In the past 12 months, have you taken advantage of any savings, promotions and exclusive deals through the national Preferred Partner Program in any of the following categories?

Have you been taking advantage of the following savings, promotions and deals?

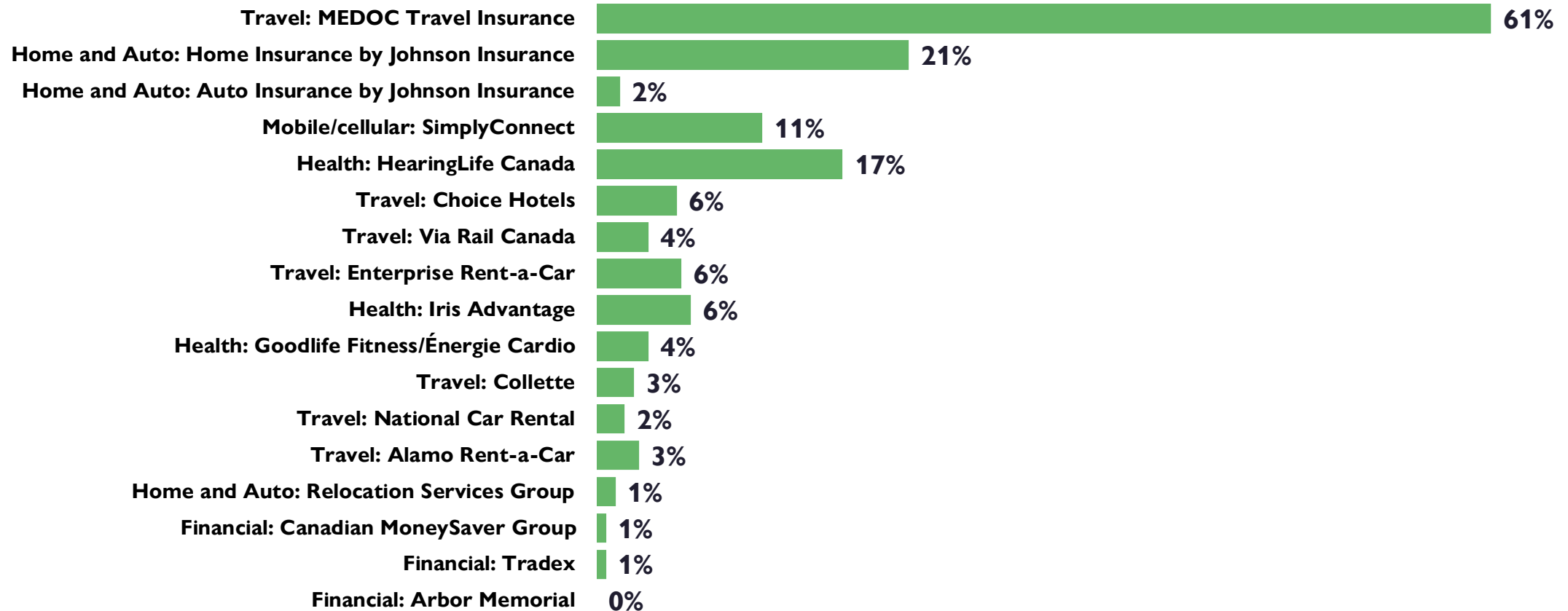


Base n = 671



Which of the following did you use?

Most savings, promotions and deals used

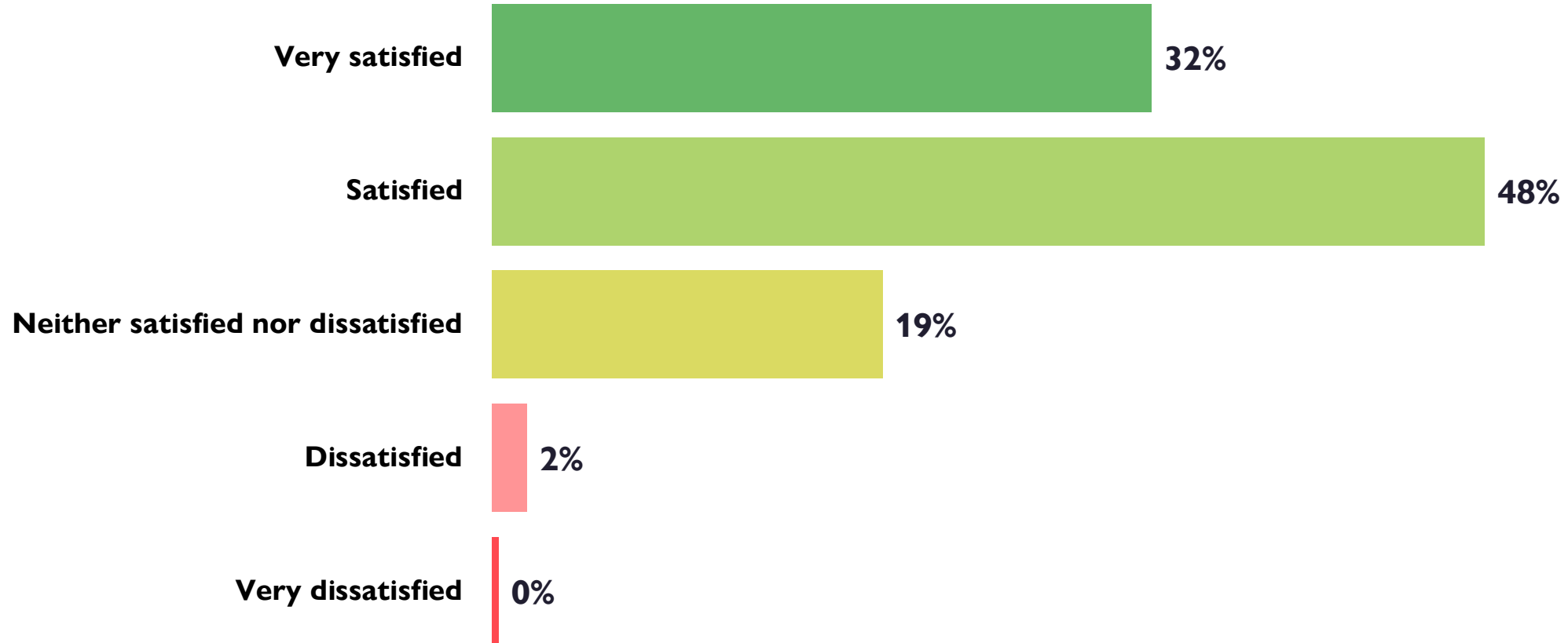


Base n = 308; total n = 671



Overall, how satisfied are you with the savings, promotions and/or deals accessed through the national Preferred Partner Program?

Satisfaction with the savings, promotions and deals



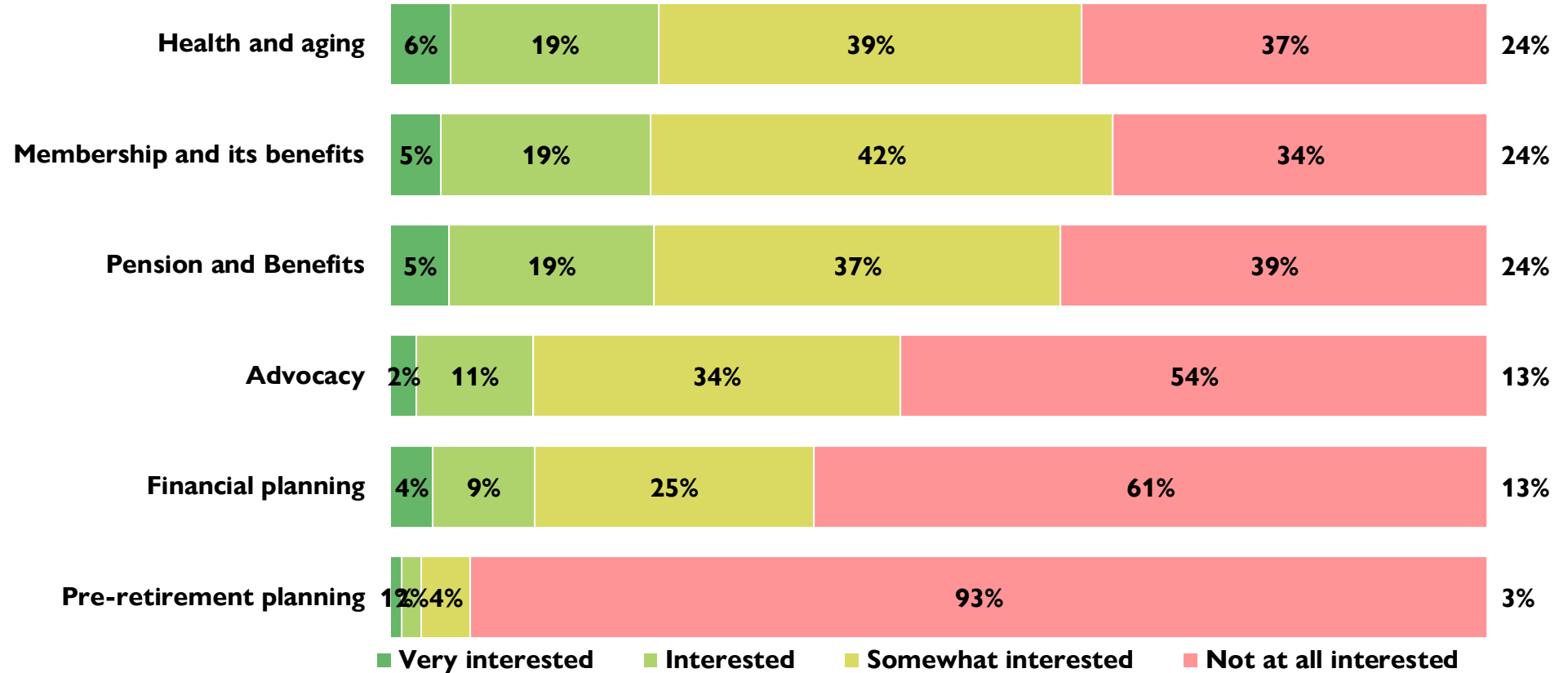
Base n = 294; total n = 671



If they were available, how interested would you be in taking part in online training and information sessions on the following topics?

Interest in the following online training sessions

% Very/ Interested



Base n = 671

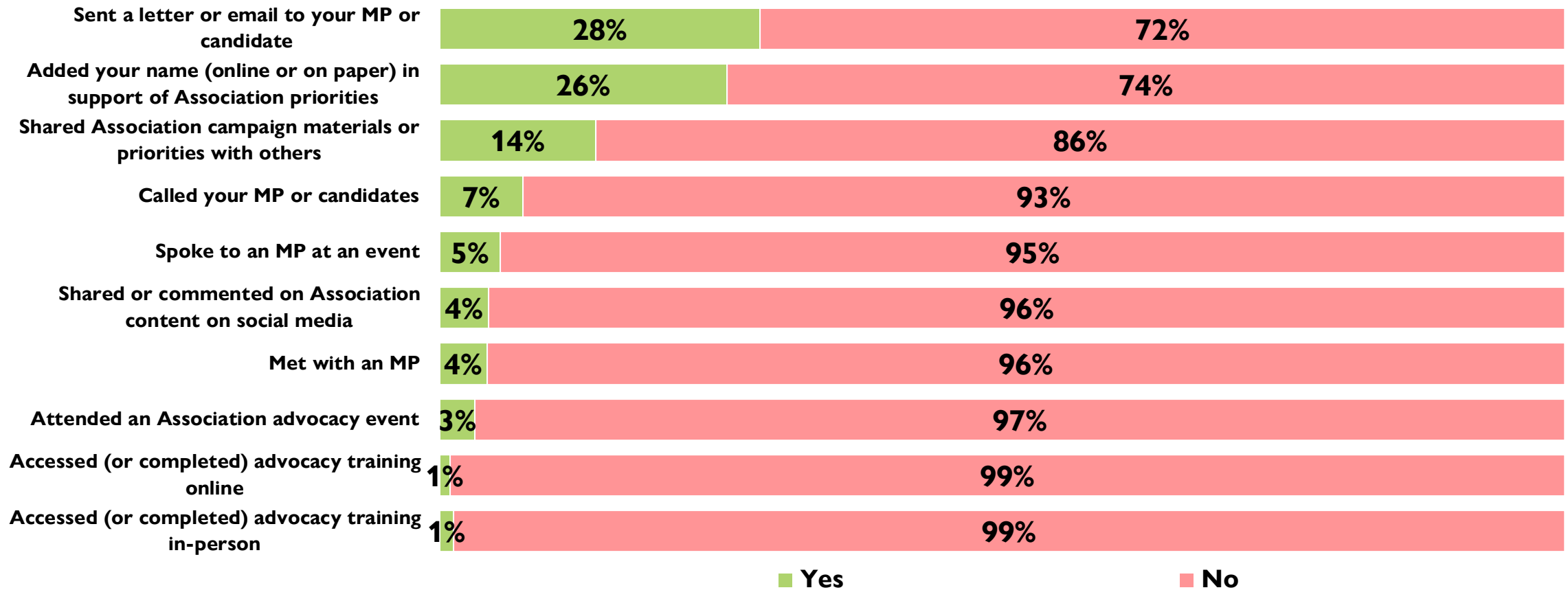
Advocacy Efforts





In the past 12 months, have you done any of the following?

Have you done any of the following in the past 12 months?



Base n = from 663 to 668; total n = 671

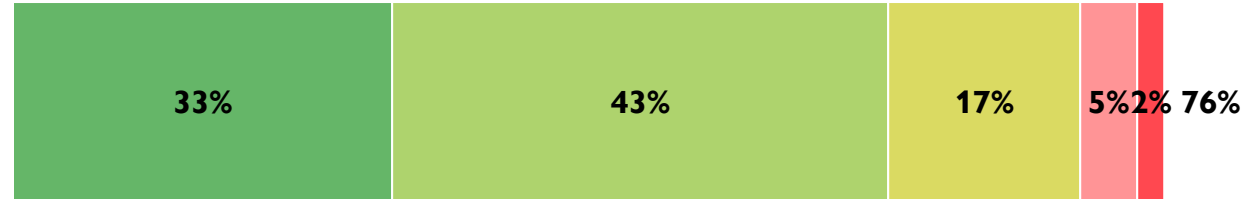


Thinking about the Association's advocacy, to what extent do you agree with each of the following?

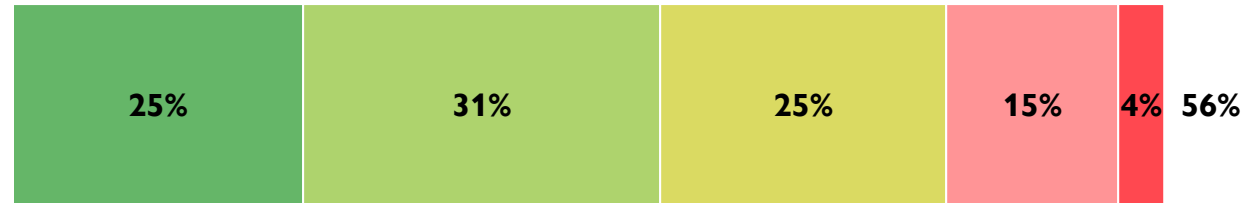
Do you agree with...

% Strongly/agree

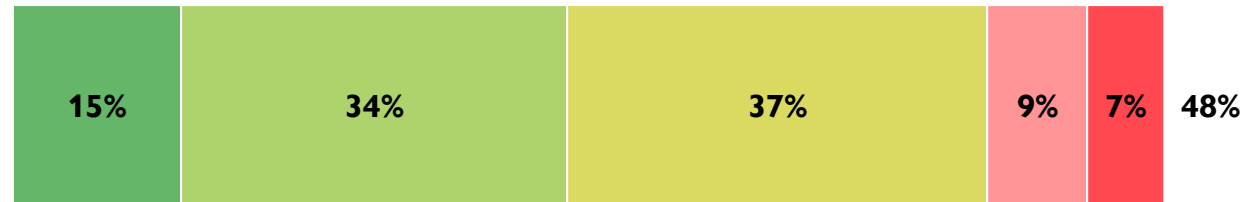
The Association should advocate on issues relevant to federal retirees and veterans as well as older adults



The Association should advocate on issues only relevant to federal retirees and veterans



The Association should advocate on issues relevant to accessibility, equity, diversity, and inclusion



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

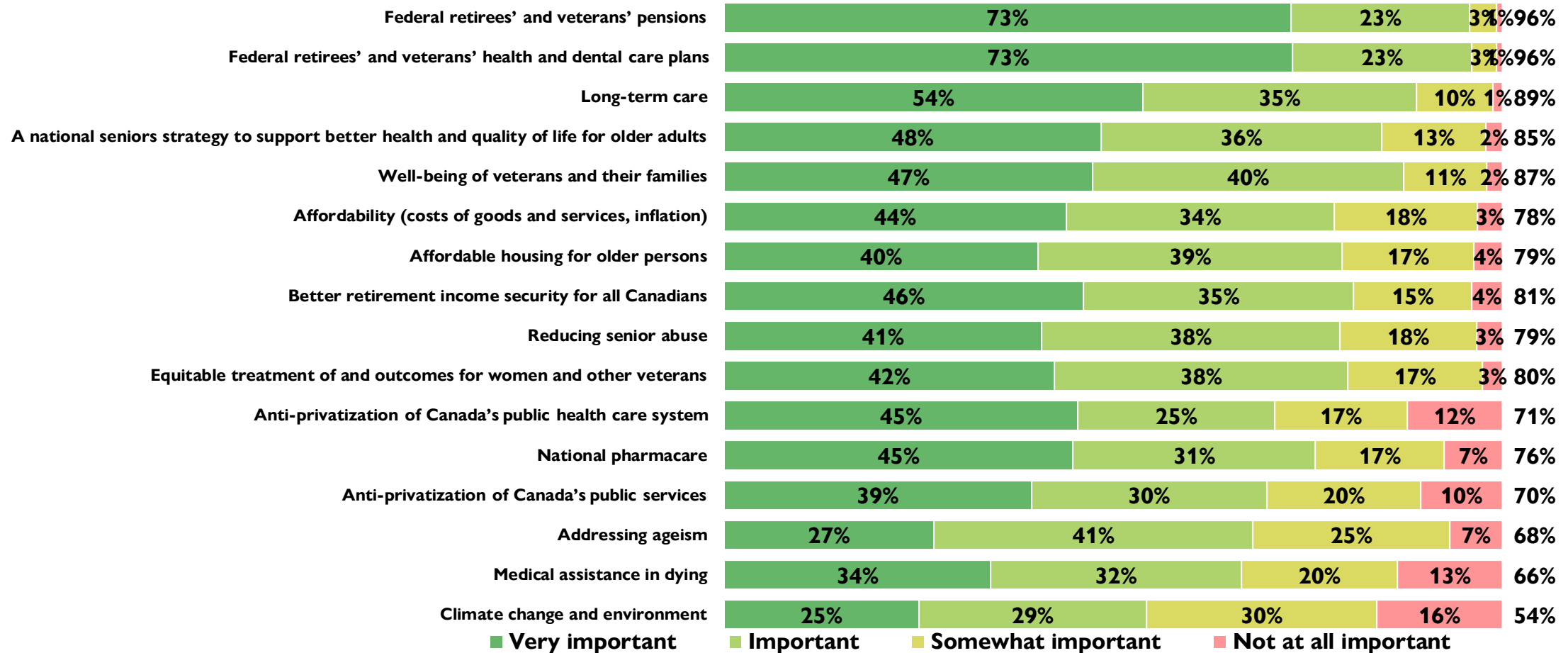
Base n = 671



When thinking about the years ahead, how important is it to you personally that the Association advocates on the following issues/topics?

Important issues that the association should advocates

% Very/Important



Base n = 671

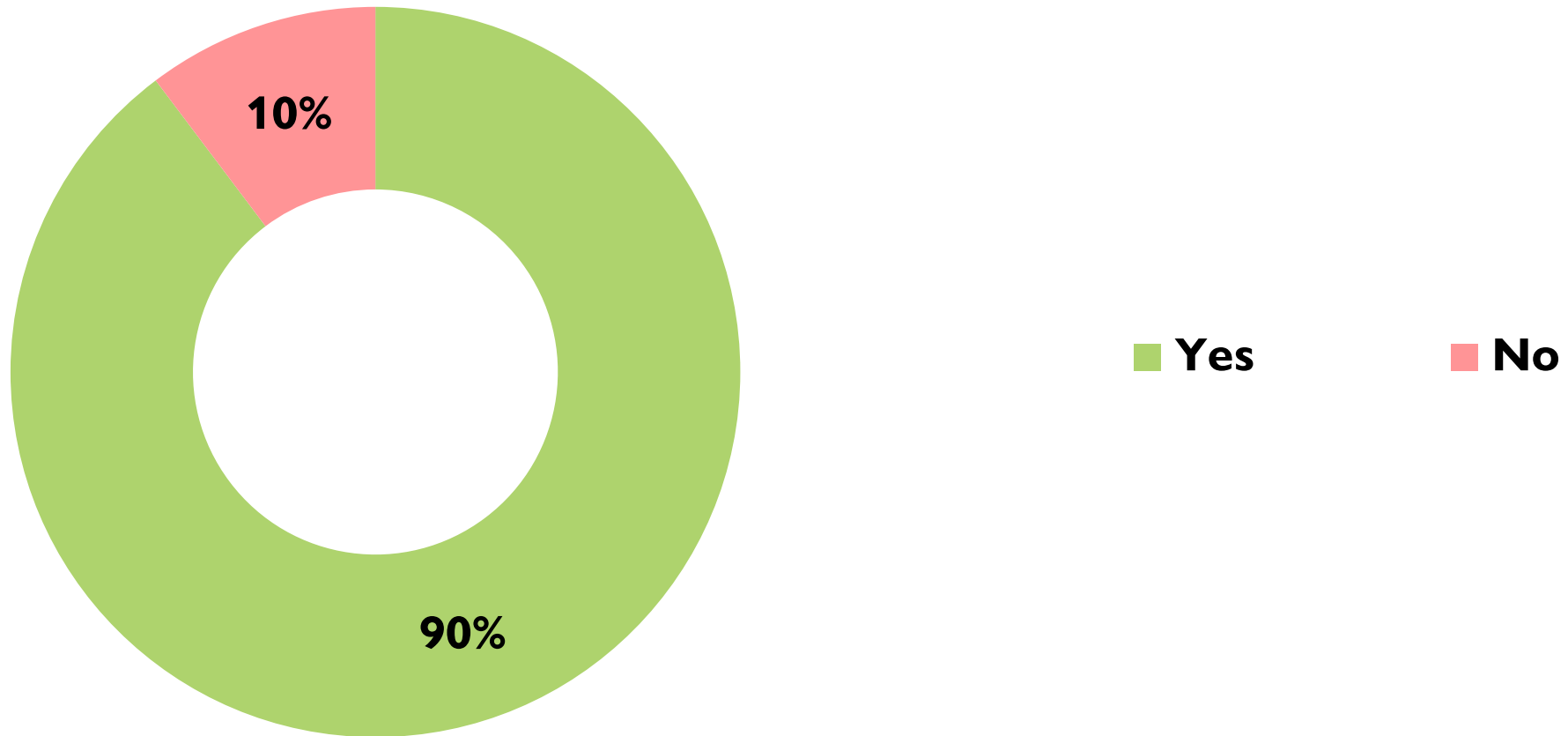
Health Care





Do you have access to a primary care provider (i.e., a family physician or general practitioner, or other health-care provider)?

Do you have access to a primary care provider?



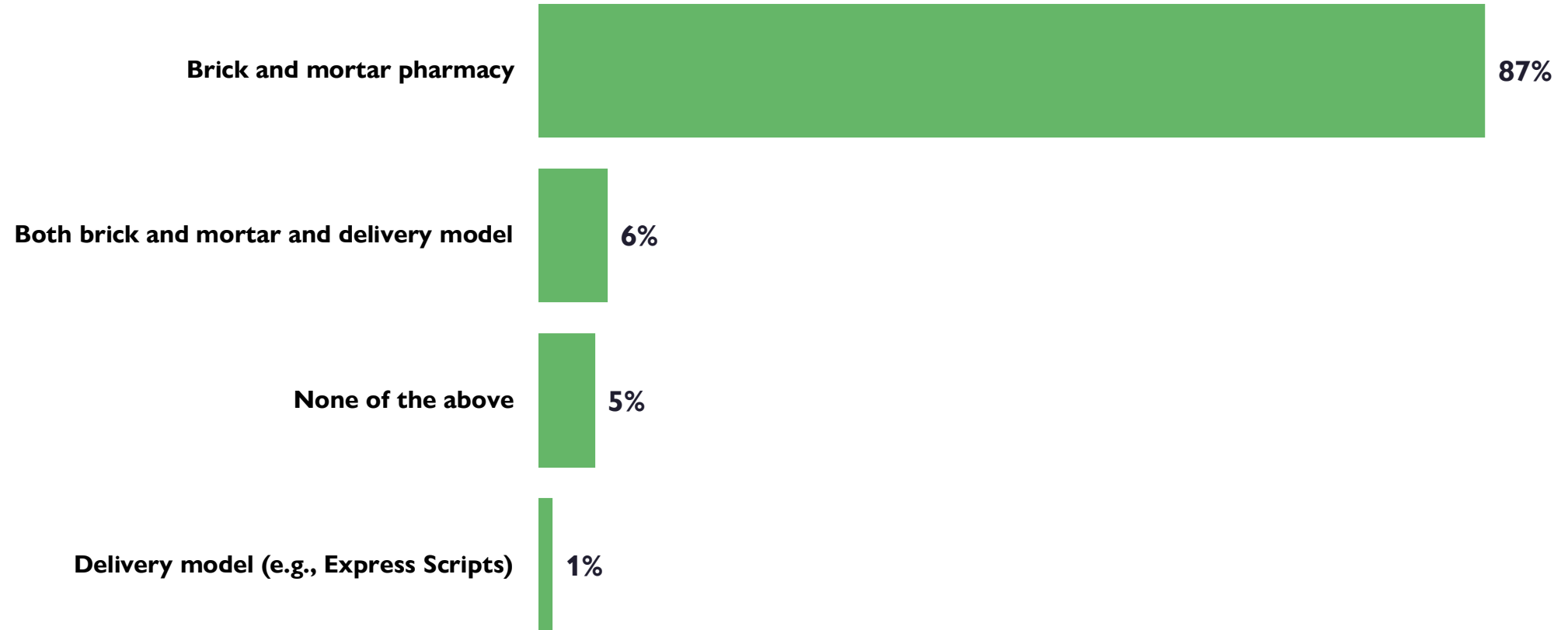
Base n = 671





Which type of pharmacy model do you use?

Type on pharmacy model use



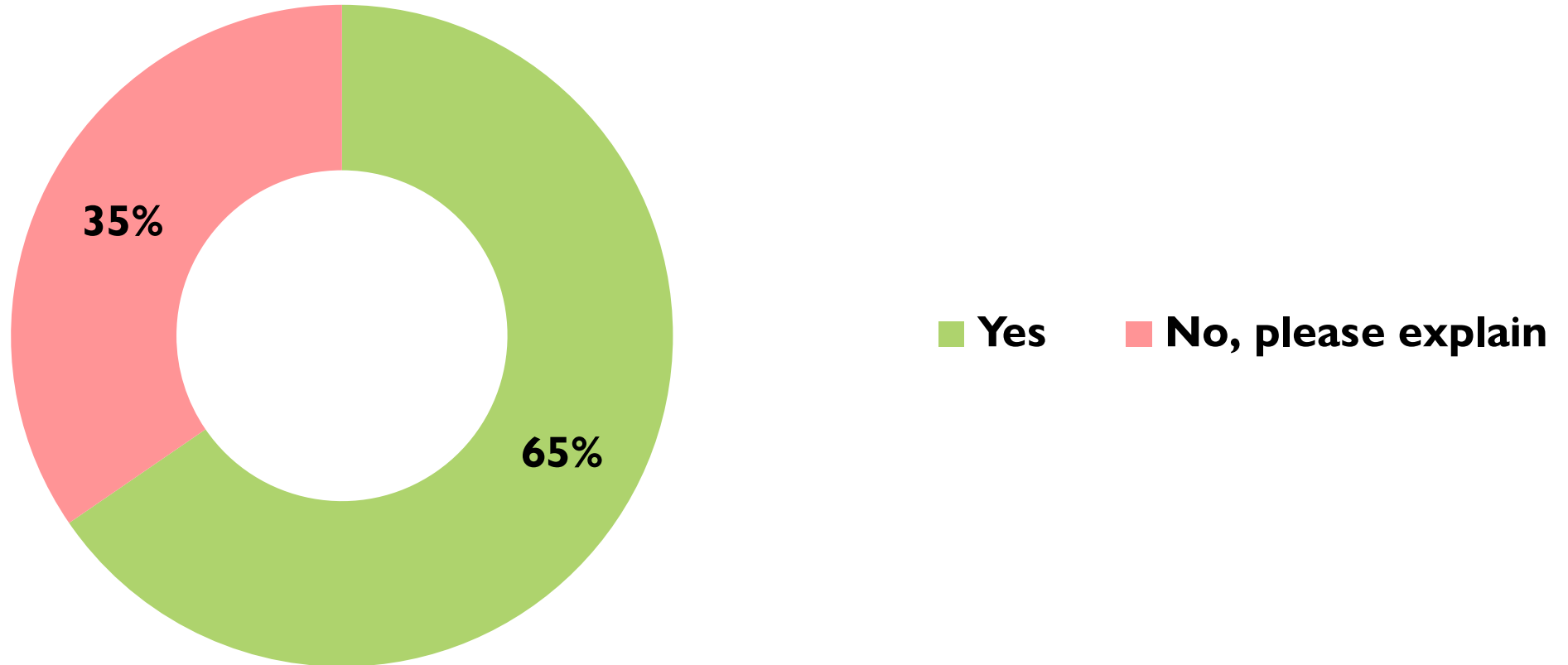
Base n = 671





Would you use a delivery model if it could help make the most of the PSHCP dispensing fee?

Would you use a delivery model if it helps the PSHCP dispensing fee?

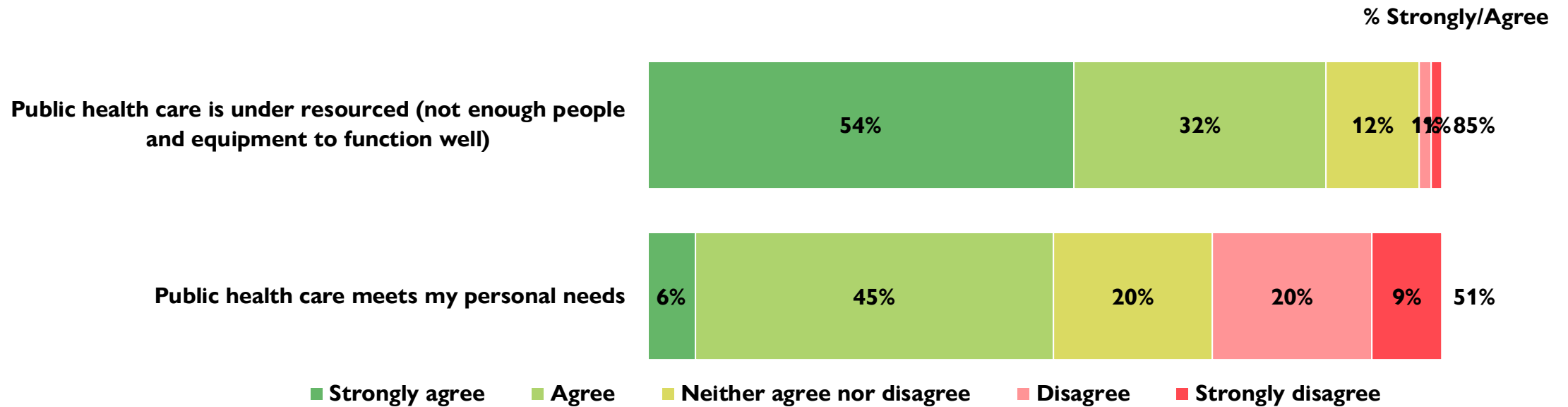


Base n = 671



To what extent do you agree with the following statements:

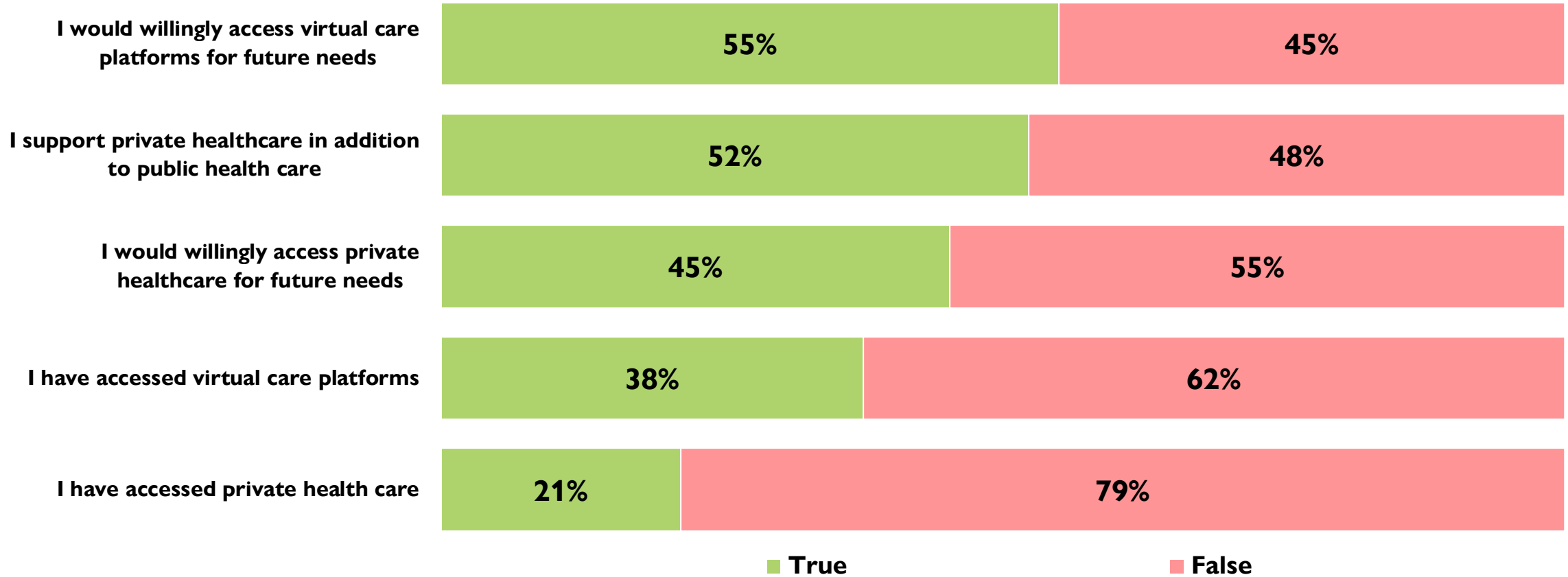
Do you agree with...



Base n = 671

When considering private healthcare and virtual care platforms, which of the following statements are true or false?

Feelings towards private and virtual care

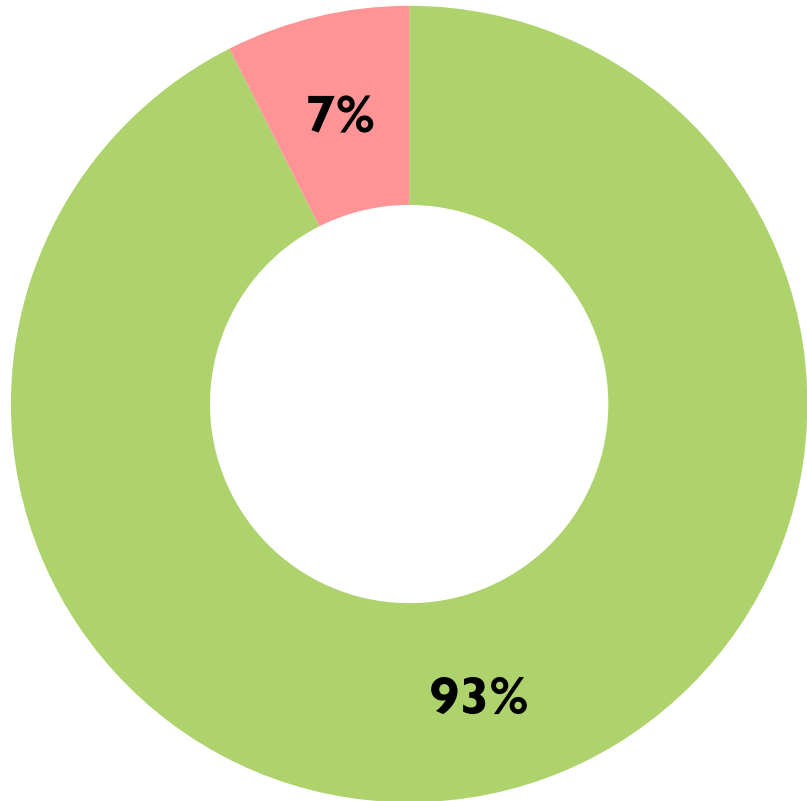


Base n = 671



Which of the following statements reflects your opinion on long-term care?

Opinions about long-term care



- Long-term care should be provided under public health care
- Long-term care should be provided as private health care

Base n = 671

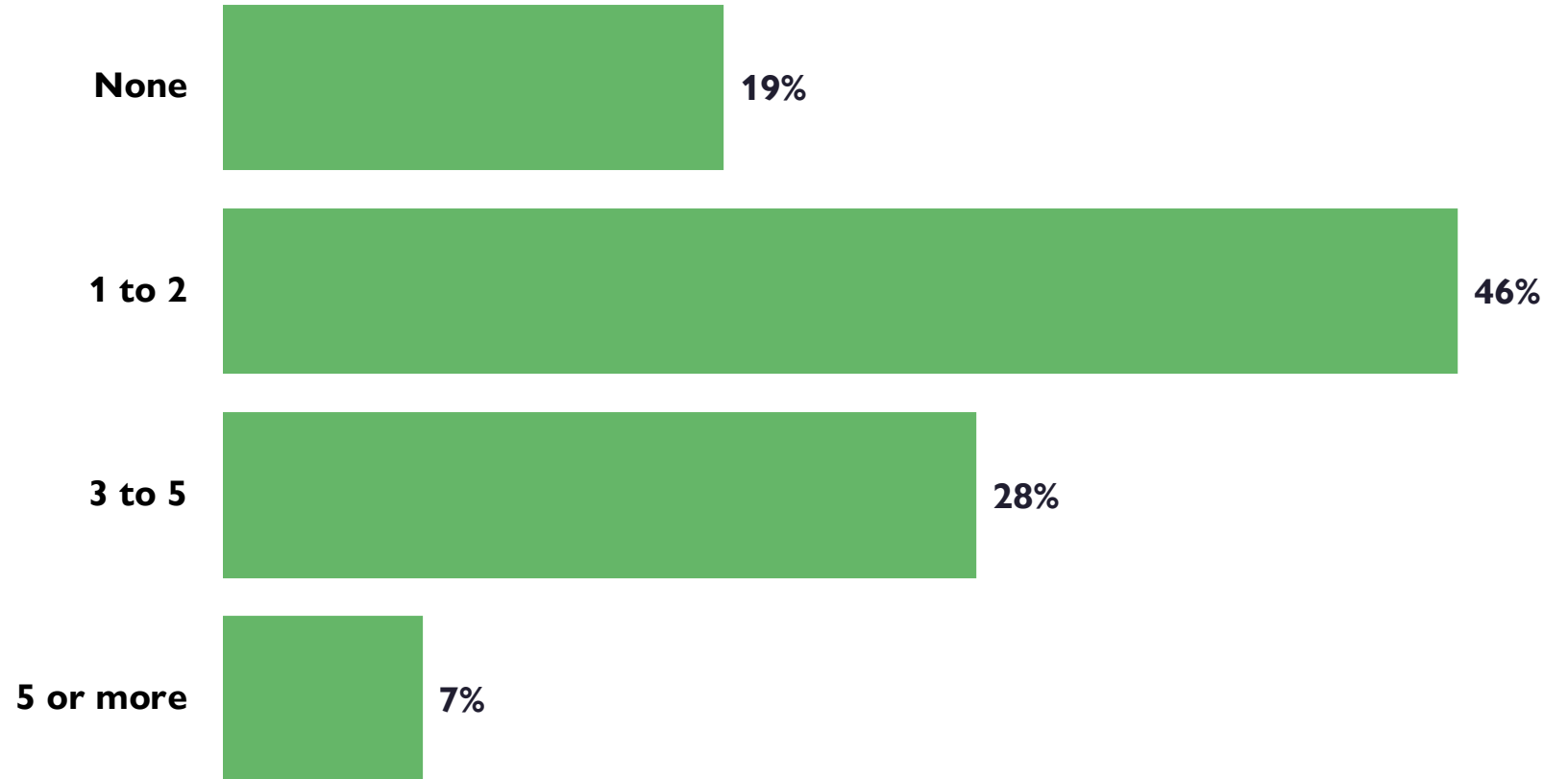
Member Activities





Over the next 12 months, how many out-of-town or out of country trips do you intend to make?

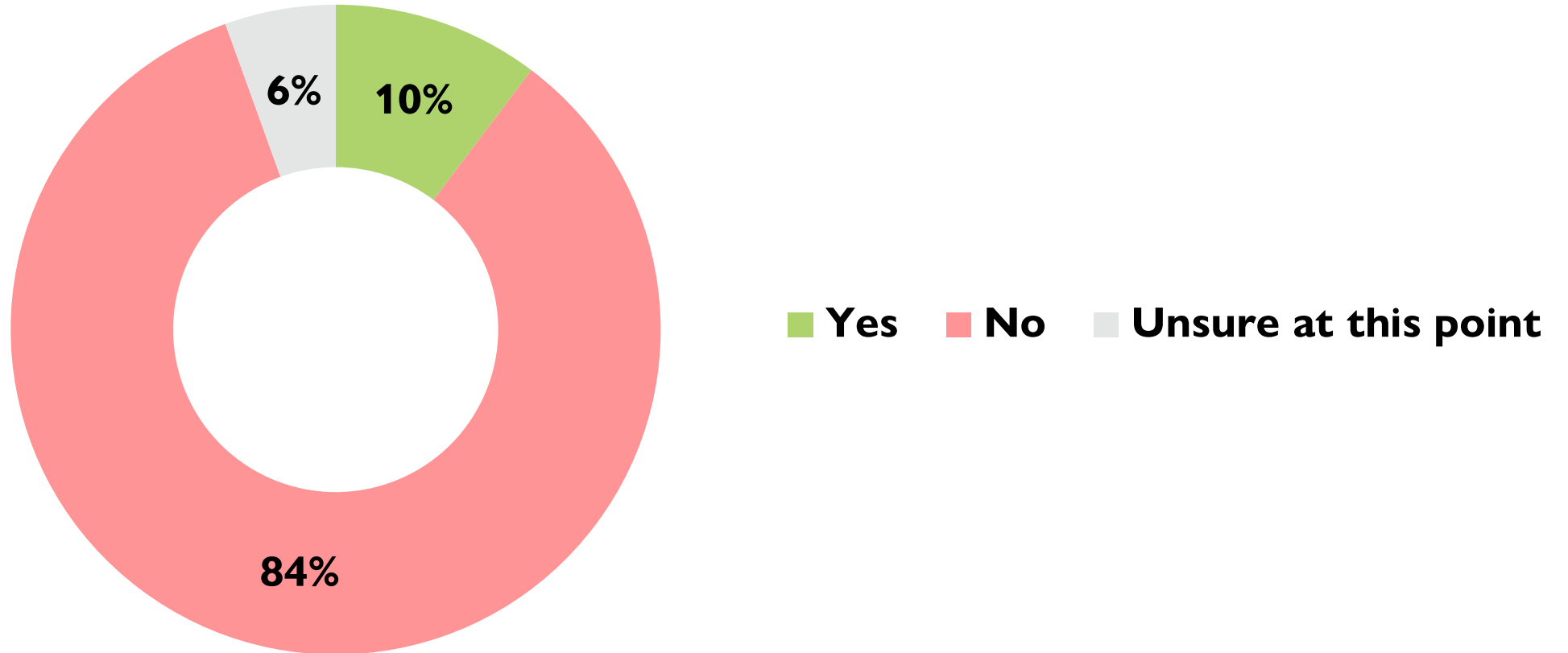
How many out-of-town/country trips do you intend to make?



Base n = 671

Over the next 12 to 24 months, do you plan to spend more than 2 months at a time living in another country?

Do you plan to spend more than 2 months living in another country?

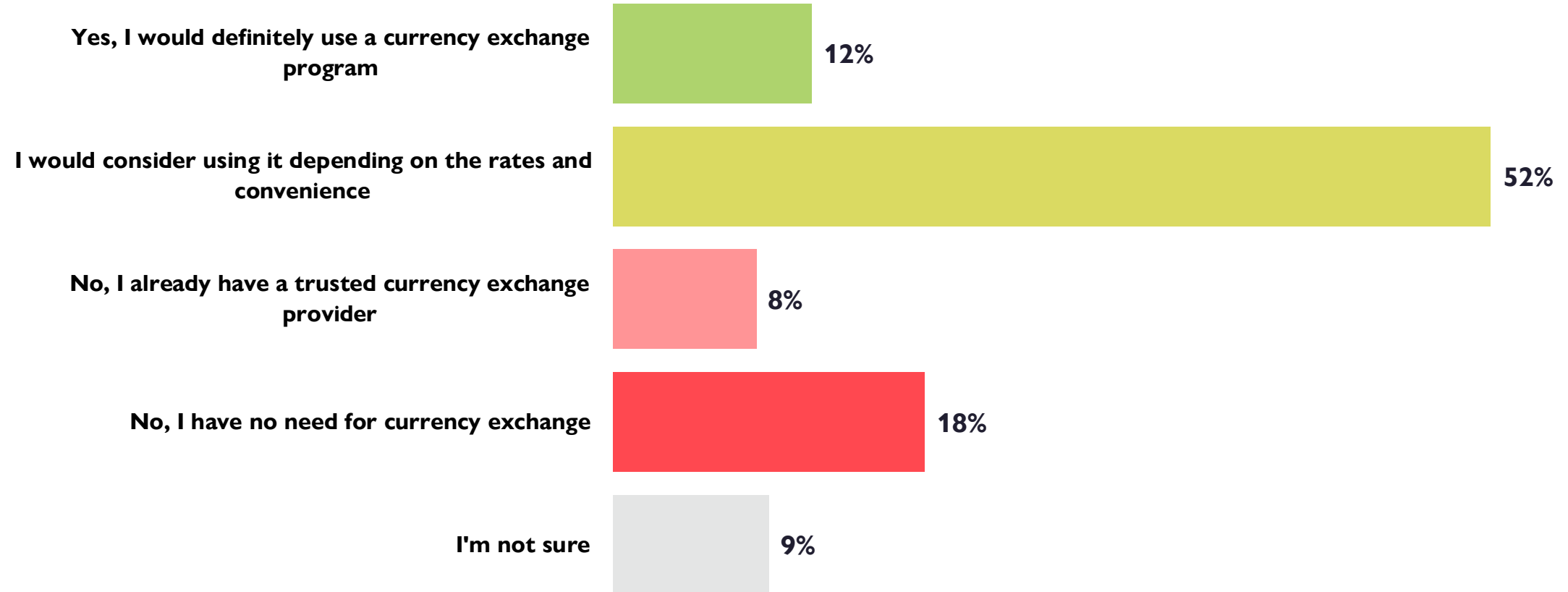


Base n = 671



Would you consider using a currency exchange program provided through the Association membership for converting foreign currency during international travel or financial transactions?

Would you consider using a currency exchange program provided through the association?

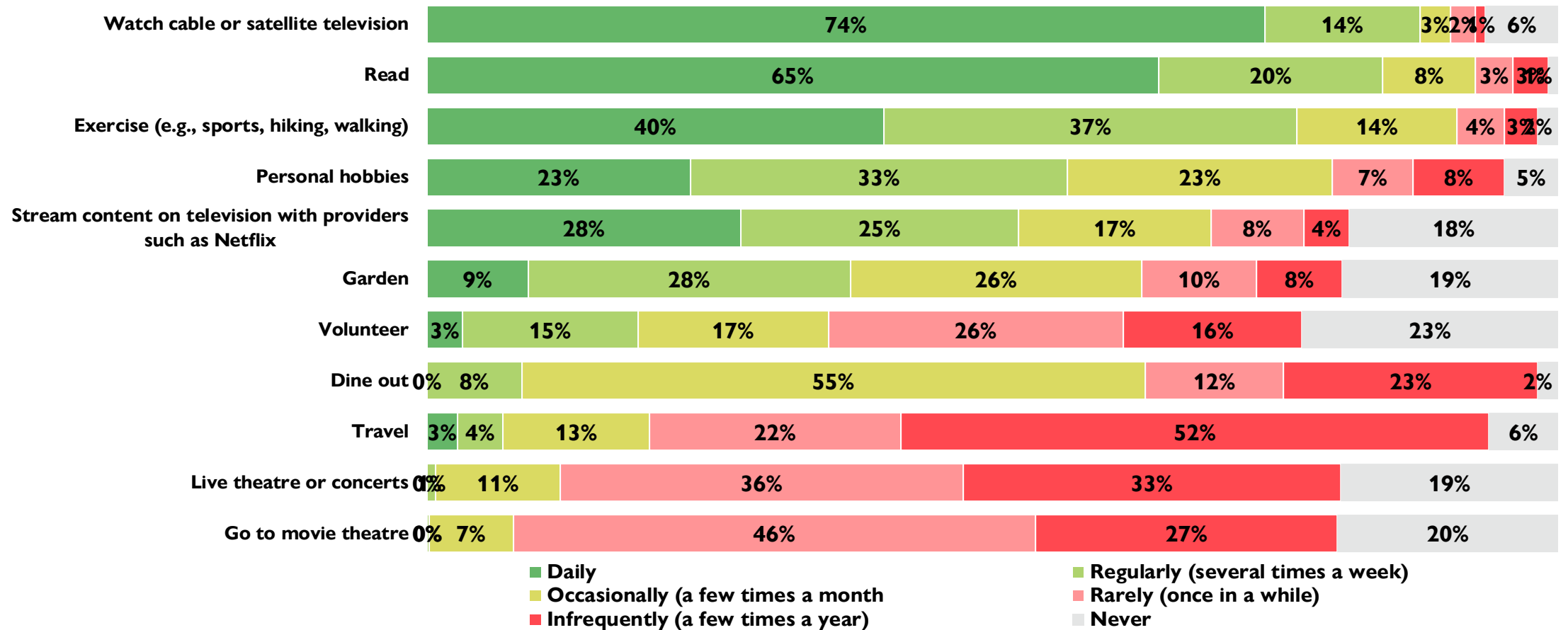


Base n = 671



How often would you say you do the following activities?

How often do you do the following activities?

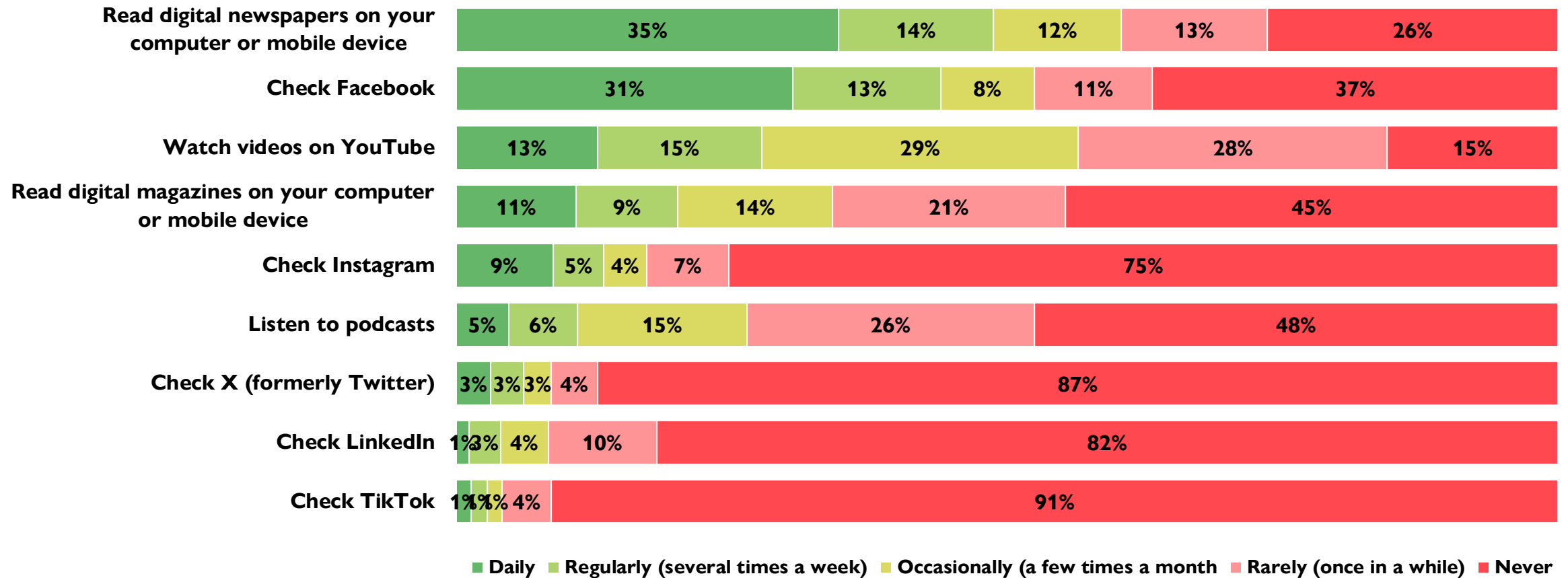


Base n = 671



How often would you say you do the following online?

How often do you do the following online?



Base n = 671

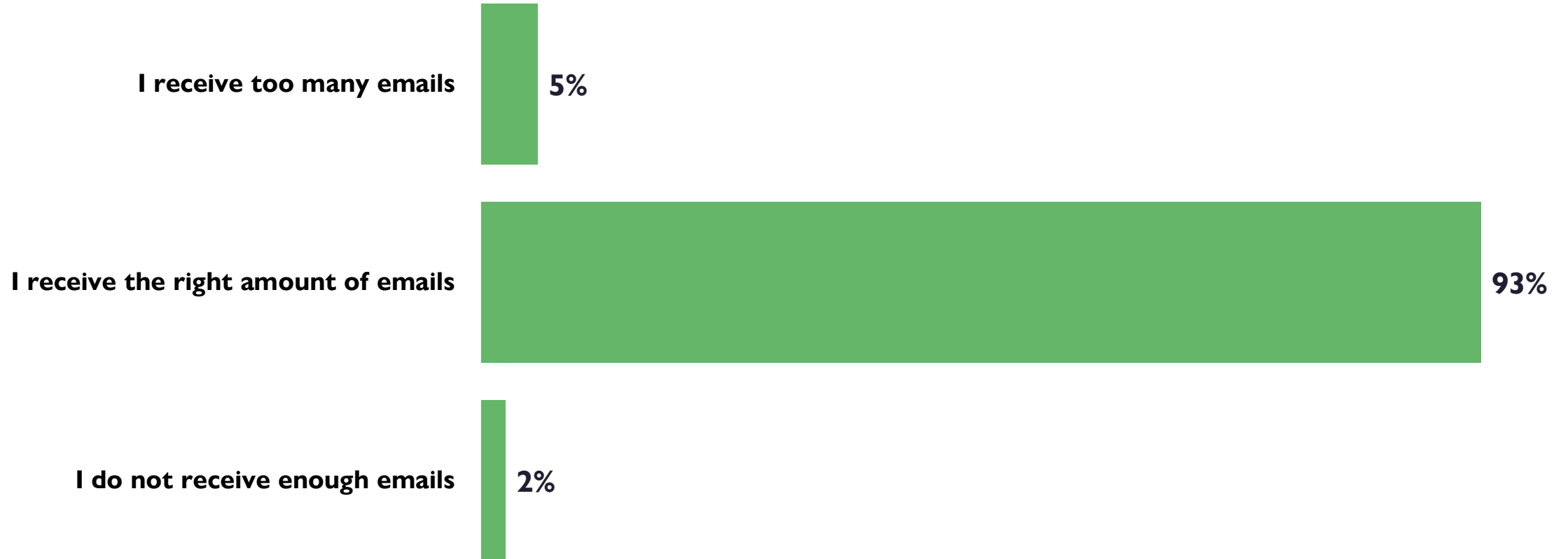
Communication Preferences





How do you feel about the frequency of email communication received from the Association?

Feelings about email communication



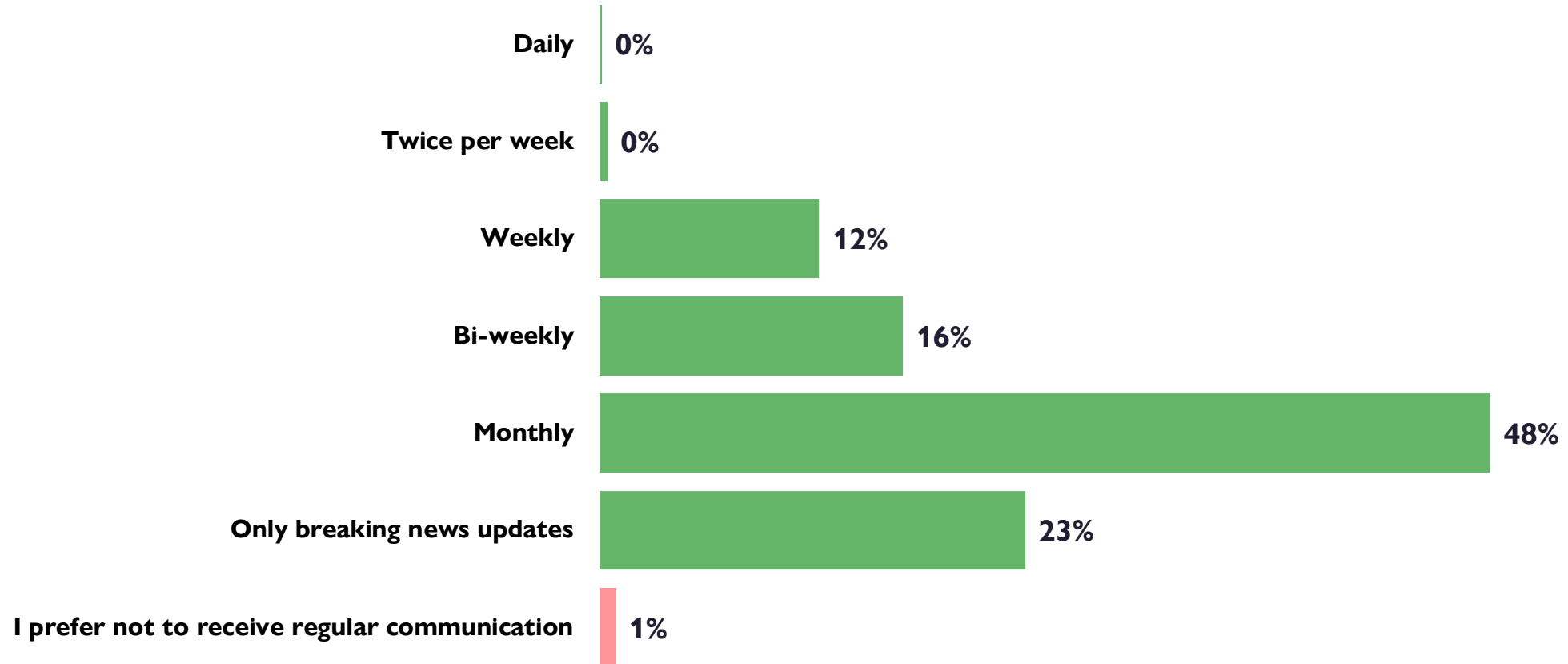
Base n = 671





How often would you like to receive email communication from the Association?

Preferences for email communication frequency

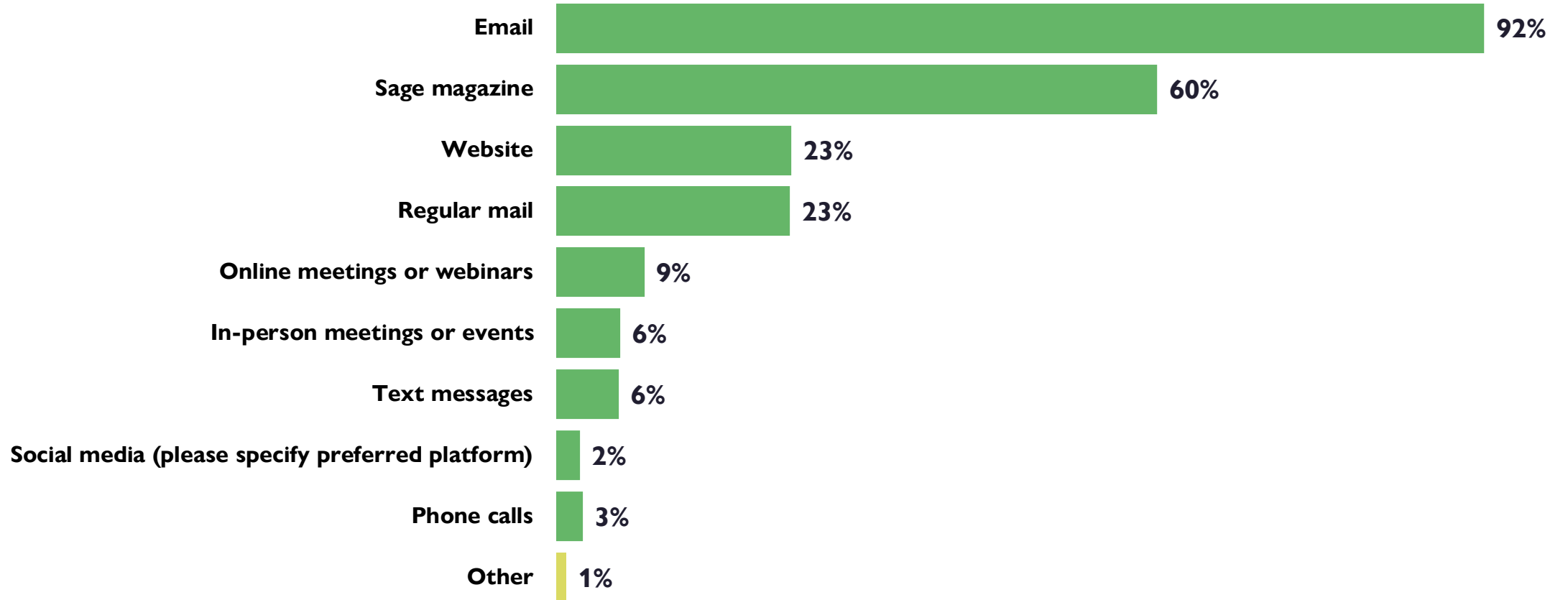


Base n = 671



Which communication channels do you prefer for receiving updates and information from us? *Please select all that apply.*

Communication channels preferred

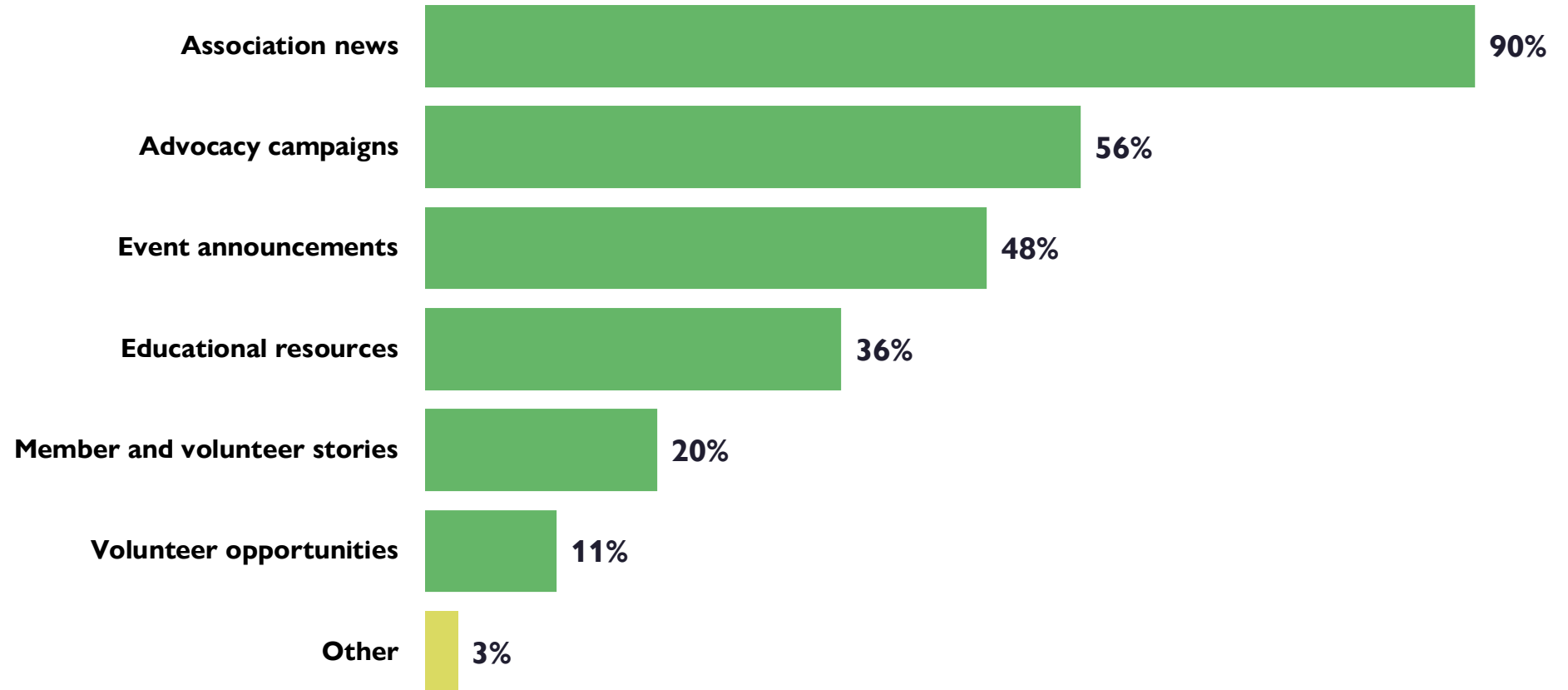


Base n = 671



What type of content are you most interested in receiving from us? *Please select all that apply.*

Type of content most interested in receiving



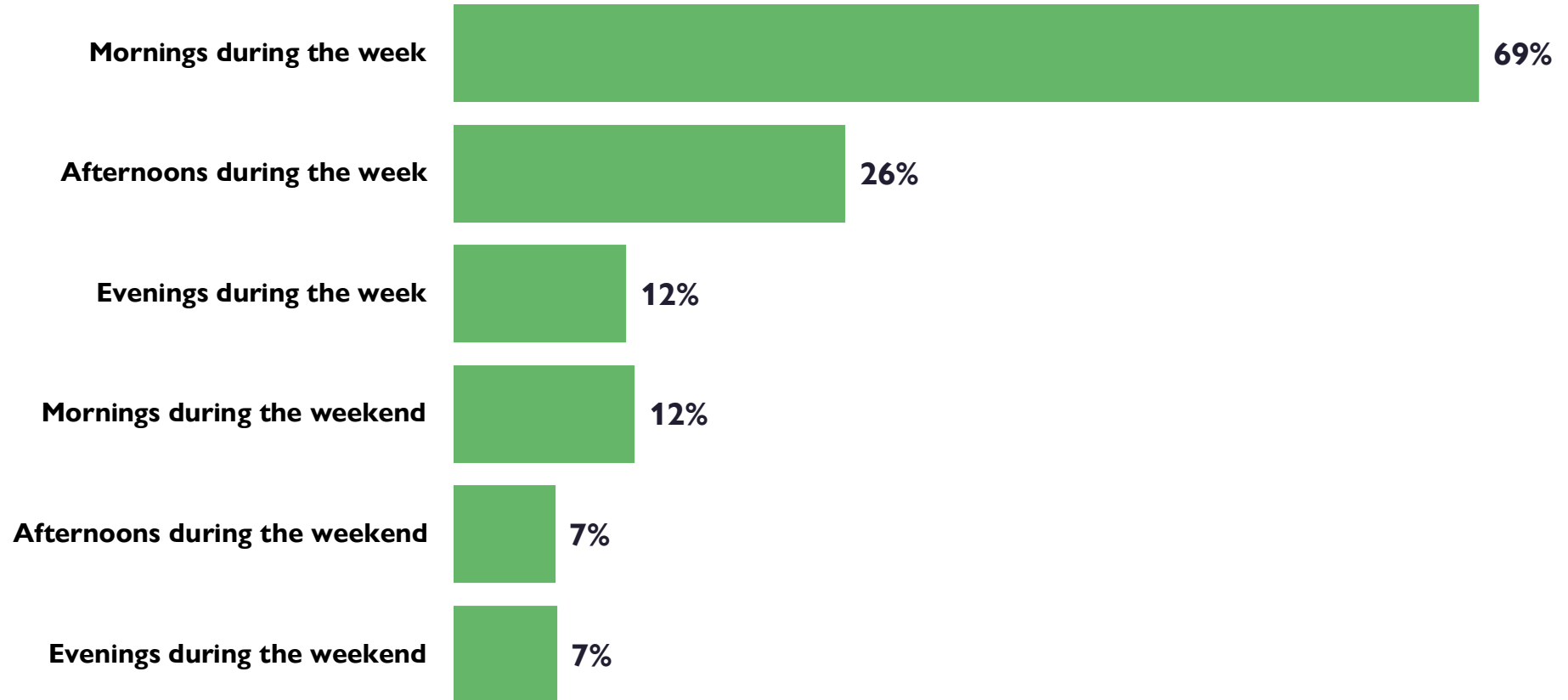
Base n = 671





When do you prefer to receive communications? *Please select all that apply.*

When do you prefer to receive communications?

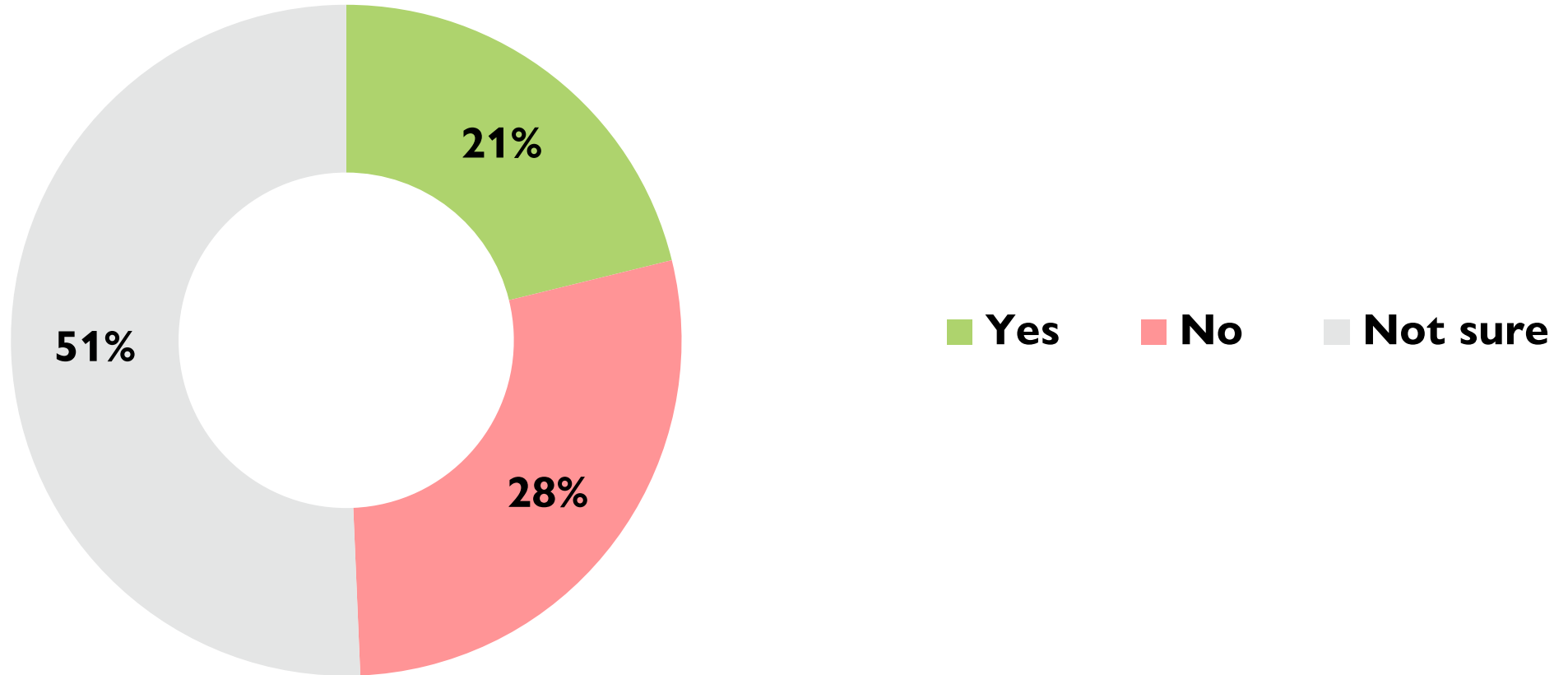


Base n = 671



Do you prefer personalized communications that are tailored to your interests and past interactions with our organization?

Do you prefer personalized communications?

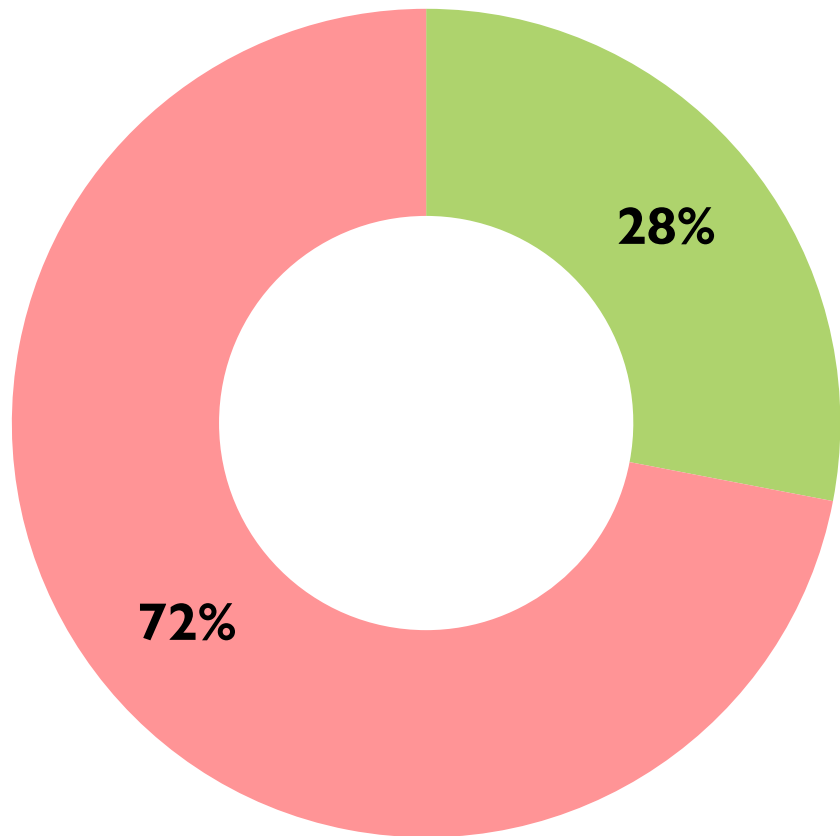


Base n = 671



Which style of e-communication do you prefer to receive?

Type of e-communication preferred



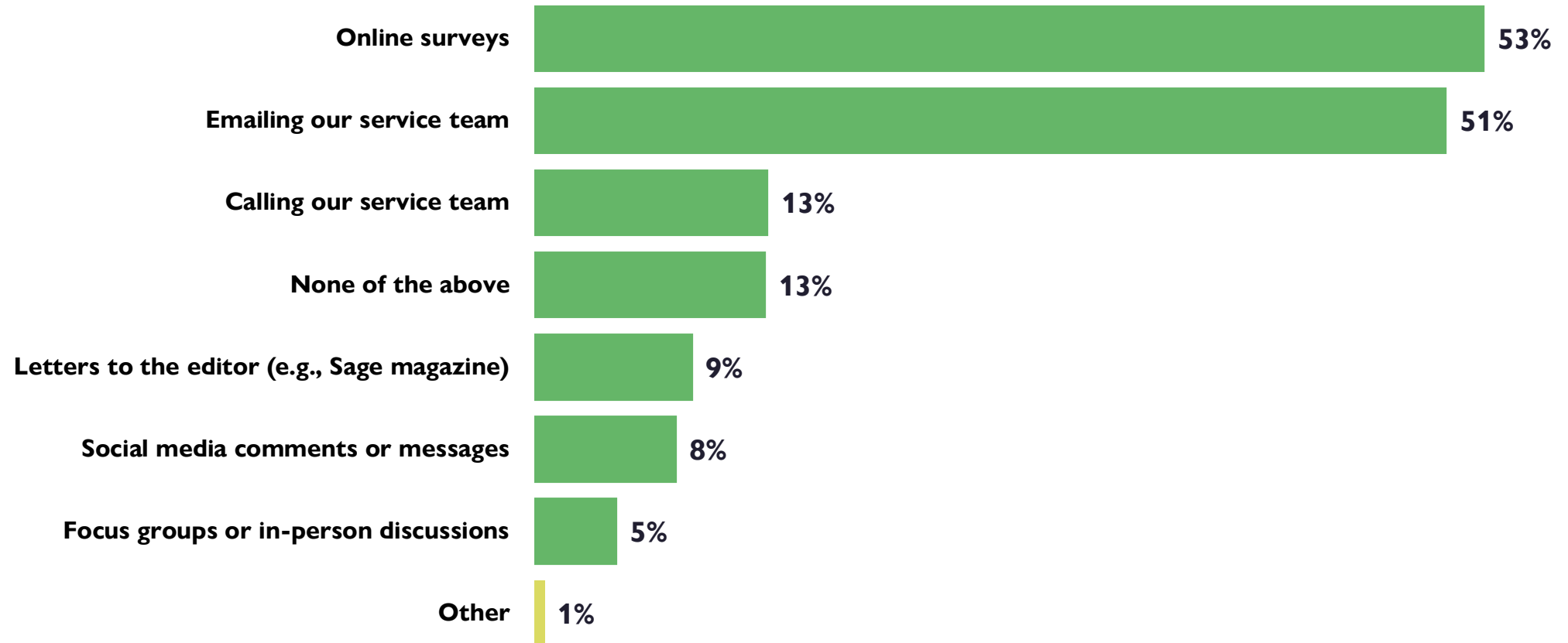
- Single subject emails (sent more frequently)
- Multi-subject newsletters (sent less frequently)

Base n = 671



How would you like to provide feedback or engage with our organization? *Please select all that apply.*

Preferred way to provide feedback

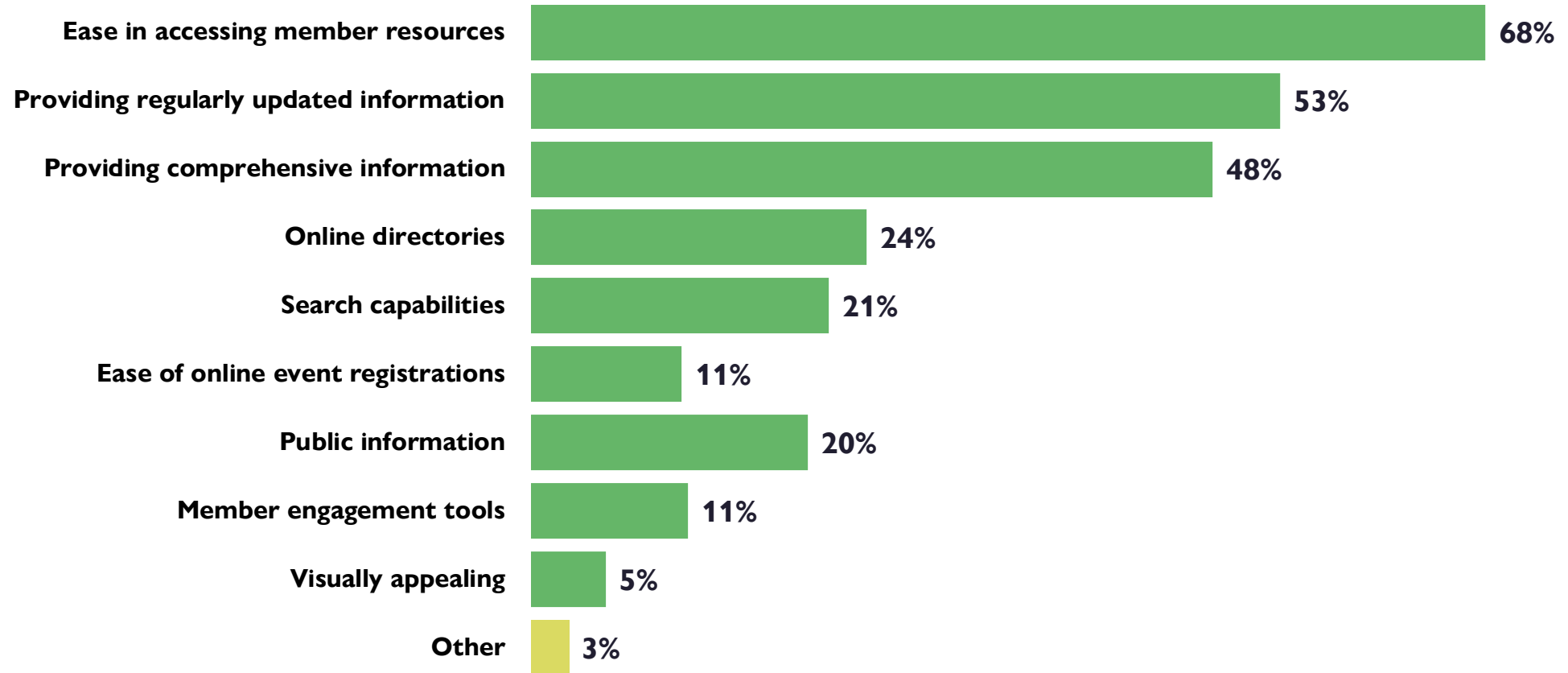


Base n = 671



Which website features are most important to you? Please select the top 3.

Website features most important



Base n = 671

Volunteering

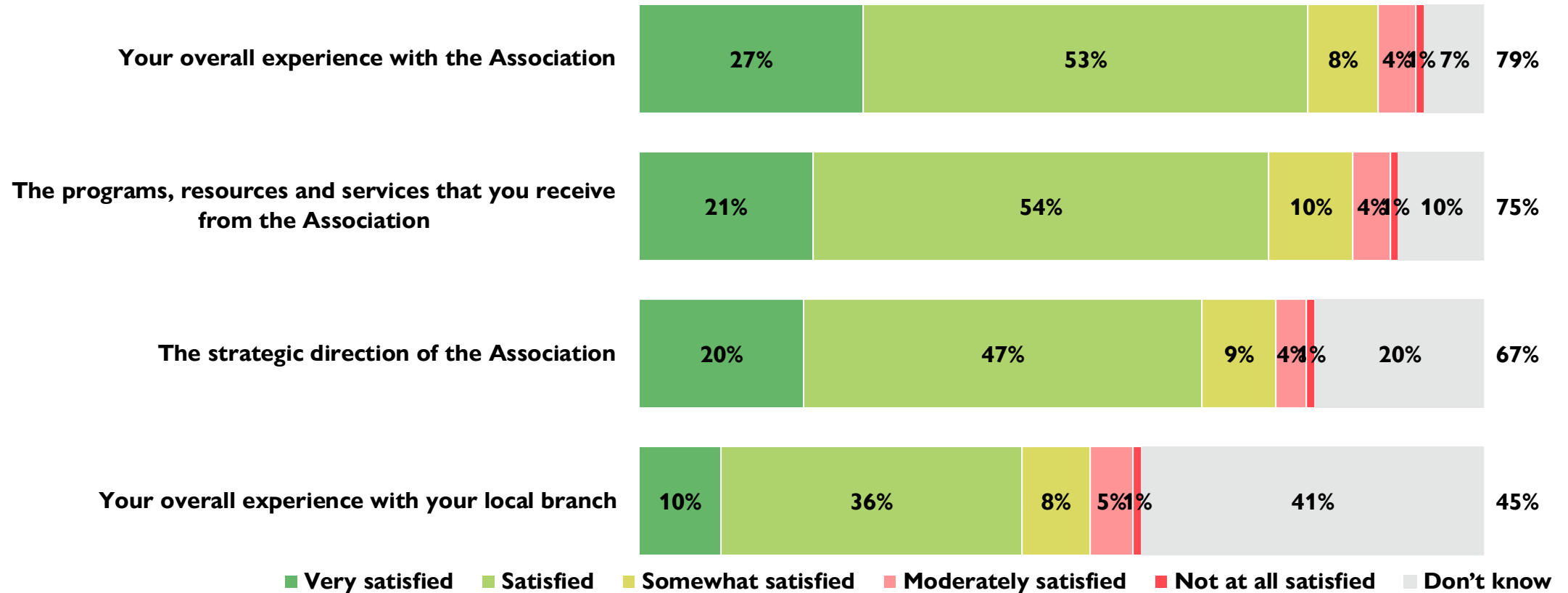




Overall, how satisfied are you with each of the following?

How satisfied are you with...

Very satisfied/satisfied

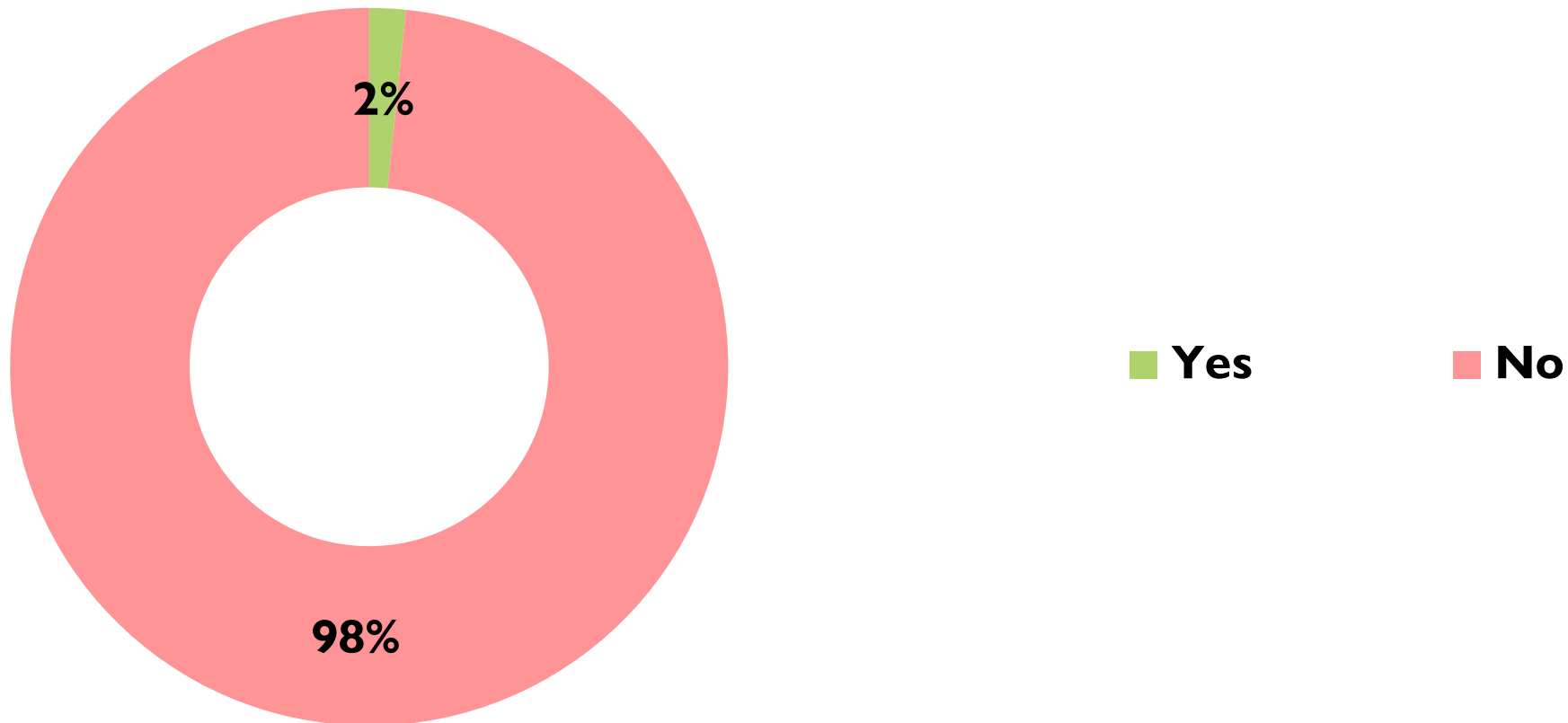


Base n = 671



Do you currently volunteer with the Association?

Do you currently volunteer with the association?



Base n = 671



Thank You