

# Digital newsletter survey

May 2017 results



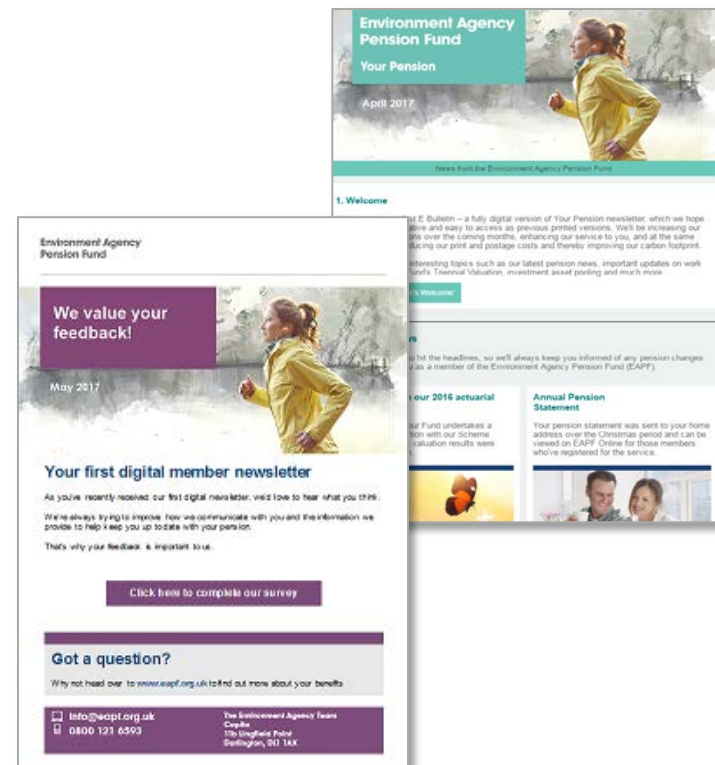
# EAPF Digital e-newsletter

Earlier this year we sent our first ever digital e-newsletter on 28 April 2017 to contributing members by email. We also re-sent our e-newsletter on 15 May 2017 (only to those who hadn't opened our e-newsletter in April).

We surveyed our members on 30 May 2017 by email asking what they thought about our new digital format and content this year.

Our survey was only sent out to those who'd opened our newsletter email in April and May.

A total of 248 people completed our survey.

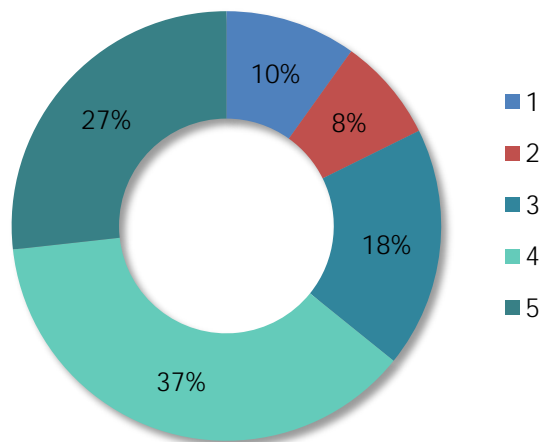


# How did you feel about our digital newsletter?

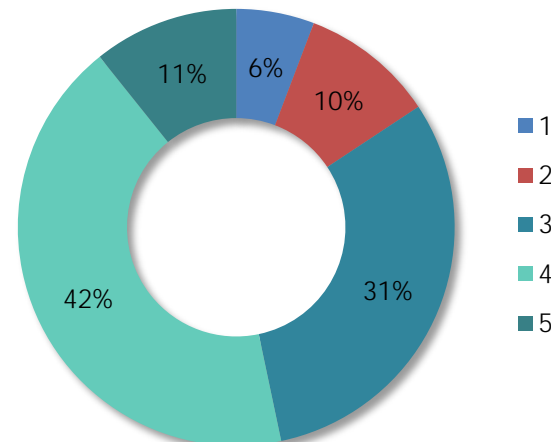
We asked what you thought of our digital newsletter on a scale of 1 to 5 (with 1 being completely dissatisfied and 5 being completely satisfied).

- 64% of members rated between 4 and 5 on how happy they were with the digital format
- 73% of members rated between 3 and 4 on how relevant articles were to them

How happy were you with the new digital format?



How relevant were the news articles to you?

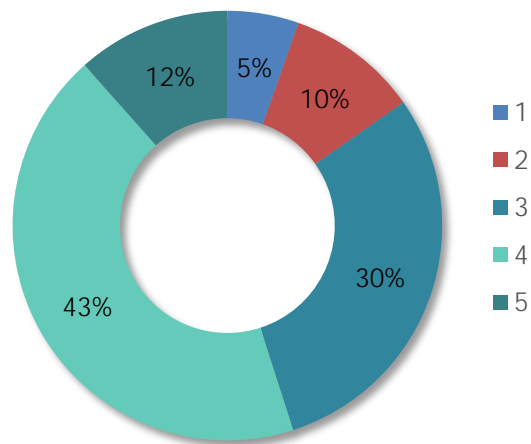


# How did you feel about our digital newsletter?

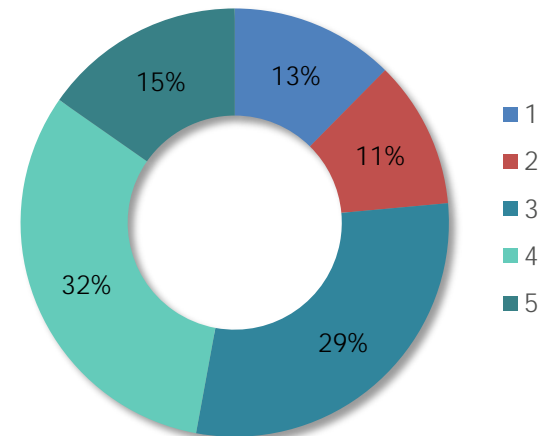
We asked what you thought of our digital newsletter on a scale of 1 to 5 (with 1 being completely dissatisfied and 5 being completely satisfied).

- 73% of members rated between 3 and 4 on how informative articles were to them
- 47% of members rated between 4 and 5 on how likely they're to recommend to others

How informative did you find the news articles?



How likely are you to recommend the e-newsletter to other members?



# What else would you like to see?

We asked if there were any other articles you'd like to see in future editions. A total of 51 people answered.

## Top 5 things you'd like us to include in the future:

1. Retirement Options and Additional contributions
2. Government changes / Pension changes
3. Investments
4. Pension basics
5. Improving the ABS process

# Member feedback

Here's some of the feedback received when asked what you thought about our 1<sup>st</sup> e-newsletter.....

"When I receive a newsletter at home I just file it & never read it. When I received the e-mail at work I actually read it."

"As someone retiring in the next couple of years the article on retirement was very relevant and useful."

"While a digital edition is great, I do like having all the articles in one place, so maybe a PDF of the document that can be scrolled though rather than having to click links would be better."

"I found it most difficult and time consuming to read. The embedded links either didn't open or took an age to open on the EA IT system"

"I thought it was a good idea to create this newsletter, keeps us more involved and up-to-date with the Fund. I'd have welcomed even more basic tutorials in to how the fund (and pensions overall) work. But still the best material I've found!"

"I find it harder to read the digital format - I prefer to read these things more leisurely at home in the evening so I'll be looking to print it off in future."

"Thanks for making this paperless - fewer paper mailings is definitely more "#TeamEA"!"