



In June 2010, NCRO commissioned Foresight Research, an independent marketing research and consulting firm based in Rochester, Michigan, to conduct a research study of the NCRO membership. The following research objectives were established:

1. Quantify the value of NCRO members to Chrysler Group LLC in terms of their contribution to direct sales of new vehicles, parts and service, as well as indirect sales from referrals, being ambassadors of good will, etc.
2. Measure word of mouth recommendations given to family, friends and colleagues
3. Measure member satisfaction with current NCRO communications
4. Rate importance of the four pillars of NCRO among members:
 - Protect pensions and benefits
 - Inform, educate and communicate
 - Support American workers jobs
 - Build fellowship among members
5. Identify any additional information and services members would most appreciate, which may include:
 - More product information (i.e. behind the scenes information on the multitude of interior upgrades)
 - New product launch press releases
 - Chrysler vehicle quality information (J.D. Power etc.)
 - Fiat / Chrysler management success stories
 - NCRO travel club
6. Document member demographics including age, sex, state of residence.

Foresight Research conducted the study using the following methodology:

- NCRO invited approximately 4,000 of its members to participate in the survey via an email invitation sent out in waves in late June and early July, 2010
- 1,020 current NCRO members completed the ten-minute long Internet hosted survey.

To see the results go to:

<http://www.ncro.org/pdf/NCRO%20Member%20Survey%202010.pdf>