



SOCIETY OF ACTUARIES

Article from:

News Direct Newsletter

May 2003 – Number 43

NonTraditional Marketing Section Member Survey Results Finally In!

by Christopher H. Hause

To those of you who participated in the survey of interests and attitudes of our section, thank you for your input. Those of you who did not have hereby forfeited your right to complain about NTM Section activities until the next survey is conducted.

In all, 152 people responded, and some clear messages came through. The entire survey results are available on the NTM Section of the SOA Web site, but here are a few of the more significant findings.

In response to the question “What *NewsDirect* topics do you usually read?” the responses were as follows:

Credit/Debt Cancellation	21.05%
Recent Activities	36.84%
Editor’s Corner	42.11%
Chairperson’s Corner	42.76%
Upcoming Events	44.74%
Underwriting	58.55%
Internet Marketing	65.79%
Direct Marketing	75.00%

This theme was repeated throughout the survey. Most of the respondents are interested in learning more and staying up to date on the distribution of products via internet and direct marketing. The topic of underwriting was prevalent in many responses as well.

In response to “What Topics would you like to see in future NTM-sponsored Sessions?” significant interest in the Middle and Senior Markets was shown.

Other	6.58%
Credit/Debt Cancellation	9.21%
Pre-Need	11.18%
Underwriting	26.97%
Direct Marketing	28.29%
'Middle' Market	28.95%

Internet Marketing	30.92%
Senior Market	36.84%

It is clear that many of you are interested in research and experience studies. In response to “What would you like to see more of?” the strongest response was for more research.

Games or Puzzles	1.97%
Other*	11.84%
Pre-Need	19.08%
‘Series’ (multi-part) Articles	28.29%
Reprints from Other Publications	33.55%
Senior Market	38.16%
Research Articles	59.21%

Also, in the area where we asked “How can we be better?” many responded that experience studies, such as mortality, morbidity and persistency of nontraditional products would help our membership do their job better.

We discussed these results at the section meeting in Chicago and brought up many ways that we can accomplish our goal of providing value to our membership. First and foremost, we will be actively seeking articles and research about Internet marketing and underwriting. Second, we will be developing think tank and SOA sessions around the topics of Middle and Senior Markets. And lastly, we will be looking into the feasibility of updating and expanding experience studies for nontraditional products.

Thank you again for your input. Remember, we are always anxious to hear your input and ideas. If you have any feedback on the survey, or ideas on how to push these new directives along, please give me a call or an e-mail. [E](#)



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