

Retiree Survey Results Indicate More Communications

More than 6,300 of 42,168 (15%) of Dow and Union Carbide retirees responded to a comprehensive survey included in the Summer (June) issue of DowFriends newsletter and online at www.dowfriends.com.

The survey was conducted from June through August 31st by [Valtera Corporation](#) of Chicago, Illinois, a professional services firm that develops science-based solutions for a broad spectrum of human resource management needs.

The survey was a collaborative effort by Dow Public and Government Affairs, Health Services and Human Resources. There were 105 questions including 10 demographic questions and one open-ended question. Question topics ranged from Dow strategy and communications to health and benefits-related questions.

Although this first-ever comprehensive survey did not provide answers to all the information we would like to have about our retirees, we do believe we gained good perspective about what we can do to improve our communications with them.

Some key findings from the survey:

- 66% of retiree respondents are glad to have Dow/Union Carbide in their community.
- A majority express a strong belief in Dow's ethics, its strong corporate citizenship, and efforts to reduce environmental footprint.
- In general, retirees feel they have access to the medical and benefits information and services needed at this stage in their retirement.
- Almost 90% are living with at least one chronic medical condition.
- Over half of retirees perform regular endurance exercise, but two-thirds fail to engage in strength-building activities. Poor physical conditioning limited functional mobility in 10% of respondents.
- Only 18% expressed interest in becoming more involved in Dow's Grassroots advocacy initiatives, though 44% were neutral, suggesting an opportunity exists to increase awareness and interest.
- Slightly more than one-third indicated that Dow management provides opportunities to share its views with retirees.
- Less than half the retirees are aware of Dow's 2015 Sustainability Goals or understand the goals of Dow's Human Element (HU) Campaign (40% and 43% favorable, respectively).
- Two-thirds of the respondents feel a strong connection between their values and those of Dow, and 57% have recommended Dow to others as a great place to work.
- One-fourth of respondents are involved in attending retiree reunions.

We have begun working on new ideas to broaden communications between Dow and its retirees. In the meantime, we continue to work on ongoing activities such as the DowFriends newsletter and website, My Dow Network, the Retiree Health Empowerment Program, Grassroots alerts, and Benefits communications. To view the complete results of the survey, visit www.DowFriends.com.

