

**British Columbia Government
Retired Employees' Association**

2020 Victoria Branch Members Survey

January 2021



The content of this report and associated research has been commissioned from Collegiate Digital Resources Ltd. on behalf of the British Columbia Government Retired Employees' Association.

Contact: CollegiateDigital@protonmail.com

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Publish date: January 30th, 2021.

PROJECT OVERVIEW

SUMMARY REPORT INFORMATION

Company Name:	<i>BC Government Retired Employees' Association.</i>
Division Name:	<i>Victoria Branch.</i>
Survey Start:	<i>November 30, 2020.</i>
Survey End:	<i>December 21, 2020 online / January 20, 2021 mail-in.</i>
Report Date:	<i>January 30, 2021.</i>

SUMMARY STATISTICAL INFORMATION

Survey Population:	<i>1,944.</i>
Sampling Method:	<i>Census, no sampling used.</i>
Responses:	<i>520 via online survey / 149 via mail-in response / 669 total.</i>
Response Rate:	<i>35.83% online (pop. 1,451) / 30.22% mail-in (pop. 493) / 34.41% total (pop.1,944).</i>
Confidence Level:	<i>.95</i>
Confidence Interval:	<i>+/- 3.06 points 19 times out of 20 – meets test of statistical significance.</i>
Main Research Question:	<i>What are the main activities that are a priority for Victoria Branch members, and what are the communication methods and frequencies preferred by members?</i>

This research report is based on the *Victoria Branch Member's Survey* conducted by CDR Business Diagnostics on behalf of the BC Government Retired Employees' Association. The purpose of the survey was to collect data regarding the activities that are a priority for members, and what communication tools and frequency of communications are preferred by members when receiving information from the Association.

The survey ran from November 30th to December 21st 2020 for online responses, with mail-in responses being accepted up until January 20, 2021. The survey was run census style, with no sampling methods used or required. The response rate for the survey was **520** digital responses to the online survey, with an additional **149** completed manually and returned by mail. This provides a total response of **669** out of a total membership of **1,944**. The total completion rate for the survey was therefore **34.41%**, which makes the survey accurate within +/- **3.06** points, 19 times out of 20. The survey easily meets the statistical thresholds needed for the results to be considered accurate and representative of the Victoria Branch's membership.

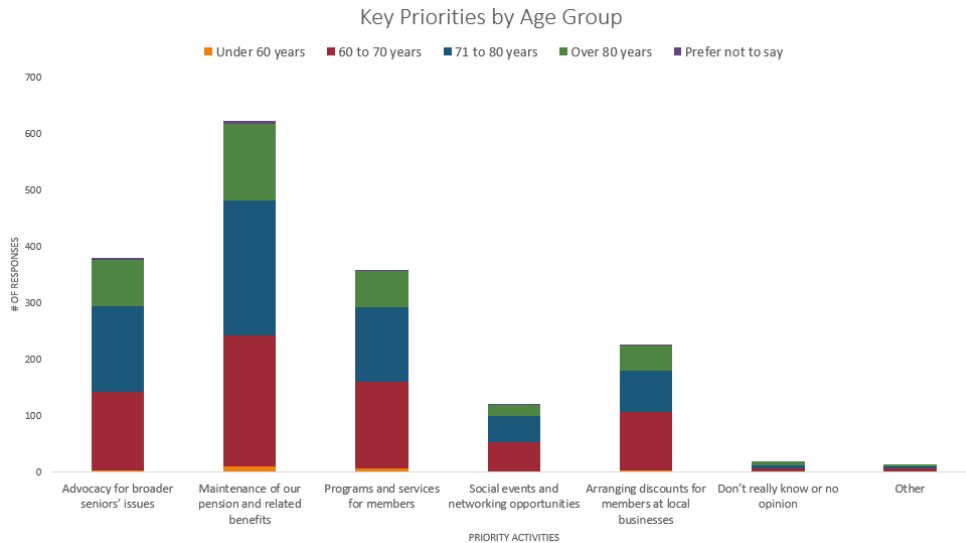
The survey on which these results are based was completely anonymous and contained a mix of single answer and 'select all that apply' type quantitative questions, most of which had an 'Other' box to capture additional data. In addition, there was a one final open-ended qualitative question included at the end of the survey. Data was collected via a secure research server accessible only to staff at CDR Business Diagnostics.

All information is presented in aggregate form to ensure respondent anonymity pursuant to provincial and federal legislation and research ethical guidelines. All data for this survey was collected and managed in a manner consistent with the *Tri Council Policy Statement on the Ethical Conduct of Research*.

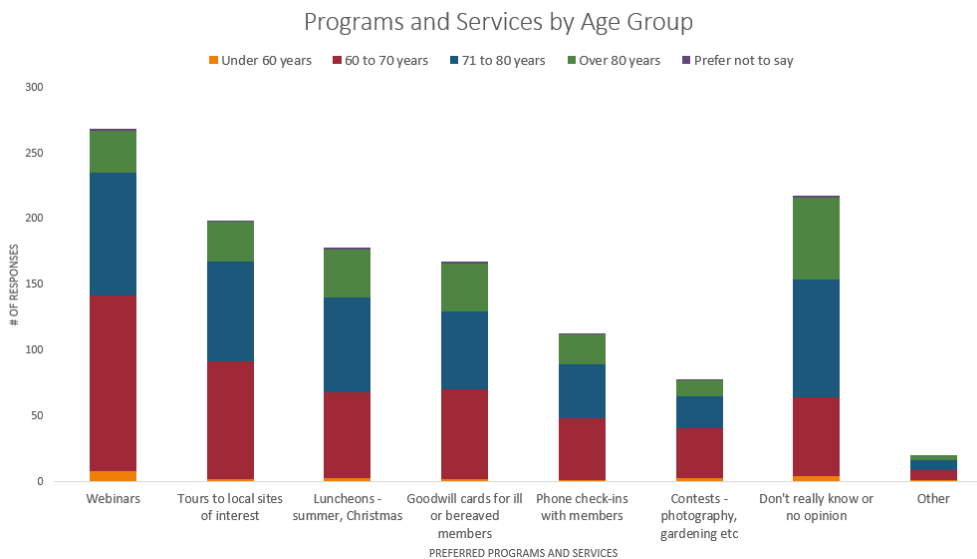
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SUMMARY OF KEY FINDINGS

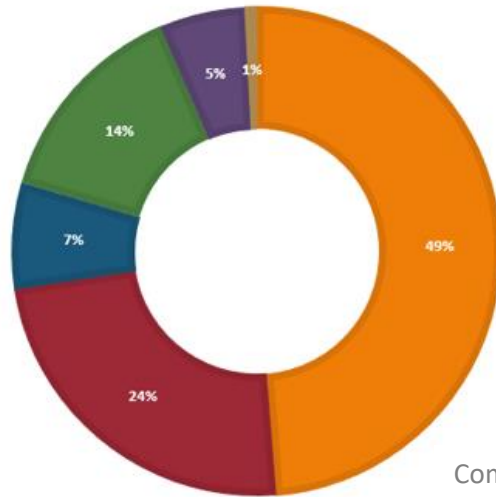
- The biggest issue that Victoria Branch members feel the BCGREA should focus on is the maintenance of their pension and related benefits. 93.12% of survey respondents identified this issue as key priority. Other issues identified as priorities are advocacy for broader seniors' issues, which was selected by 56.80% of respondents, and programs and services for members, which was selected by 53.66%.



- When asked what types of programs and services they felt the BCGREA should provide, the most popular option was webinars, selected by 40.21% of respondents. Other popular options were tours to local sites of interest, selected by 29.75%, and luncheons, selected by 26.61%. Preferences for key priorities and programs and services are consistent across age categories. One notable exception is that webinars are distinctly less popular amongst respondents who are 71 years old and up.

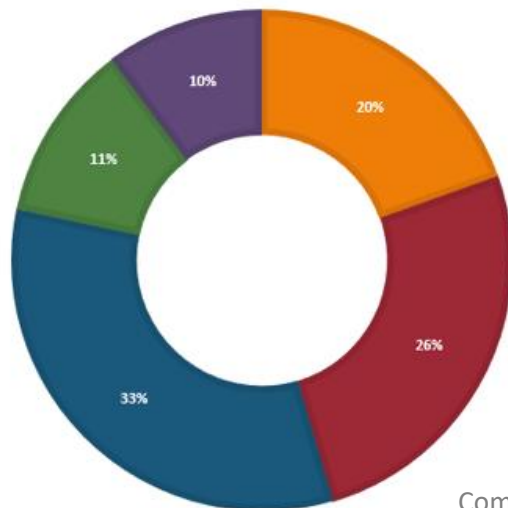


- In terms of communications preferences, the most popular method of receiving communications is an electronic newsletter via email, which was selected by 74.89% of respondents. An annual newsletter via mail was the second most popular, selected by 36.62%.



Communications Preferences

- In terms of communication frequency, the most popular option was three or four times a year, selected by 32.88% of respondents. The second most popular option was every couple of months, which was selected by 25.86% of respondents.



Communications Frequency

- By far the most popular topic that respondents would like to hear about in communications is updates regarding pension security and benefits. This was selected by 85.80% of respondents.
- When asked if they had any suggestions for how to keep branch members engaged during the current COVID-19 pandemic situation, the most frequent themes in members' written responses were to keep the current approach, and to use electronic communication.

QUANTITATIVE RESULTS

This section shows the distribution of the responses selected for each question. The tables below provide the number of times each answer was selected, and the percentage of the total responses this represents. All results in this section combine the online survey data and the mail-in data.

1. I am part of the following age group:

Response	Number	Percentage
Under 60 years	12	1.79%
60 to 70 years	242	36.17%
71 to 80 years	258	38.57%
Over 80 years	152	22.72%
Prefer not to say	5	0.75%

Programs and Activities

2. In my opinion, the Victoria Branch should focus on the following key priorities.

Response	Number	Percentage
Advocacy for broader seniors' issues	380	56.80%
Maintenance of our pension and related benefits	623	93.12%
Programs and services for members	359	53.66%
Social events and networking opportunities	120	17.94%
Arranging discounts for members at local businesses	227	33.93%
Don't really know or no opinion	19	2.84%
Other	14	2.09%

2a. In my opinion, the Victoria Branch should focus on the following key priorities (*Under 60 years*).

Response	Number	Percentage
Advocacy for broader seniors' issues	4	33.33%
Maintenance of our pension and related benefits	11	91.67%
Programs and services for members	6	50.00%
Social events and networking opportunities	2	16.67%
Arranging discounts for members at local businesses	4	33.33%
Don't really know or no opinion	1	8.33%
Other	0	0.00%

2b. In my opinion, the Victoria Branch should focus on the following key priorities (*60 to 70 years*).

Response	Number	Percentage
Advocacy for broader seniors' issues	139	57.44%
Maintenance of our pension and related benefits	231	95.45%
Programs and services for members	154	63.64%
Social events and networking opportunities	52	21.49%
Arranging discounts for members at local businesses	103	42.56%
Don't really know or no opinion	5	2.07%
Other	6	2.48%

2c. In my opinion, the Victoria Branch should focus on the following key priorities (71 to 80 years).

Response	Number	Percentage
Advocacy for broader seniors' issues	151	58.53%
Maintenance of our pension and related benefits	239	92.64%
Programs and services for members	133	51.55%
Social events and networking opportunities	45	17.44%
Arranging discounts for members at local businesses	73	28.29%
Don't really know or no opinion	6	2.33%
Other	5	1.94%

2d. In my opinion, the Victoria Branch should focus on the following key priorities (Over 80 years).

Response	Number	Percentage
Advocacy for broader seniors' issues	82	53.95%
Maintenance of our pension and related benefits	137	90.13%
Programs and services for members	63	41.45%
Social events and networking opportunities	20	13.16%
Arranging discounts for members at local businesses	45	29.61%
Don't really know or no opinion	7	4.61%
Other	3	1.97%


2e. In my opinion, the Victoria Branch should focus on the following key priorities (Prefer not to Say).

Response	Number	Percentage
Advocacy for broader seniors' issues	4	80.00%
Maintenance of our pension and related benefits	5	100.00%
Programs and services for members	3	60.00%
Social events and networking opportunities	1	20.00%
Arranging discounts for members at local businesses	2	40.00%
Don't really know or no opinion	0	0.00%
Other	0	0.00%


3. In my opinion, the Branch should provide the following types of programs and services when safe to do so.

Response	Number	Percentage
Webinars	269	40.21%
Tours to local sites of interest	199	29.75%
Luncheons- summer, Christmas	178	26.61%
Goodwill cards for ill or bereavement members	168	25.11%
Phone check-ins with members	113	16.89%
Contests- photography, gardening etc.	78	11.66%
Don't really know or no opinion	218	32.59%
Other	20	2.99%

3a. In my opinion, the Branch should provide the following types of programs and services when safe to do so (*Under 60 years*).

Response	Number	Percentage
Webinars	8	66.67% 
Tours to local sites of interest	2	16.67%
Luncheons- summer, Christmas	3	25.00%
Goodwill cards for ill or bereavement members	2	16.67%
Phone check-ins with members	1	8.33%
Contests- photography, gardening etc.	3	25.00%
Don't really know or no opinion	4	33.33%
Other	1	8.33%

3b. In my opinion, the Branch should provide the following types of programs and services when safe to do so (*60 to 70 years*).

Response	Number	Percentage
Webinars	134	55.37% 
Tours to local sites of interest	90	37.19%
Luncheons- summer, Christmas	65	26.86%
Goodwill cards for ill or bereavement members	68	28.10%
Phone check-ins with members	47	19.42%
Contests- photography, gardening etc.	38	15.70%
Don't really know or no opinion	60	24.79%
Other	8	3.31%

3c. In my opinion, the Branch should provide the following types of programs and services when safe to do so (*71 to 80 years*).

Response	Number	Percentage
Webinars	93	36.05%
Tours to local sites of interest	76	29.46%
Luncheons- summer, Christmas	72	27.91%
Goodwill cards for ill or bereavement members	60	23.26%
Phone check-ins with members	41	15.89%
Contests- photography, gardening etc.	24	9.30%
Don't really know or no opinion	90	34.88%
Other	7	2.71%

3d. In my opinion, the Branch should provide the following types of programs and services when safe to do so (*Over 80 years*).

Response	Number	Percentage
Webinars	32	21.05%
Tours to local sites of interest	30	19.74%
Luncheons- summer, Christmas	37	24.34%
Goodwill cards for ill or bereavement members	36	23.68%
Phone check-ins with members	23	15.13%
Contests- photography, gardening etc.	12	7.89%
Don't really know or no opinion	62	40.79%
Other	4	2.63%

3e. In my opinion, the Branch should provide the following types of programs and services when safe to do so (*Prefer not to Say*).

Response	Number	Percentage
Webinars	2	40.00%
Tours to local sites of interest	1	20.00%
Luncheons- summer, Christmas	1	20.00%
Goodwill cards for ill or bereavement members	2	40.00%
Phone check-ins with members	1	20.00%
Contests- photography, gardening etc.	1	20.00%
Don't really know or no opinion	2	40.00%
Other	0	0.00%

4. I would be interested in attending webinars on the following topics.

Response	Number	Percentage
Financial and Tax issues	295	44.10%
Seniors' issues	274	40.96%
Health	230	34.38%
Travel	227	33.93%
Fraud protection / cybercrime	224	33.48%
I am not interested in webinars	204	30.49%
Other	14	2.09%

5. After COVID-19, I would be interested in attending the following types of in-person events:

Response	Number	Percentage
Small group meetings- specific interest – gardening, photography etc.	189	28.25%
Luncheons	140	20.93%
Local tours	194	29.00%
I am not interested in attending in person meetings	300	44.84%
Other	29	4.33%

Communication Preferences

6. I would prefer to receive communications from the Victoria Branch of the BCGREA in the following ways:

Response	Number	Percentage
Electronic newsletters via email	501	74.89%
Annual newsletter via mail	245	36.62%
Zoom meetings	72	10.76%
Posting on a dedicated website	144	21.52%
All of the above	58	8.67%
Other	8	1.20%

7. I would prefer to receive electronic communication from the Victoria Branch of the BCGREA:

Response	Number	Percentage
Monthly	131	19.58%
Every couple of months	173	25.86%
Three or four times a year	220	32.88%
Once or twice every year	77	11.51%
No interest in receiving communications	68	10.16%

8. I would be interested in receiving communications on the following topics from the Victoria Branch of the BCGREA:

Response	Number	Percentage
Branch updates – minutes of meetings	272	40.66%
Branch Chair’s message, editorial	246	36.77%
Updates re. pension security, benefits etc.	574	85.80%
Issues or links to information from sources such as the Seniors’ Advocate, Council of Seniors Organizations, National Pensioners Federation	316	47.23%
Links to special deals or incentives from our affinity partners	240	35.87%
Profiles of members or articles of interest from them	102	15.25%
Photo contests	44	6.58%
All of the above	69	10.31%
None of the above	13	1.94%
Other	8	1.20%

9. I feel confident using the following electronic communication methods:

A. Email

Response	Number	Percentage
Don’t Use	57	8.52%
Use Sometimes	53	7.92%
Use Frequently	559	83.56%

B. Facebook

Response	Number	Percentage
Don’t Use	362	54.11%
Use Sometimes	147	21.97%
Use Frequently	160	23.92%


C. Websites

Response	Number	Percentage
Don’t Use	139	20.78%
Use Sometimes	200	29.90%
Use Frequently	330	49.33%


D. Video Conference

Response	Number	Percentage
Don't Use	285	42.60%
Use Sometimes	268	40.06%
Use Frequently	116	17.34%


E. Twitter

Response	Number	Percentage
Don't Use	602	89.99% 
Use Sometimes	49	7.32%
Use Frequently	18	2.69%

F. Other

Response	Number	Percentage
Don't Use	427	63.83% 
Use Sometimes	29	4.33%
Use Frequently	22	3.29%

10. What are the main tools you use to receive your electronic communication?

Response	Number	Percentage
I use a shared computer (e.g. local library or family)	30	4.48%
I mainly use a desktop computer or laptop	516	77.13% 
I use an iPad or tablet	238	35.58%
I use my smart phone	258	38.57%
I don't use any electronic communications devices	51	7.62%

QUALITATIVE RESULTS

The survey included one final open-ended question, worded as follows:

Do you have any suggestions for how to keep branch members engaged during the current COVID-19 pandemic situation?

The comments have been grouped into themes. Some comments were related to more than one theme, but they were coded according to what seemed to be the primary theme of the comment. The following table shows how many comments are grouped into each theme.

Comment Counts by Theme

Theme	Count of comments
Keep Current Approach	39
Electronic Communications	35
Communications Content Suggestions	20
Activity Suggestions	18
General Lifestyle Suggestions	16
Phone and Mail Communications	9
Focus on Key Priorities	6
Advertising Complaints	6
Other	15
Total	164

ABOUT US

CDR Business Diagnostics is a small business specializing in organizational diagnostic services and custom research projects to clients worldwide. While we are incorporated in British Columbia, Canada, we leverage modern digital technology to its fullest in order to provide service to clients wherever we are needed. We work with mid- to large-sized organizations, whether public, private, or non-profit.

Our Vision: *Healthy and effective clients with a strong competitive edge.*

At CDR Business Diagnostics, we believe that the best decisions are informed decisions, based on factual evidence, sound methodology, and an objective lens. We believe that all organizations can benefit from increased knowledge of themselves and their environment.

Collegiate Digital Resources was founded in 2012 by Dr. Richard Brown, an experienced practitioner of organization development and diagnostics, with well over 15 years of public and private sector experience.

We can be reached by email at CollegiateDigital@protonmail.com, by phone at 1(250)661-2405 or visit us on the Web at BusinessDiagnostics.ca.