

**British Columbia Government  
Retired Employees' Association**

**2021 General Members Survey:**

***Fraser Valley  
Branch 100***

***March 2022***



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.

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## PROJECT OVERVIEW

### SUMMARY REPORT INFORMATION

<b>Company Name:</b>	<i>BC Government Retired Employees' Association.</i>
<b>Branch Name:</b>	<i>Fraser Valley (Branch 100)</i>
<b>Survey Start:</b>	<i>December 6<sup>th</sup>, 2021</i>
<b>Survey End:</b>	<i>January 22<sup>nd</sup>, 2022</i>
<b>Report Date:</b>	<i>March 4<sup>th</sup>, 2022.</i>

### SUMMARY STATISTICAL INFORMATION

<b>Survey Population:</b>	<i>262</i>
<b>Sampling Method:</b>	<i>Census, no sampling used.</i>
<b>Responses:</b>	<i>85</i>
<b>Response Rate:</b>	<i>32.44%</i>
<b>Confidence Level:</b>	<i>.95</i>
<b>Confidence Interval:</b>	<i>+/- 8.75 points 19 times out of 20</i>
<b>Main Research Question:</b>	<i>What are the main activities that are a priority for BCGREA members, and what are the communication methods and frequencies preferred by members?</i>

This research report is based on the *General Members 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. **This report is filtered to only include the responses submitted from the branch indicated above.**

The survey ran from December 6th, 2021, to January 22nd, 2022. The survey was run census style, with no sampling methods used or required. The response rate for this branch was **85** completed responses out of a total branch membership of **262**. The total completion rate for the survey was therefore **32.44%**, which makes the survey accurate within +/- **8.75** points, 19 times out of 20. Due to the fairly low response rate and the relatively high margin of error, the results in this report may not be representative of the entire branch membership; however, the report may still provide useful insights.

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*.

If you have any questions about this report, please email [CollegiateDigital@protonmail.com](mailto:CollegiateDigital@protonmail.com)

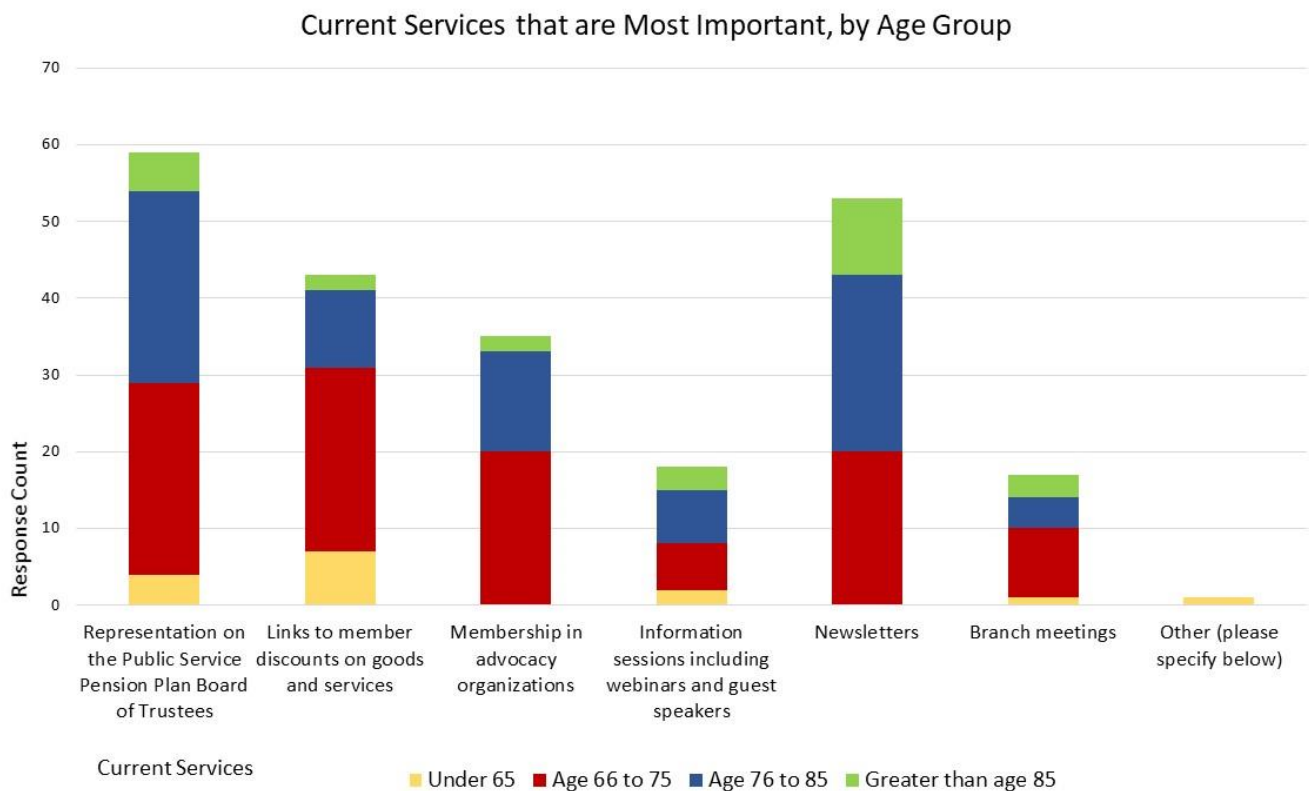
## SUMMARY OF KEY FINDINGS

### 1. Current Services

The current BCGREA service that is important to the most respondents is *Representation on the Public Service Pension Plan Board of Trustees*. 70.59% of survey respondents from this branch selected this service.

Another top service was *Newsletters*, selected by 63.53% of respondents.

Chart 1



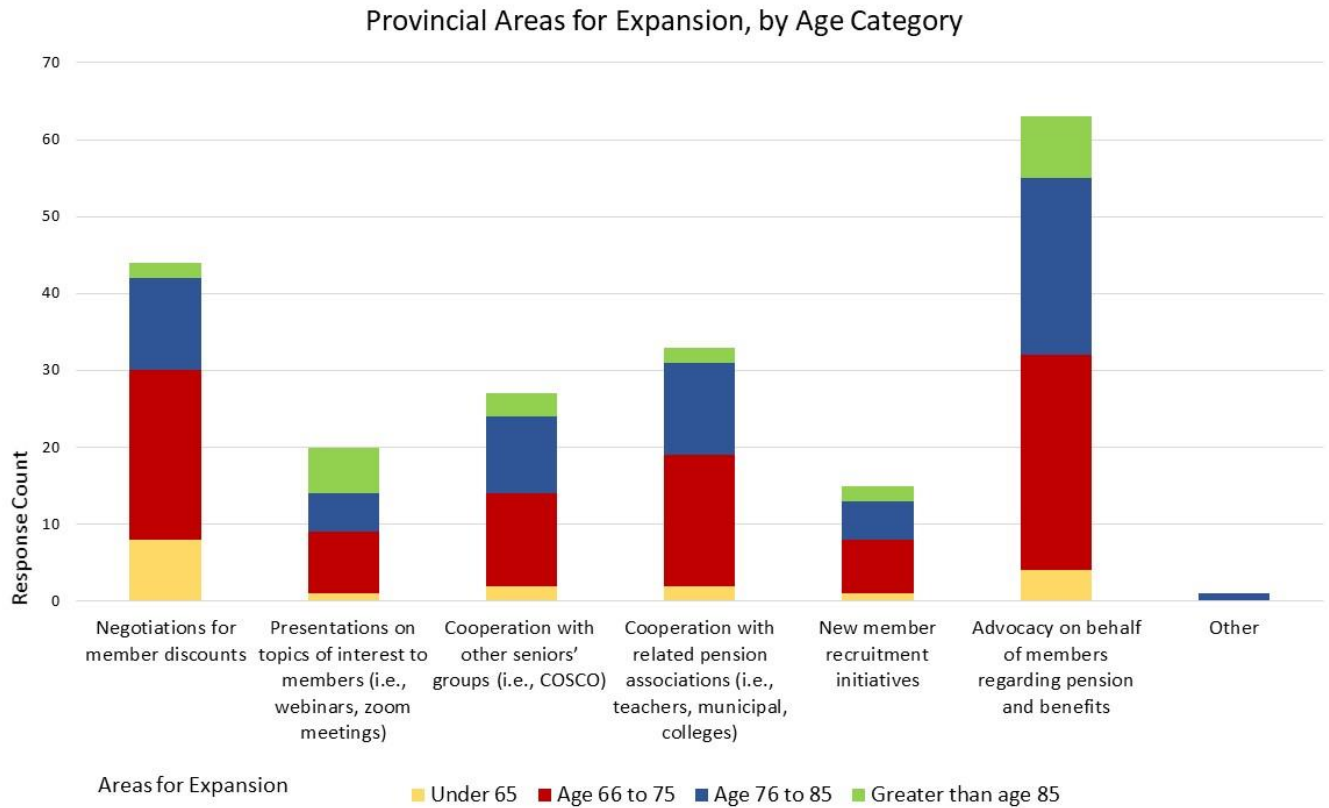
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	4	25	25	5	59
Links to member discounts on goods and services	7	24	10	2	43
Membership in advocacy organizations	0	20	13	2	35
Information sessions including webinars and guest speakers	2	6	7	3	18
Newsletters	0	20	23	10	53
Branch meetings	1	9	4	3	17
Other	1	0	0	0	1
<b>Total</b>	<b>15</b>	<b>104</b>	<b>82</b>	<b>25</b>	<b>226</b>

## 2. Provincial Areas for Expansion

When asked to choose areas where the BCGREA provincial body should expand their efforts, the option selected most frequently was *Advocacy on behalf of members regarding pension and benefits*, selected by 75.29% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 52.94% of respondents from this branch.

Chart 2



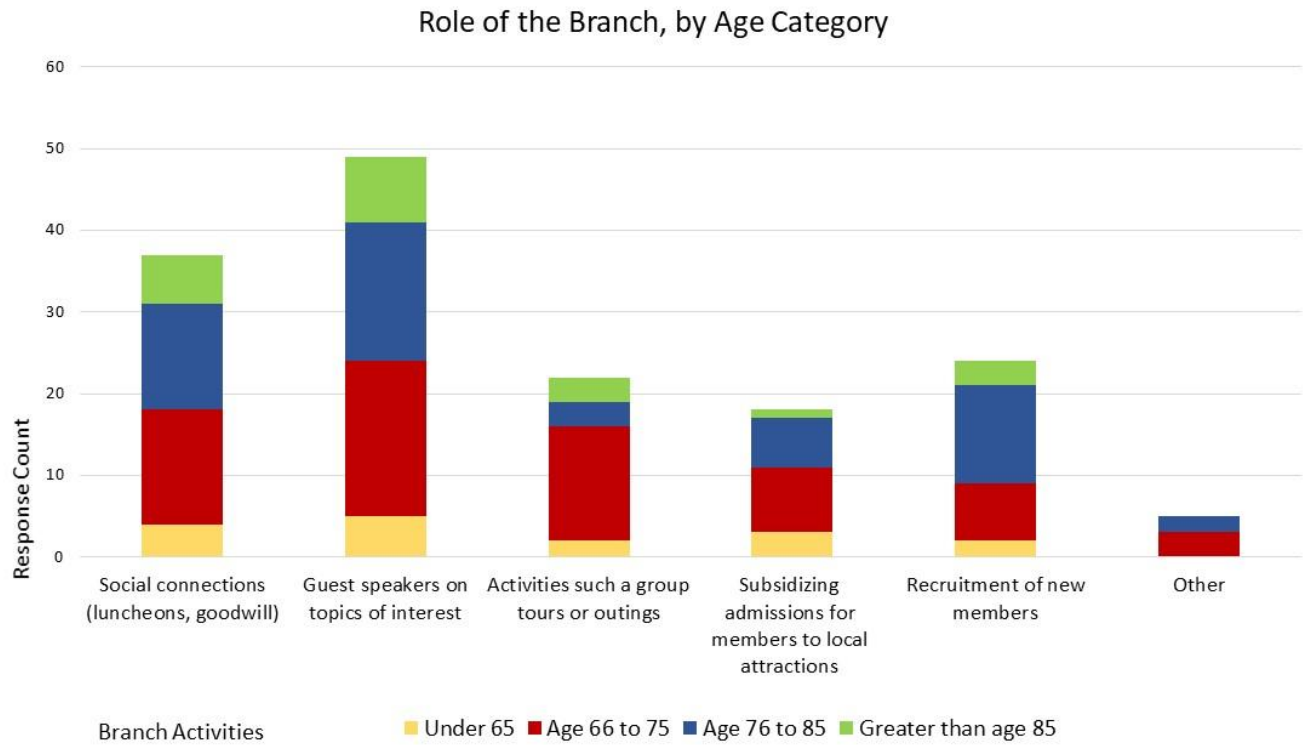
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	8	22	12	2	44
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	1	8	5	6	20
Cooperation with other seniors' groups (i.e., COSCO)	2	12	10	3	27
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	2	17	12	2	33
New member recruitment initiatives	1	7	5	2	15
Advocacy on behalf of members regarding pension and benefits	4	28	23	8	63
Other	0	0	1	0	1
<b>Total</b>	<b>18</b>	<b>94</b>	<b>68</b>	<b>23</b>	<b>203</b>

### 3. The Role of the Branch

When asked about what their Branch should provide, the option selected most frequently was *Guest speakers on topics of interest*, selected by 57.65% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 43.53% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	4	14	13	6	37
Guest speakers on topics of interest	5	19	17	8	49
Activities such a group tours or outings	2	14	3	3	22
Subsidizing admissions for members to local attractions	3	8	6	1	18
Recruitment of new members	2	7	12	3	24
Other	0	3	2	0	5
<b>Total</b>	<b>16</b>	<b>65</b>	<b>53</b>	<b>21</b>	<b>155</b>

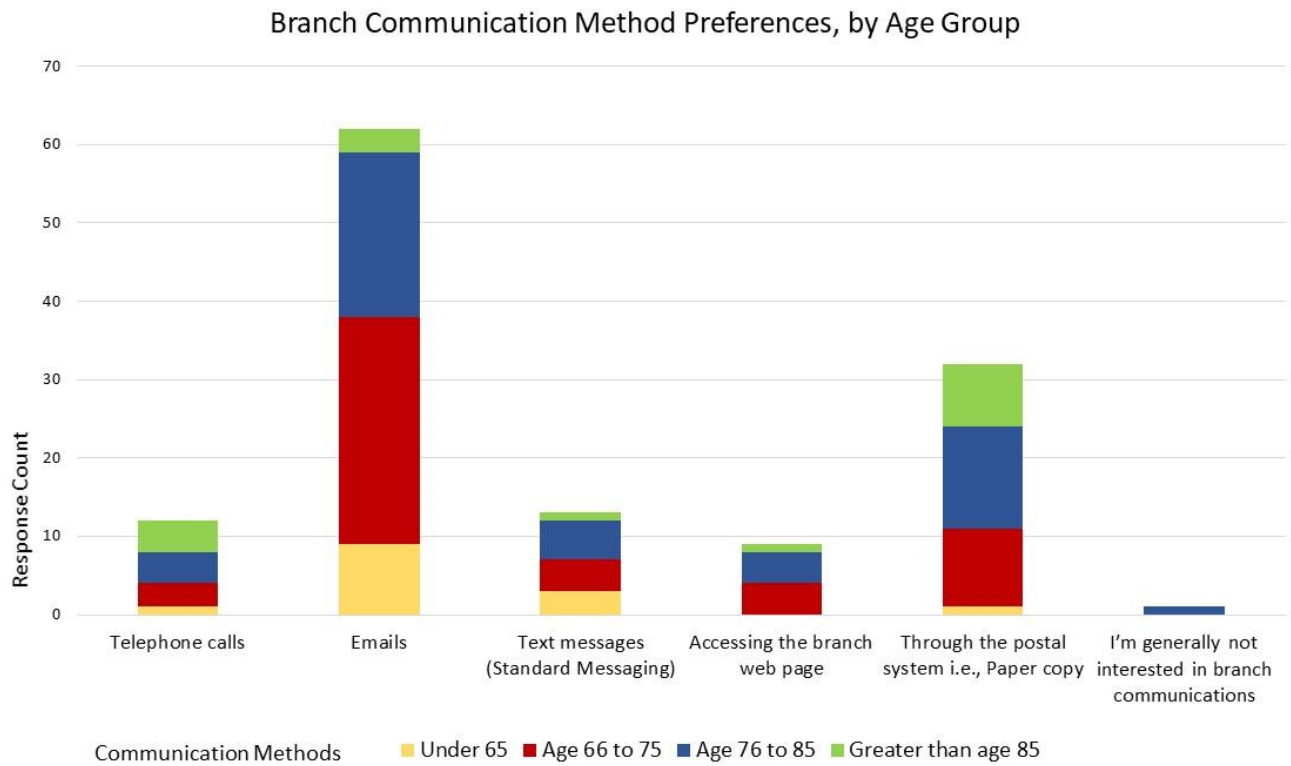
### 3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 74.12% of respondents from this branch.

Overall, the second most popular method of receiving branch communications is *Through the postal system i.e., Paper copy*. This option was selected by 38.82% of respondents from this branch.

Email is the most popular communication method for every age group in this branch, except for members Greater than age 85, who prefer *Through the postal system i.e., Paper copy*. (See *Chart 5* on the following page.)

Chart 4



	< 65	66 to 75	76 to 85	> 85	Total
Telephone calls	1	3	4	4	12
Emails	9	29	21	3	62
Text messages (Standard Messaging)	3	4	5	1	13
Accessing the branch web page	0	4	4	1	9
Through the postal system i.e., Paper copy	1	10	13	8	32
I'm generally not interested in branch communications	0	0	1	0	1
<b>Total</b>	<b>14</b>	<b>50</b>	<b>48</b>	<b>17</b>	<b>129</b>



Chart 5

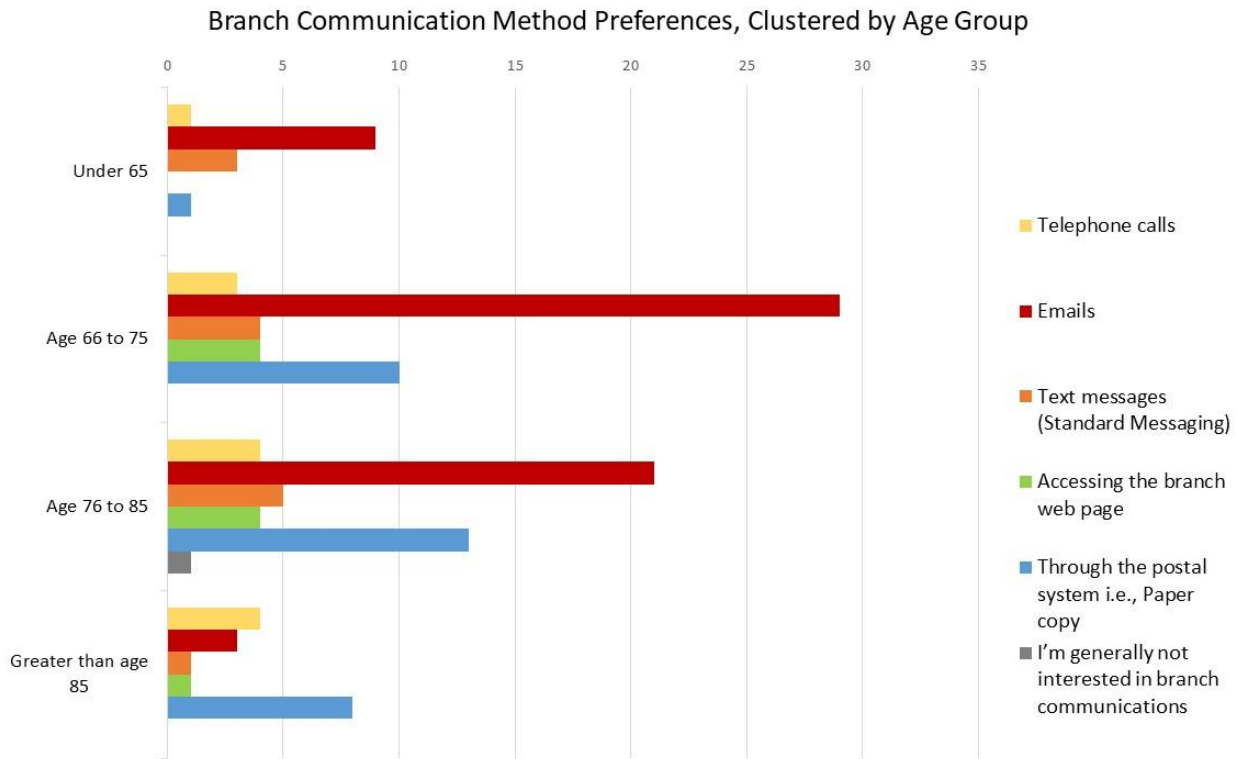
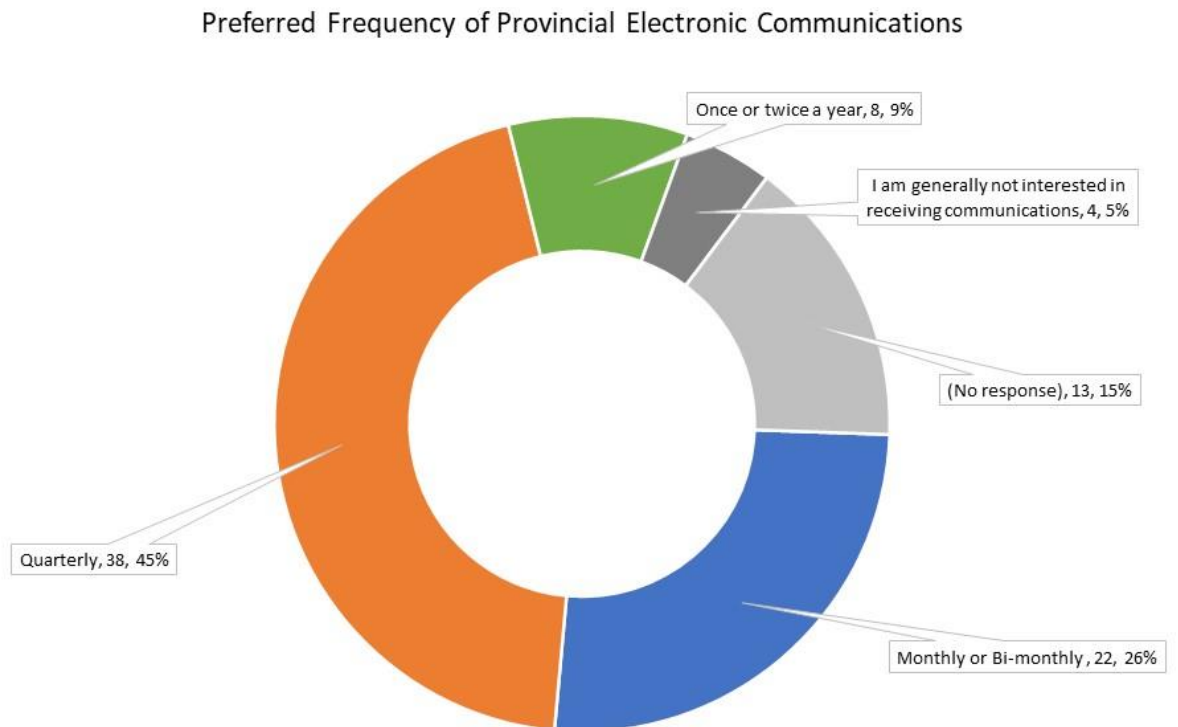


Chart 6



## QUANTITATIVE RESULTS BY QUESTION

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 respondents this represents. All results in this section combine the online survey data and the mail-in data.

### About You

#### 1. My age falls within the following group:

Response	Number	Percentage
Under 65	9	10.59%
Age 66 to 75	33	38.82%
Age 76 to 85	30	35.29%
Greater than age 85	12	14.12%
(No response)	1	1.18%

#### 2. I belong to the following branch of the BCGREA:

Response	Number	Percentage
Fraser Valley (Branch 100)	85	100.00%

#### 3. The first three digits of my postal code are:

Response	Number	Percentage
T3Z	1	1.18%
V0M	1	1.18%
V0N	1	1.18%
V0X	1	1.18%
V1M	2	2.35%
V1Z	1	1.18%
V2P	2	2.35%
V2R	5	5.88%
V2S	15	17.65%
V2T	20	23.53%
V2V	11	12.94%
V2Y	1	1.18%
V3A	1	1.18%
V3G	9	10.59%
V3H	1	1.18%
V3R	1	1.18%
V4A	1	1.18%
V4T	1	1.18%
V4X	1	1.18%
V4Z	1	1.18%
(No response)	8	9.41%

## Member Needs and Preferences

4. I initially joined the BCGREA for the following reasons (check all that apply):

Response	Number	Percentage
I was invited to join by a member, friend or colleague	18	21.18%
I wanted social contact with former coworkers and fellow retirees	16	18.82%
I saw information about the BCGREA at a preretirement seminar or Pension Life	30	35.29%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	33	38.82%
I wanted to receive updates on pension status	52	61.18%
I wanted to have a representative for my interests on the Pension Board of Trustees	35	41.18%
Other (please specify below)	4	4.71%
(No response)	2	2.35%

Other (please specify below):

- In 1968 started working for the BCGEU and retired after 29 years and became a BCGREA member in 1989.
- Needed help to deal with one of BCGREA's agencies who were ripping me off.
- My spouse is a member of Branch 100.

5. Current services provided by the BCGREA that are most important or relevant to me include (check all that apply):

Response	Number	Percentage
Representation on the Public Service Pension Plan Board of Trustees	60	70.59%
Links to member discounts on goods and services	44	51.76%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	36	42.35%
Information sessions including webinars and guest speakers	18	21.18%
Newsletters	54	63.53%
Branch meetings	17	20.00%
Other (please specify below)	1	1.18%
(No response)	4	4.71%

Other (please specify below):

- Not attending meetings right now.
- Courses re retirement need to know. I.e., wills, avoiding scams etc.

6. I support branches making charitable donations to seniors' groups in their communities.

Response	Number	Percentage
Yes	59	69.41%
No	18	21.18%
(No response)	8	9.41%

7. I believe that the BCGREA should also provide the following additional services to its members: (please specify below)

- I want someone to check our 'discounts' and services. I think the discounts are rip offs.
- Senior rental assistance.
- Travel insurance.
- Home care.
- Advocate to increase the OAS to reflect the real and current cost of living index.
- Advocacy.
- Provide a Brochure to members of all the member discounts available on goods and services with updates by E/Mail.
- Payment method other than cheque for associate members (WorkSafeBC pensioner).
- Provide assistance to retired members to find help and to help retired members maintain their independence.

8. When receiving communications from my local branch of the BCGREA, I generally prefer (check all that apply):

Response	Number	Percentage
Telephone calls	12	14.12%
Emails	63	74.12%
Text messages (Standard Messaging)	13	15.29%
Accessing the branch web page	9	10.59%
Through the postal system i.e., Paper copy	33	38.82%
I'm generally not interested in branch communications	1	1.18%
(No response)	4	4.71%

9. When receiving communications from my provincial executive of the BCGREA, I generally prefer (check all that apply):

Response	Number	Percentage
Emails	58	68.24%
Text messages (Standard Messaging)	11	12.94%
Through the BCGREA webpage	8	9.41%
Through the postal system i.e., Paper copy	34	40.00%
I'm generally not interested in provincial communications	1	1.18%
(No response)	4	4.71%

10. When receiving provincial newsletters, I generally prefer to receive them via (check all that apply):

Response	Number	Percentage
Emails	48	56.47%
Paper copy	46	54.12%
Posting on BCGREA website	9	10.59%
I'm generally not interested in provincial newsletters	1	1.18%
(No response)	4	4.71%

11. I would prefer to receive electronic communication from the provincial BCGREA:

Response	Number	Percentage
Monthly or Bi-monthly	22	25.88%
Quarterly	38	44.71%
Once or twice a year	8	9.41%
I'm generally not interested in receiving communications	4	4.71%
(No response)	13	15.29%

## Branch Operations

12. Prior to the pandemic, I generally attended branch meetings:

Response	Number	Percentage
Regularly	15	17.65%
Occasionally	10	11.76%
Rarely	19	22.35%
Never	38	44.71%
(No response)	3	3.53%

13. I would be willing to help with my local branch activities if requested.

Response	Number	Percentage
Yes	21	24.71%
No	59	69.41%
(No response)	5	5.88%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	3	33.33%
	No	6	66.67%
66 to 75	Yes	9	27.27%
	No	22	66.67%
76 to 85	Yes	7	23.33%
	No	21	70.00%
> 85	Yes	1	8.33%
	No	10	83.33%

\*Percentage of respondents in the age category, as indicated in Question 1.

14. I see the role of the branch as providing: (check all that apply):

Response	Number	Percentage
Social connections (luncheons, goodwill)	37	43.53%
Guest speakers on topics of interest	49	57.65%
Activities such a group tours or outings	22	25.88%
Subsidizing admissions for members to local attractions	19	22.35%
Recruitment of new members	25	29.41%
Other (please specify below)	5	5.88%
(No response)	12	14.12%

Other (please specify below):

- Advocate for seniors.
- Representation of seniors to government decisions makers, be our advocates.
- Also, for Campaigning for improving our Extended Health Benefits from Green Shield back to Blue Cross for higher level of benefits; Maintain our pensions with a higher increment level for our current expensive "cost of living times".
- I am not able to partake or help out at local branch activities as I am an 'out of province resident'.
- A source of assistance for seniors.
- Conducting Branch business.
- Providing information of interest that affect us.

15. I think that the BCGREA provincial body should expand their efforts in the following areas (check all that apply):

Response	Number	Percentage
Negotiations for member discounts	45	52.94%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	20	23.53%
Cooperation with other seniors' groups (i.e., COSCO)	27	31.76%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	34	40.00%
New member recruitment initiatives	15	17.65%
Advocacy on behalf of members regarding pension and benefits	64	75.29%
Other (please specify below)	1	1.18%
(No response)	6	7.06%

Other (please specify below)

- Campaigning for improving our Extended Health Benefits from Green Shield to the same level as our former BLUE CROSS benefits or best yet switch our Extended Health Benefits back to Blue Cross!!
- I don't do zoom meetings or webinar.
- Having retirement members to educate. On-retired members about pension choices. Overturn the irrevocability of current irrevocable policy of beneficiaries.
- Providing information that affect us.

16. If the branch I belong to became dormant, I would be satisfied with my interests being met exclusively at the provincial level.

Response	Number	Percentage
Yes	64	75.29%
No	17	20.00%
(No response)	4	4.71%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	6	66.67%
	No	3	33.33%
66 to 75	Yes	23	69.70%
	No	9	27.27%
76 to 85	Yes	26	86.67%
	No	2	6.67%
> 85	Yes	8	66.67%
	No	3	25.00%

*\*Percentage of respondents in the age category, as indicated in Question 1.*

## QUALITATIVE RESULTS

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

*Is there anything else you would like the BCGREA Provincial executive group to know or consider moving forward?*

The written responses submitted by survey respondents in this branch are included below in their entirety. They have not been edited in any way other than to remove any identifying information, and to correct obvious spelling and grammar errors. Responses have been grouped by themes that are presented alphabetically.

### Issues Associated with Green Shield

- Thanks for looking to the future to plan ahead; keep the emails being sent out; Above all we must have improved Extended Health benefits for our aging care - I See the comparison of Blue Cross of my husband's retired coverage as far better than my Greenshields coverage. In these current COVID 19 times no meetings should not be held in person, only by zoom etc. to ensure everyone's health safety! Also, absolutely no Text messages as I live in a "dead cell zone" in our Valley: others may be in the same situation. Even internet access can be haphazard! I do read your emails to keep updated!

### Membership Support for the BCGREA / Executive

- You are doing a great job!
- You're appreciated.
- Keep on keeping on. You are doing a great job.
- I would like to thank everyone who has worked tirelessly over the years to make our organization to what it is today.

### Other

- My wife and myself are both members so just send one newsletter.
- My spouse and I moved to Alberta in June/97, as a result I lost my status in the BCGREA as I was out of province. I was reinstated a year or so later as out of province member. My Branch to my knowledge is Abbotsford (the Fraser Valley) Branch. Since I have been in Alberta since June/97, I should probably register as 'out of province'.
- Based on lack of contact and the fact that there are no social aspects to the group, I would like to cancel my membership and cease having dues taken from my pension account immediately. Thank you
- Rescind archaic policies that do not fit current times that certainly do not protect the retired member and children if an abusive spouse was the sole beneficiary.



### **Role/Involvement in Pension/Benefits Negotiations**

- Cost of living issues.
- We some how have to convince new retirees that their interests will get low priority unless they have a strong association advocating their welfare throughout their retirement years.
- I just want to be advised of any changes that affect me directly.

### **Suggestions for New BCGREA Initiatives**

- Perhaps promotion of CARP.

## 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](mailto:CollegiateDigital@protonmail.com), by phone at 1(250) 661-2405 or visit us on the Web at [BusinessDiagnostics.ca](http://BusinessDiagnostics.ca).