

**British Columbia Government
Retired Employees' Association**

2021 General Members Survey:

***Victoria
Branch 1200***

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.

Contact: CollegiateDigital@protonmail.com

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PROJECT OVERVIEW

SUMMARY REPORT INFORMATION

Company Name:	<i>BC Government Retired Employees' Association.</i>
Branch Name:	<i>Victoria (Branch 1200)</i>
Survey Start:	<i>December 6th, 2021</i>
Survey End:	<i>January 22nd, 2022</i>
Report Date:	<i>March 4th, 2022.</i>

SUMMARY STATISTICAL INFORMATION

Survey Population:	<i>1,935</i>
Sampling Method:	<i>Census, no sampling used.</i>
Responses:	<i>774</i>
Response Rate:	<i>40.00%</i>
Confidence Level:	<i>.95</i>
Confidence Interval:	<i>+/- 2.73 points 19 times out of 20</i>
Main Research Question:	<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 **774** completed responses out of a total branch membership of **1,935**. The total completion rate for the survey was therefore **40.00%**, which makes the survey accurate within +/- **2.73** points, 19 times out of 20. This meets the statistical thresholds needed for the results to be considered accurate and representative of the 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*.

If you have any questions about this report, please email CollegiateDigital@protonmail.com

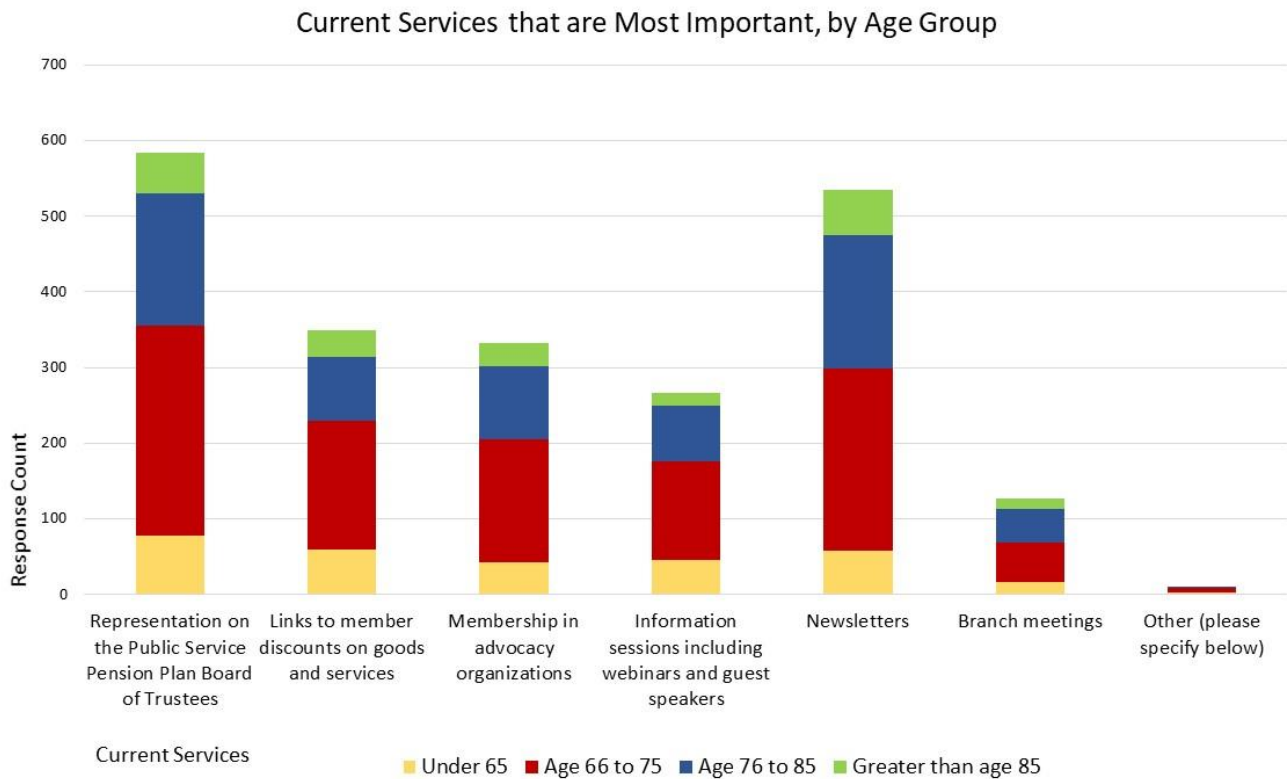
SUMMARY OF KEY FINDINGS

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*. 75.84% of survey respondents from this branch selected this service.

Another top service was *Newsletters*, selected by 69.38 % of respondents.

Chart 1



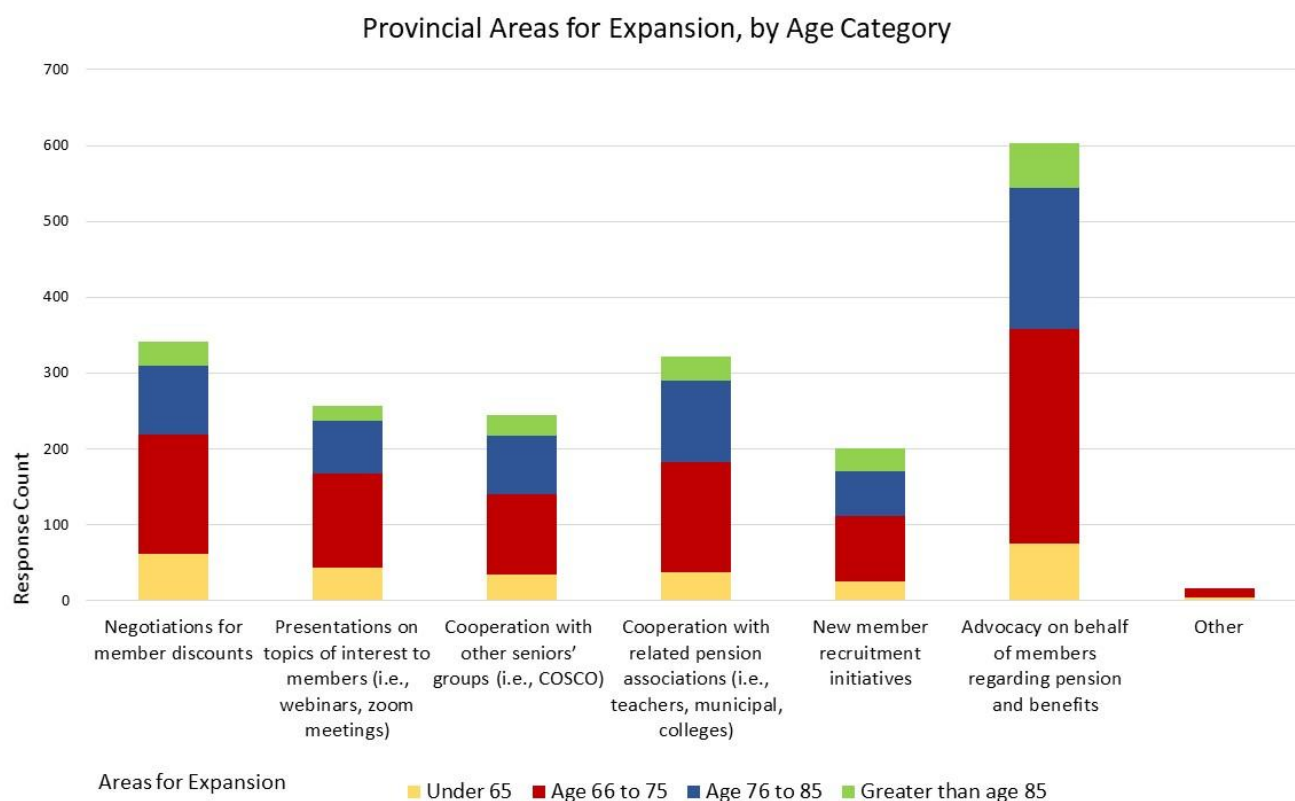
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	77	278	175	54	584
Links to member discounts on goods and services	60	170	84	35	349
Membership in advocacy organizations	43	162	97	30	332
Information sessions including webinars and guest speakers	46	130	73	18	267
Newsletters	57	242	176	60	535
Branch meetings	16	53	44	14	127
Other	2	6	2	0	10
Total	301	1041	651	211	2204

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 78.29% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 44.06% of respondents from this branch.

Chart 2



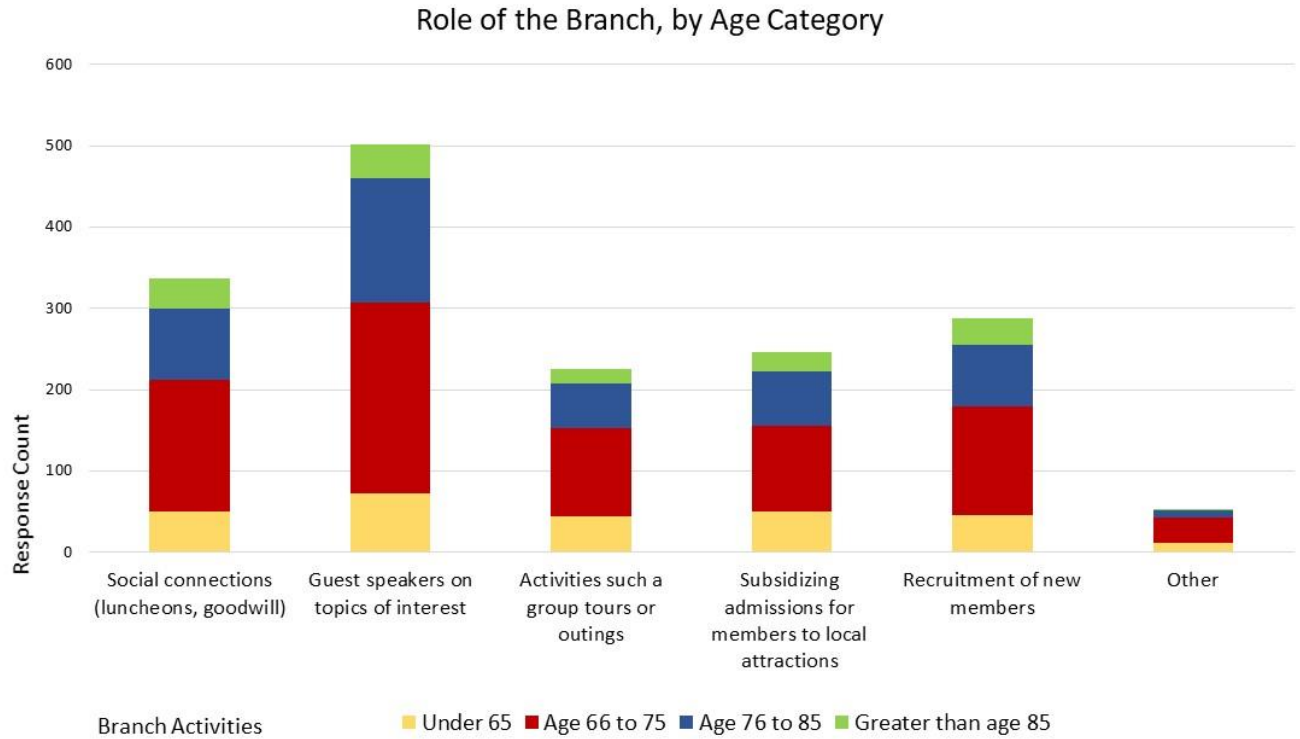
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	62	157	91	31	341
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	43	124	70	20	257
Cooperation with other seniors' groups (i.e., COSCO)	35	105	78	27	245
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	37	145	108	32	322
New member recruitment initiatives	25	87	58	31	201
Advocacy on behalf of members regarding pension and benefits	76	282	186	59	603
Other	4	12	0	0	16
Total	282	912	591	200	1985

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 64.99% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 43.93% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	50	162	87	38	337
Guest speakers on topics of interest	72	235	153	41	501
Activities such a group tours or outings	44	109	55	18	226
Subsidizing admissions for members to local attractions	50	106	67	23	246
Recruitment of new members	45	134	76	32	287
Other	12	30	10	1	53
Total	273	776	448	153	1650

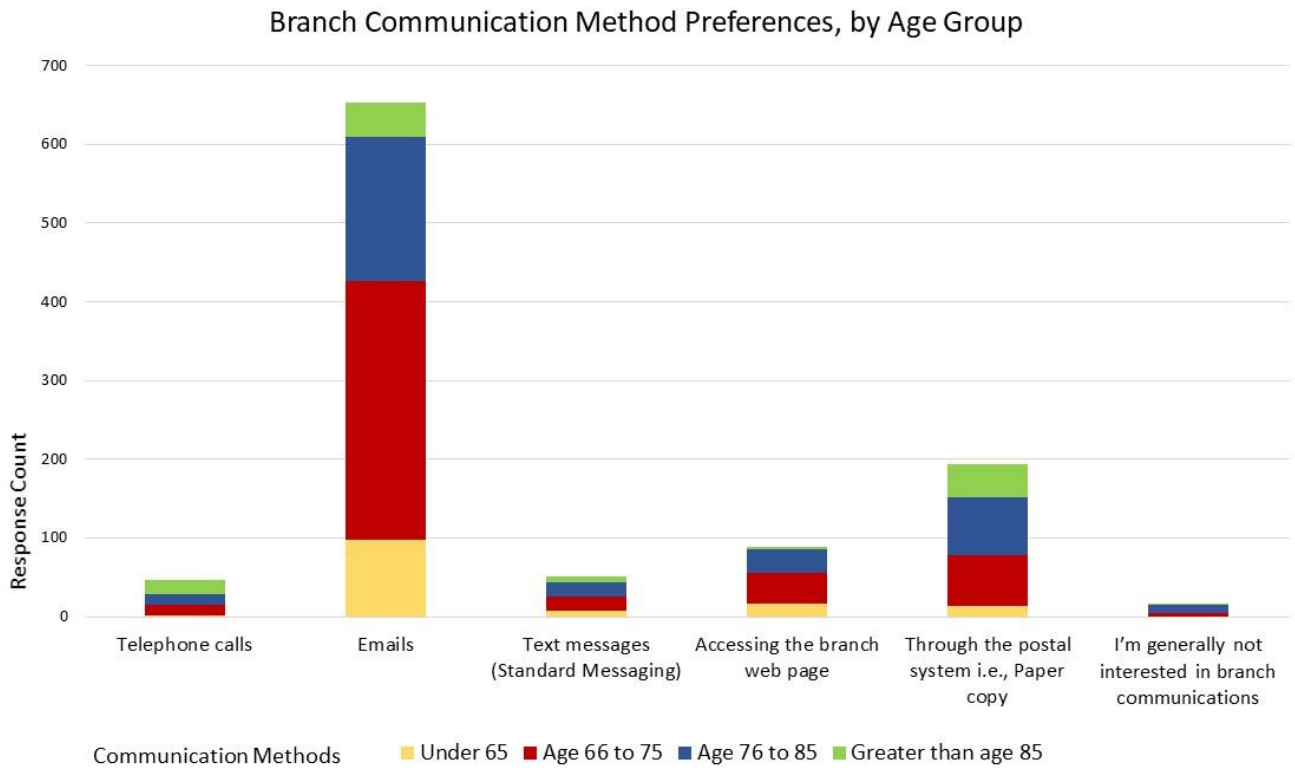
3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 84.75% 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 25.32% of respondents from this branch.

Email is the most popular communication method for every age group in this branch. (See *Chart 5* on the following page.)

Chart 4



	< 65	66 to 75	76 to 85	> 85	Total
Telephone calls	1	14	14	17	46
Emails	97	330	182	44	653
Text messages (Standard Messaging)	7	19	18	7	51
Accessing the branch web page	17	39	29	3	88
Through the postal system i.e., Paper copy	13	65	73	43	194
I'm generally not interested in branch communications	0	4	11	2	17
Total	135	471	327	116	1049

Chart 5

Branch Communication Method Preferences, Clustered by Age Group

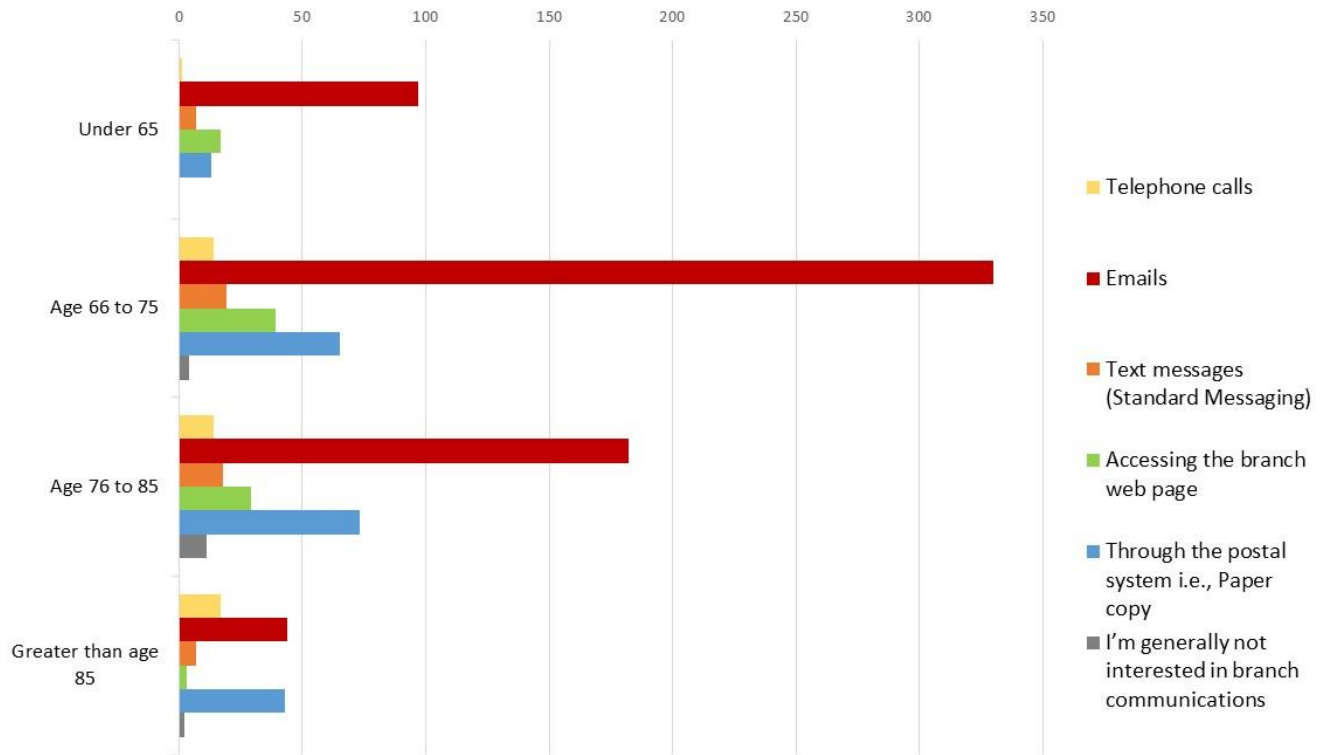
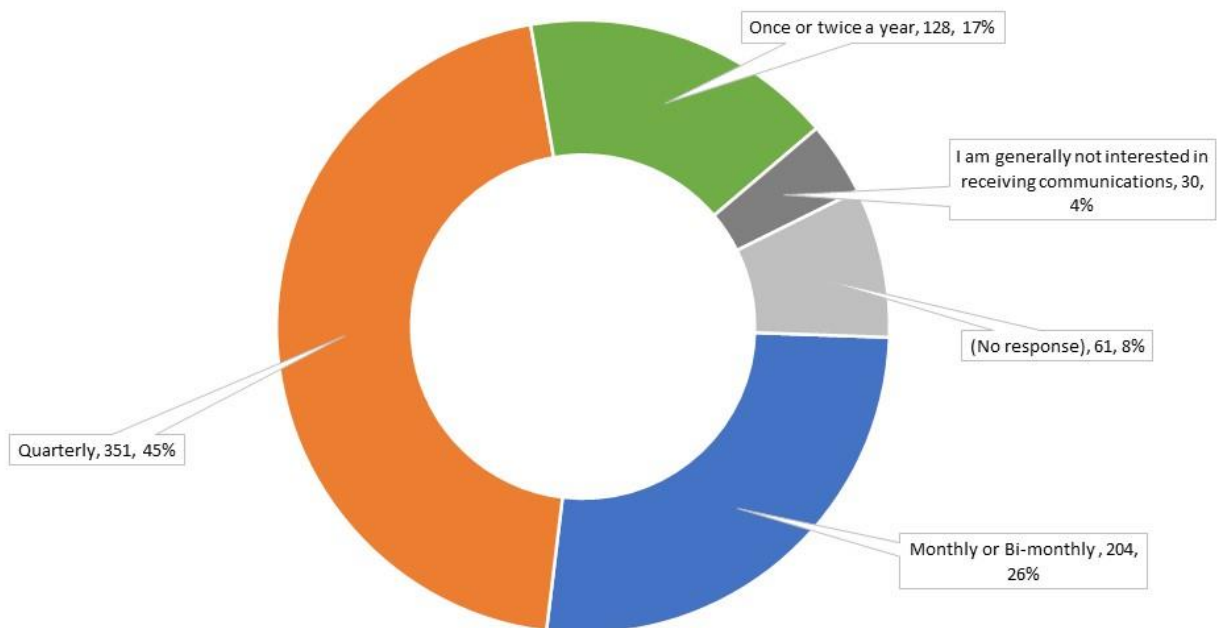


Chart 6

Preferred Frequency of Provincial Electronic Communications



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	99	12.79%
Age 66 to 75	356	45.99%
Age 76 to 85	234	30.23%
Greater than age 85	81	10.47%
(No response)	4	0.52%

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

Response	Number	Percentage
Victoria (Branch 1200)	774	100.00%

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

Response	Number	Percentage
0W3	1	0.13%
1L1	1	0.13%
1L9	1	0.13%
2A2	1	0.13%
3C5	1	0.13%
4C5	1	0.13%
967	1	0.13%
B0P	1	0.13%
H2V	1	0.13%
R2M	1	0.13%
S7K	1	0.13%
T3E	1	0.13%
T6M	2	0.26%
T7X	1	0.13%
V (user input error)	1	0.13%
V0 (user input error)	1	0.13%
V0P	1	0.13%
V0R	20	2.58%
V1Y	1	0.13%
V3A	1	0.13%
V5E	1	0.13%
V6E	1	0.13%
V6J	1	0.13%
V7V	1	0.13%
V8 (user input error)	1	0.13%

Response	Number	Percentage
V8G	1	0.13%
V8K	4	0.52%
V8L	28	3.62%
V8M	24	3.10%
V8N	64	8.27%
V8P	51	6.59%
V8R	51	6.59%
V8S	43	5.56%
V8T	22	2.84%
V8V	66	8.53%
V8W	8	1.03%
V8X	49	6.33%
V8Y	26	3.36%
V8Z	55	7.11%
V92	1	0.13%
V9A	62	8.01%
V9B	48	6.20%
V9C	34	4.39%
V9E	12	1.55%
V9J	1	0.13%
V9L	7	0.90%
V9N	2	0.26%
V9P	2	0.26%
V9Z	18	2.33%
(No Response)	50	6.46%

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	126	16.28%
I wanted social contact with former coworkers and fellow retirees	95	12.27%
I saw information about the BCGREA at a preretirement seminar or Pension Life	373	48.19%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	239	30.88%
I wanted to receive updates on pension status	506	65.37%
I wanted to have a representative for my interests on the Pension Board of Trustees	364	47.03%
Other (please specify below)	28	3.62%
(No response)	22	2.84%

Other (please specify below):

- [Comments available in full version of this report]

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	587	75.84%
Links to member discounts on goods and services	350	45.22%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	335	43.28%
Information sessions including webinars and guest speakers	269	34.75%
Newsletters	537	69.38%
Branch meetings	127	16.41%
Other (please specify below)	10	1.29%
(No response)	26	3.36%

Other (please specify below):

- [Comments in full version only]

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

Response	Number	Percentage
Yes	586	75.71%
No	147	18.99%
(No response)	41	5.30%

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

- [Comments available in full version of this report]

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

Response	Number	Percentage
Telephone calls	46	5.94%
Emails	656	84.75%
Text messages (Standard Messaging)	51	6.59%
Accessing the branch web page	89	11.50%
Through the postal system i.e., Paper copy	196	25.32%
I'm generally not interested in branch communications	17	2.20%
(No response)	17	2.20%

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

Response	Number	Percentage
Emails	637	82.30%
Text messages (Standard Messaging)	44	5.68%
Through the BCGREA webpage	96	12.40%
Through the postal system i.e., Paper copy	199	25.71%
I'm generally not interested in provincial communications	25	3.23%
(No response)	18	2.33%

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

Response	Number	Percentage
Emails	586	75.71%
Paper copy	247	31.91%
Posting on BCGREA website	84	10.85%
I'm generally not interested in provincial newsletters	10	1.29%
(No response)	24	3.10%

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

Response	Number	Percentage
Monthly or Bi-monthly	204	26.36%
Quarterly	351	45.35%
Once or twice a year	128	16.54%
I'm generally not interested in receiving communications	30	3.88%
(No response)	61	7.88%

Branch Operations

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

Response	Number	Percentage
Regularly	66	8.53%
Occasionally	120	15.50%
Rarely	161	20.80%
Never	401	51.81%
(No response)	26	3.36%

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

Response	Number	Percentage
Yes	147	18.99%
No	573	74.03%
(No response)	54	6.98%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	30	30.30%
	No	65	65.66%
66 to 75	Yes	70	19.66%
	No	261	73.31%
76 to 85	Yes	39	16.67%
	No	177	75.64%
> 85	Yes	8	9.88%
	No	66	81.48%

*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)	340	43.93%
Guest speakers on topics of interest	503	64.99%
Activities such a group tours or outings	227	29.33%
Subsidizing admissions for members to local attractions	246	31.78%
Recruitment of new members	287	37.08%
Other (please specify below)	54	6.98%
(No response)	104	13.44%

Other (please specify below):

- [Comments available in full version of this report]

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	341	44.06%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	258	33.33%
Cooperation with other seniors' groups (i.e., COSCO)	246	31.78%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	325	41.99%
New member recruitment initiatives	202	26.10%
Advocacy on behalf of members regarding pension and benefits	606	78.29%
Other (please specify below)	16	2.07%
(No response)	60	7.75%

Other (please specify below)

- [Comments available in full version of this report]

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	535	69.12%
No	191	24.68%
(No response)	48	6.20%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	74	74.75%
	No	24	24.24%
66 to 75	Yes	255	71.63%
	No	83	23.31%
76 to 85	Yes	148	63.25%
	No	66	28.21%
> 85	Yes	55	67.90%
	No	18	22.22%

*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.

- [\[Comments available in full version of this report\]](#)

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.