



CDR
Business
Diagnostics

**British Columbia Government
Retired Employees' Association**

2021 General Members Survey:

Peace River

Branch 1400

March 2022



BusinessDiagnostics.ca



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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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Publish date: March 4th, 2022.

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PROJECT OVERVIEW

SUMMARY REPORT INFORMATION

Company Name:	<i>BC Government Retired Employees' Association.</i>
Branch Name:	<i>Peace River (Branch 1400)</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>98</i>
Sampling Method:	<i>Census, no sampling used.</i>
Responses:	<i>31</i>
Response Rate:	<i>31.63%</i>
Confidence Level:	<i>.95</i>
Confidence Interval:	<i>+/- 14.63 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 **31** completed responses out of a total branch membership of **98**. The total completion rate for the survey was therefore **31.63%**, which makes the survey accurate within +/- **14.63** 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

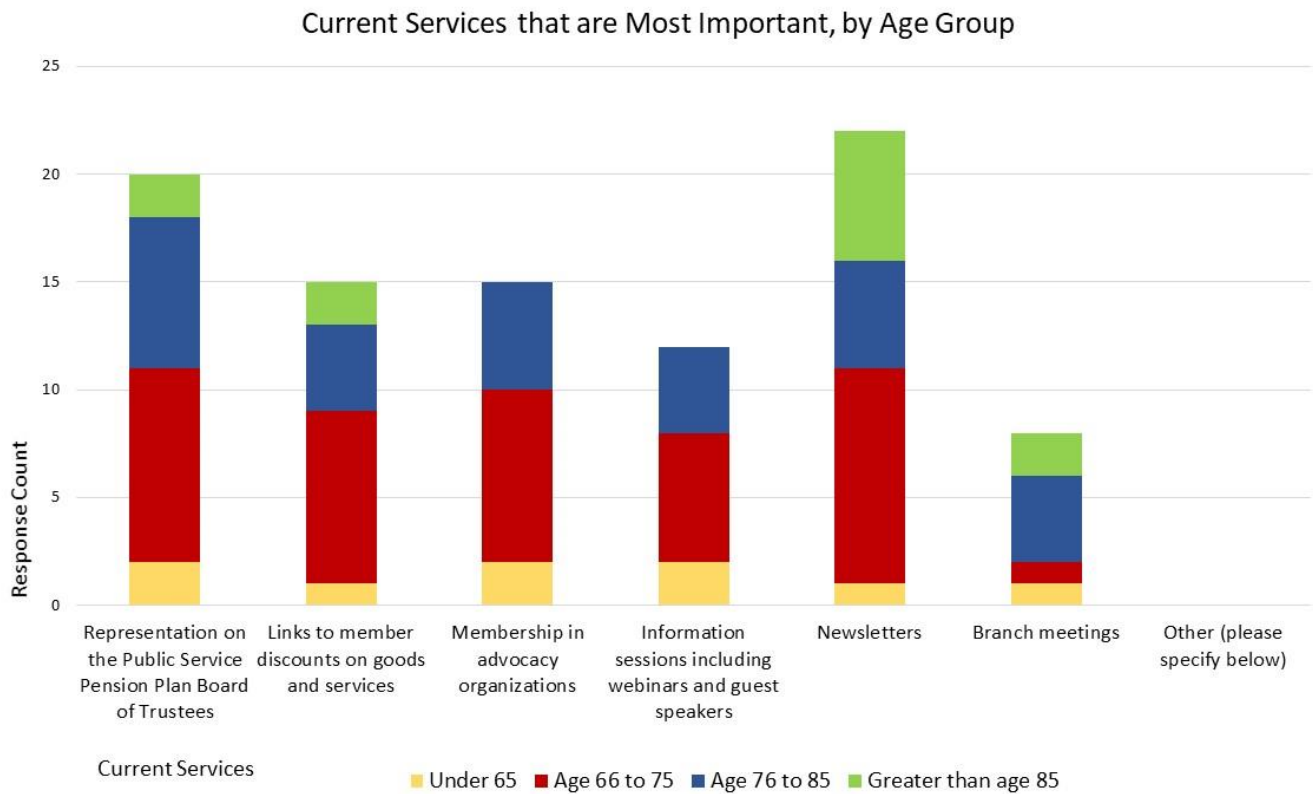
SUMMARY OF KEY FINDINGS

1. Current Services

The current BCGREA service that is important to the most respondents is *Newsletters*. 70.97% of survey respondents from this branch selected this service.

Another top service was *Representation on the Public Service Pension Plan Board of Trustees*, selected by 64.52% of respondents.

Chart 1



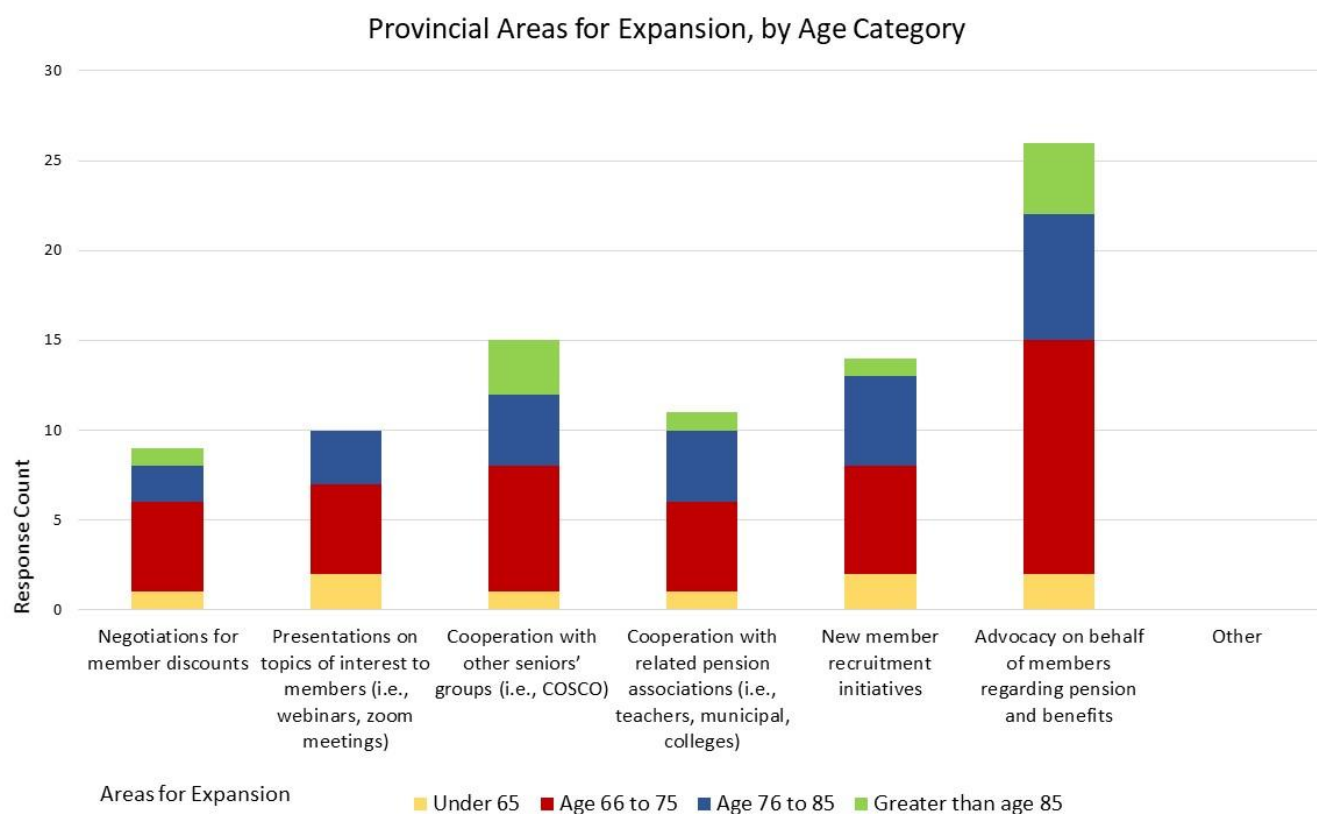
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	2	9	7	2	20
Links to member discounts on goods and services	1	8	4	2	15
Membership in advocacy organizations	2	8	5	0	15
Information sessions including webinars and guest speakers	2	6	4	0	12
Newsletters	1	10	5	6	22
Branch meetings	1	1	4	2	8
Other	0	0	0	0	0
Total	9	42	29	12	92

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 83.87% of respondents from this branch.

The second most-selected option was *Cooperation with other seniors' groups (i.e., COSCO)*, selected by 48.39% of respondents from this branch.

Chart 2



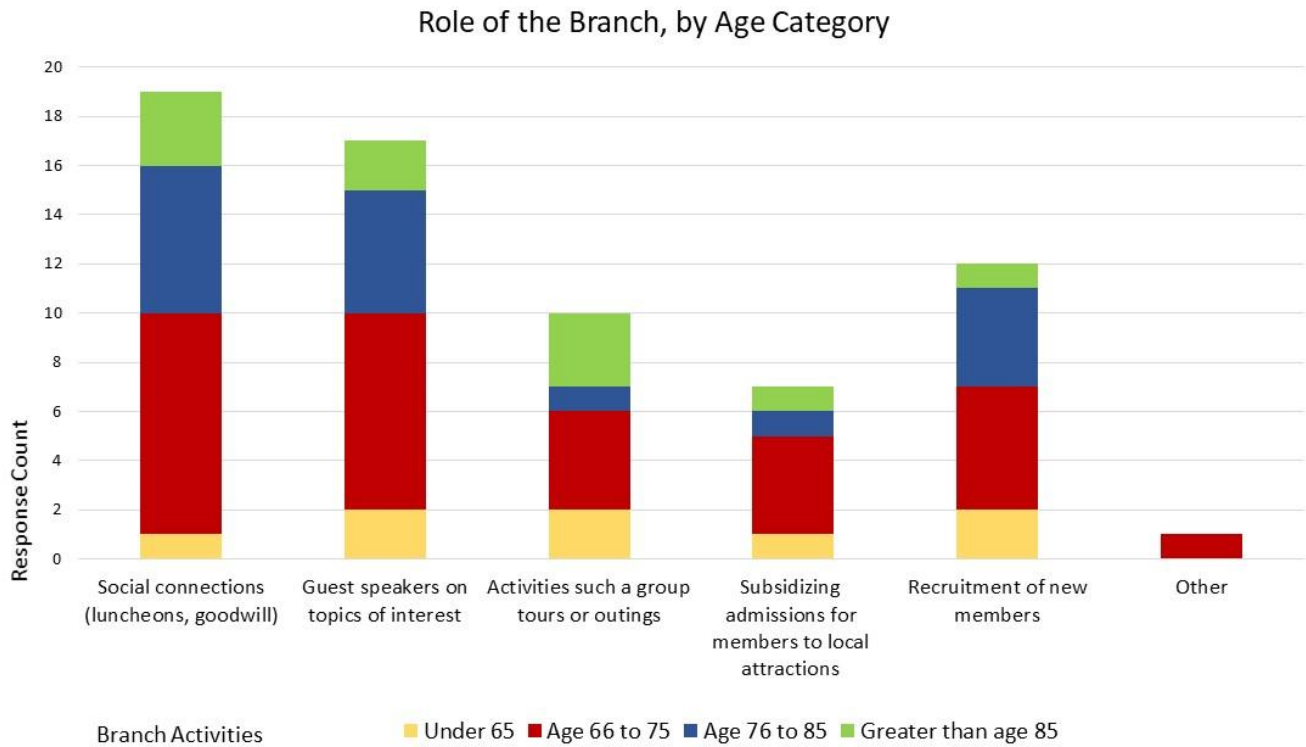
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	1	5	2	1	9
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	2	5	3	0	10
Cooperation with other seniors' groups (i.e., COSCO)	1	7	4	3	15
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	1	5	4	1	11
New member recruitment initiatives	2	6	5	1	14
Advocacy on behalf of members regarding pension and benefits	2	13	7	4	26
Other	0	0	0	0	0
Total	9	41	25	10	85

3. The Role of the Branch

When asked about what their Branch should provide, the option selected most frequently was *Social connections (luncheons, goodwill)*, selected by 61.29% of respondents from this branch.

The second most-selected option was *Guest speakers on topics of interest*, selected by 54.84% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	1	9	6	3	19
Guest speakers on topics of interest	2	8	5	2	17
Activities such a group tours or outings	2	4	1	3	10
Subsidizing admissions for members to local attractions	1	4	1	1	7
Recruitment of new members	2	5	4	1	12
Other	0	1	0	0	1
Total	8	31	17	10	66

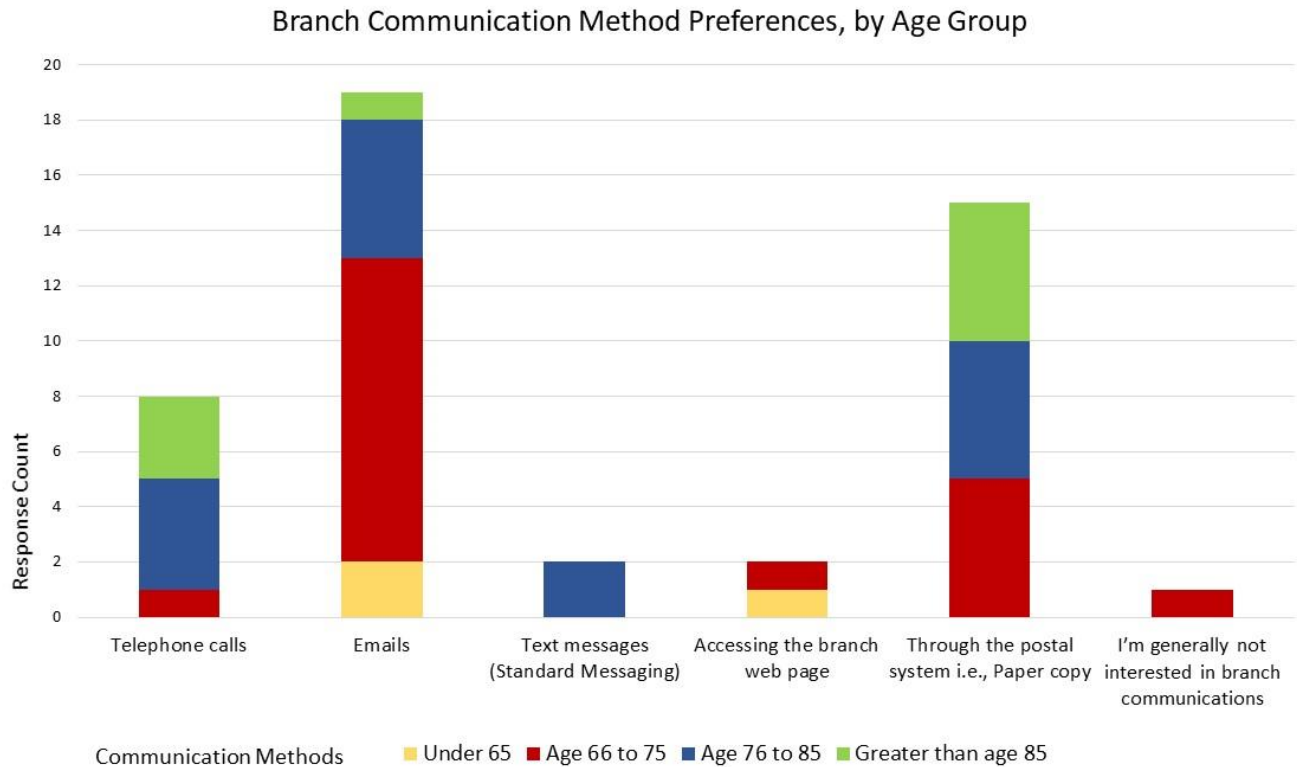
3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 61.29% 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 48.39% of respondents from this branch.

When broken out by age group, *Email* is the most popular communication method for the *Under 65* and *Age 66 to 75* groups, whereas the *Age 76 to 85* group likes *Email* and *Through the postal system i.e., Paper copy* equally, and the *Greater than age 85* group prefers *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	0	1	4	3	8
Emails	2	11	5	1	19
Text messages (Standard Messaging)	0	0	2	0	2
Accessing the branch web page	1	1	0	0	2
Through the postal system i.e., Paper copy	0	5	5	5	15
I'm generally not interested in branch communications	0	1	0	0	1
Total	3	19	16	9	47

Chart 5

Branch Communication Method Preferences, Clustered by Age Group

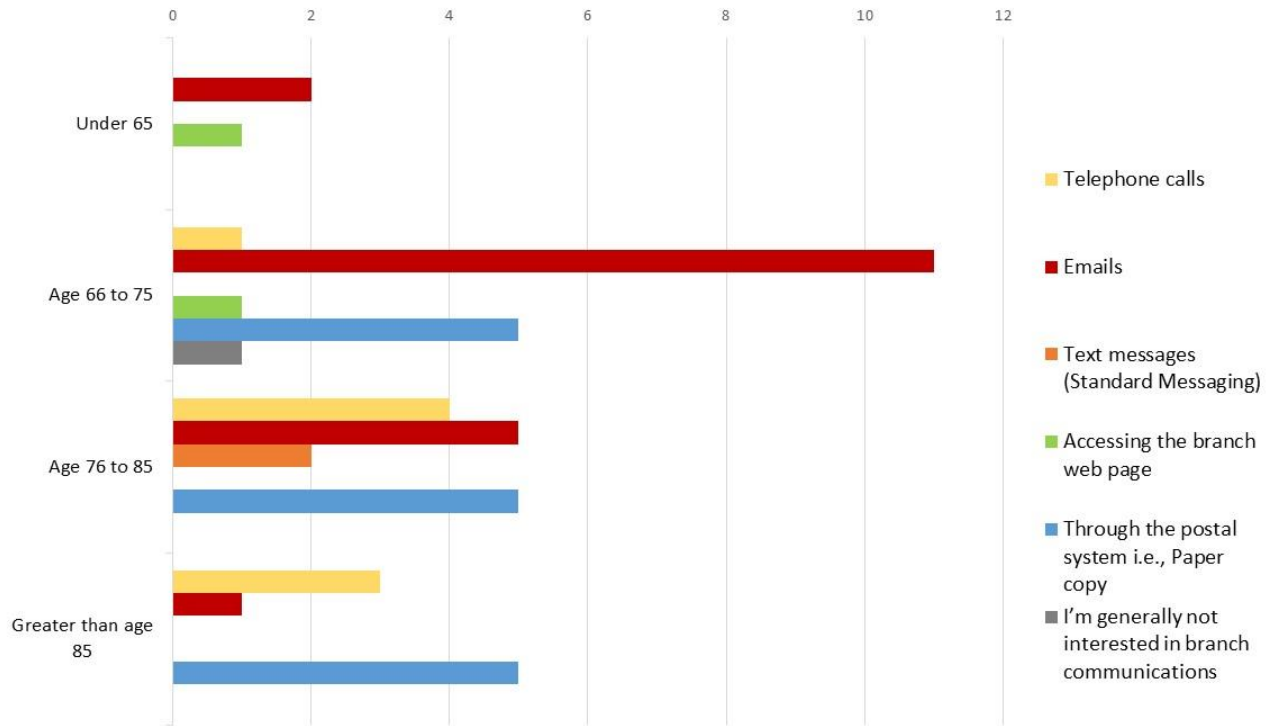
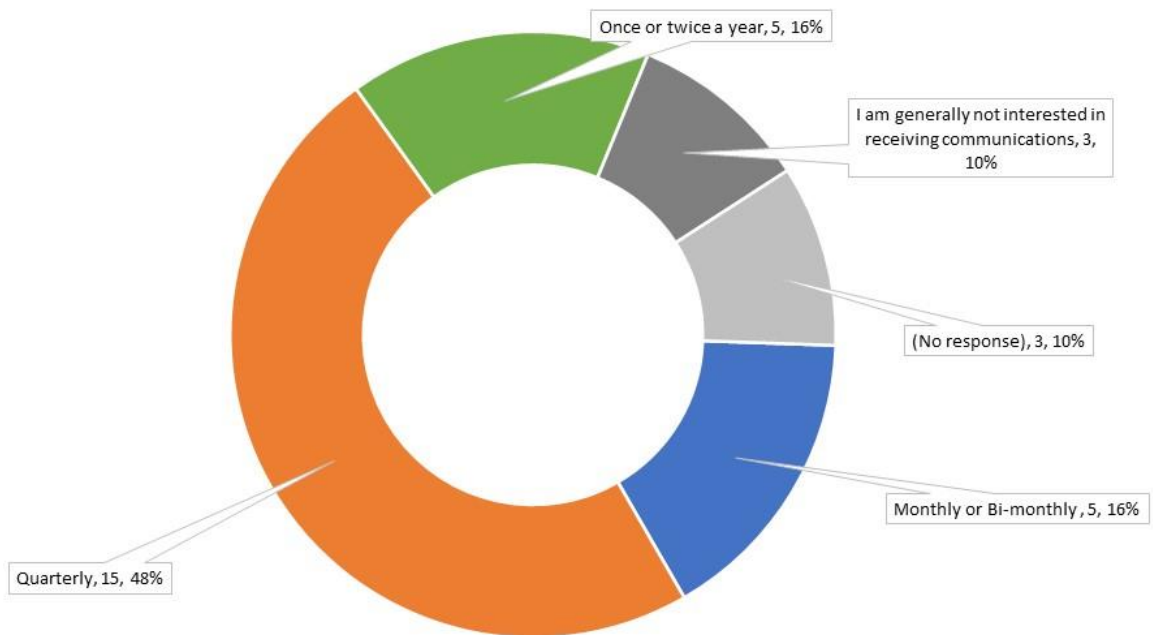


Chart 6

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	2	6.45%
Age 66 to 75	13	41.94%
Age 76 to 85	10	32.26%
Greater than age 85	6	19.35%
(No response)	0	0.00%

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

Response	Number	Percentage
Peace River (Branch 1400)	31	100.00%

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

Response	Number	Percentage
V0C	4	12.90%
V1G	14	45.16%
V1J	13	41.94%

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	12	38.71%
I wanted social contact with former coworkers and fellow retirees	12	38.71%
I saw information about the BCGREA at a preretirement seminar or Pension Life	10	32.26%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	10	32.26%
I wanted to receive updates on pension status	22	70.97%
I wanted to have a representative for my interests on the Pension Board of Trustees	9	29.03%
Other (please specify below)	2	6.45%
(No response)	2	6.45%

Other (please specify below):

- Husband is part of the union.
- I worked for highways dept. I've become unionized to get the proper pay from the job. 1968??

- I worked for municipal affairs and was, therefore, a member of BCGREU.
- Married to a BC retired employee.
- I just wanted to be connected to others.

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	20	64.52%
Links to member discounts on goods and services	15	48.39%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	15	48.39%
Information sessions including webinars and guest speakers	12	38.71%
Newsletters	22	70.97%
Branch meetings	8	25.81%
Other (please specify below)	0	0.00%
(No response)	1	3.23%

Other (please specify below):

- A voice when choosing health plans, something we do not have now and should look at.

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

Response	Number	Percentage
Yes	24	77.42%
No	7	22.58%
(No response)	0	0.00%

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

- I would like to be able to have somewhere to go and learn how to use a computer properly, I was a data entry clerk and know all the boxes need to be filled in and not too much more! It's been 14 years since I retired, and I feel like a fish out of water when it comes to computer technology. So very much has changed.
- A membership card would be nice.
- Counseling for seniors suffering with lifestyle changes caused by Covid 19.
- More sessions in my community of Fort St John.
- Speakers, online or at meetings, spokesperson for better medical insurance, info on travel insurance, home insurance.

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

Response	Number	Percentage
Telephone calls	8	25.81%
Emails	19	61.29%
Text messages (Standard Messaging)	2	6.45%
Accessing the branch web page	2	6.45%
Through the postal system i.e., Paper copy	15	48.39%
I'm generally not interested in branch communications	1	3.23%
(No response)	0	0.00%

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

Response	Number	Percentage
Emails	18	58.06%
Text messages (Standard Messaging)	1	3.23%
Through the BCGREA webpage	4	12.90%
Through the postal system i.e., Paper copy	18	58.06%
I'm generally not interested in provincial communications	1	3.23%
(No response)	1	3.23%

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

Response	Number	Percentage
Emails	13	41.94%
Paper copy	21	67.74%
Posting on BCGREA website	4	12.90%
I'm generally not interested in provincial newsletters	0	0.00%
(No response)	1	3.23%

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

Response	Number	Percentage
Monthly or Bi-monthly	5	16.13%
Quarterly	15	48.39%
Once or twice a year	5	16.13%
I'm generally not interested in receiving communications	3	9.68%
(No response)	3	9.68%

Branch Operations

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

Response	Number	Percentage
Regularly	9	29.03%
Occasionally	5	16.13%
Rarely	4	12.90%
Never	13	41.94%
(No response)	0	0.00%

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

Response	Number	Percentage
Yes	10	32.26%
No	18	58.06%
(No response)	3	9.68%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	1	50.00%
	No	1	50.00%
66 to 75	Yes	4	30.77%
	No	9	69.23%
76 to 85	Yes	4	40.00%
	No	3	30.00%
> 85	Yes	1	16.67%
	No	5	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)	19	61.29%
Guest speakers on topics of interest	17	54.84%
Activities such a group tours or outings	10	32.26%
Subsidizing admissions for members to local attractions	7	22.58%
Recruitment of new members	12	38.71%
Other (please specify below)	1	3.23%
(No response)	2	6.45%

Other (please specify below):

- Advocating for family members and family.
- Reports from delegates to general meeting.
- Keeping members informed of relevant decisions and policy changes.

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	9	29.03%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	10	32.26%
Cooperation with other seniors' groups (i.e., COSCO)	15	48.39%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	11	35.48%
New member recruitment initiatives	14	45.16%
Advocacy on behalf of members regarding pension and benefits	26	83.87%
Other (please specify below)	0	0.00%
(No response)	2	6.45%

Other (please specify below)

- [No responses submitted]

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	19	61.29%
No	8	25.81%
(No response)	4	12.90%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	2	100.00%
	No	0	0.00%
66 to 75	Yes	10	76.92%
	No	3	23.08%
76 to 85	Yes	3	30.00%
	No	3	30.00%
> 85	Yes	4	66.67%
	No	2	33.33%

*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.

Communications Systems and Content

- I have had more correspondence & information from the provincial level than I ever did from the branch in Dawson Creek. Mostly received correspondence only to request payment of membership.

Membership Support for the BCGREA / Executive

- Thank you for your hard work on behalf of members and their families.
- Thank you for advocating for all members and reporting on our pensions and their stability.

Other

- If my local branch became dormant, I would be upset. However, I would be appreciative with my interests being met provincially rather than not at all.
- As we bring aboard new members, I feel we will continue to grow in importance, and members will feel that their needs are not forgotten. They are still viable people!

Role/Involvement in Pension/Benefits Negotiations

- There are many issues such as affordable medical plans, etc. that need to be addressed especially with rising costs.
- Would like to see better extended and dental health benefit coverage. I find it to be a poor plan for what I pay.

Suggestions for New BCGREA Initiatives

- In smaller communities - consider if there was an interest in joining [or meeting with] another smaller group of retirees - e.g., Retired Teacher's Assoc., retired RCMP members, Library members, Hospital Auxiliary etc. - for special occasions - Could possibly prepare to celebrate a Seniors Day, Father's Day, Mother's Day, Valentines etc. or a one-time celebration - retired Co-op members, postal employees. Would require an ambitious group of people to spear-head something like this and not our usual retirees... or?

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.