

**British Columbia Government  
Retired Employees' Association**

**2021 General Members Survey:**

***Kelowna/Vernon  
Branch 1500***

***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>Kelowna/Vernon (Branch 1500)</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>312</i>
<b>Sampling Method:</b>	<i>Census, no sampling used.</i>
<b>Responses:</b>	<i>134</i>
<b>Response Rate:</b>	<i>42.95%</i>
<b>Confidence Level:</b>	<i>.95</i>
<b>Confidence Interval:</b>	<i>+/- 6.41 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 **134** completed responses out of a total branch membership of **312**. The total completion rate for the survey was therefore **42.95%**, which makes the survey accurate within +/- **6.41** 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)

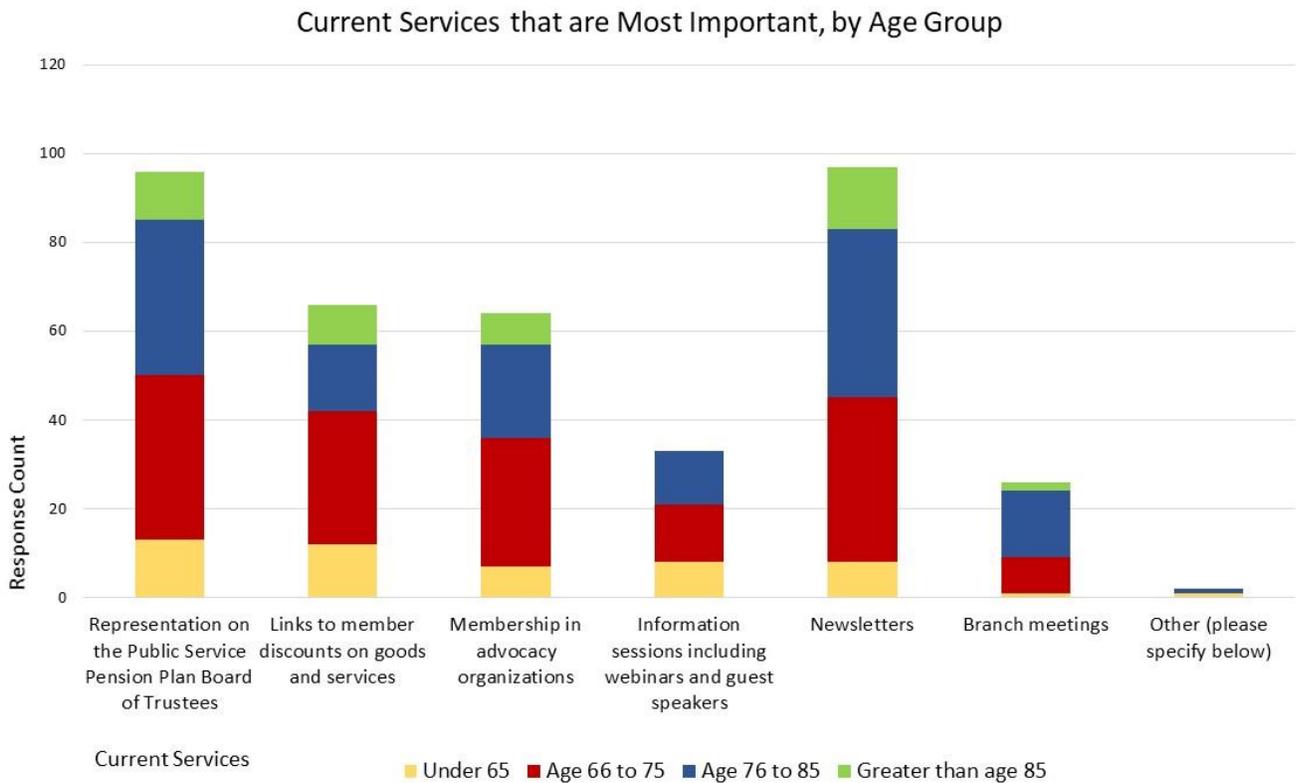
# SUMMARY OF KEY FINDINGS

## 1. Current Services

The current BCGREA service that is important to the most respondents is *Newsletters*. 73.13% 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 71.64% of respondents.

Chart 1



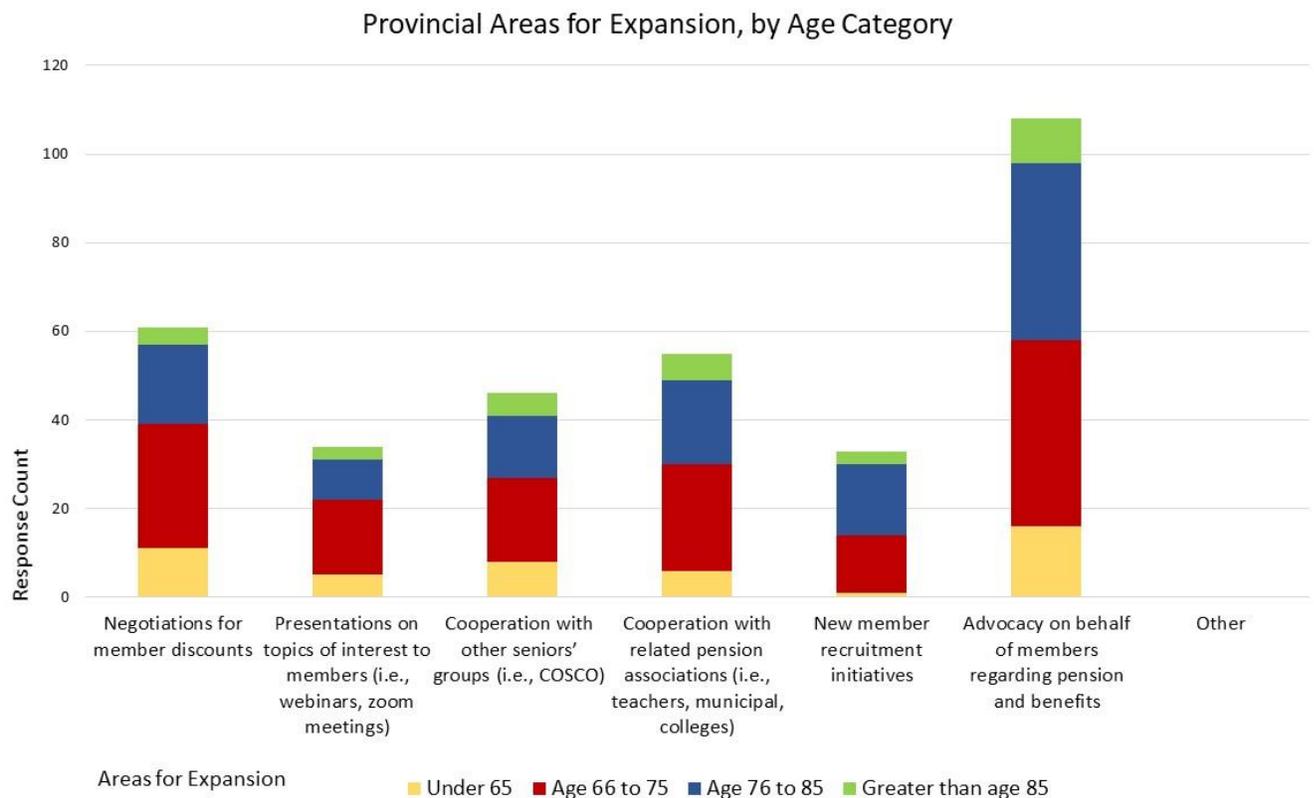
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	13	37	35	11	96
Links to member discounts on goods and services	12	30	15	9	66
Membership in advocacy organizations	7	29	21	7	64
Information sessions including webinars and guest speakers	8	13	12	0	33
Newsletters	8	37	38	14	97
Branch meetings	1	8	15	2	26
Other	1	0	1	0	2
<b>Total</b>	<b>50</b>	<b>154</b>	<b>137</b>	<b>43</b>	<b>384</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 80.60% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 46.27% of respondents from this branch.

Chart 2



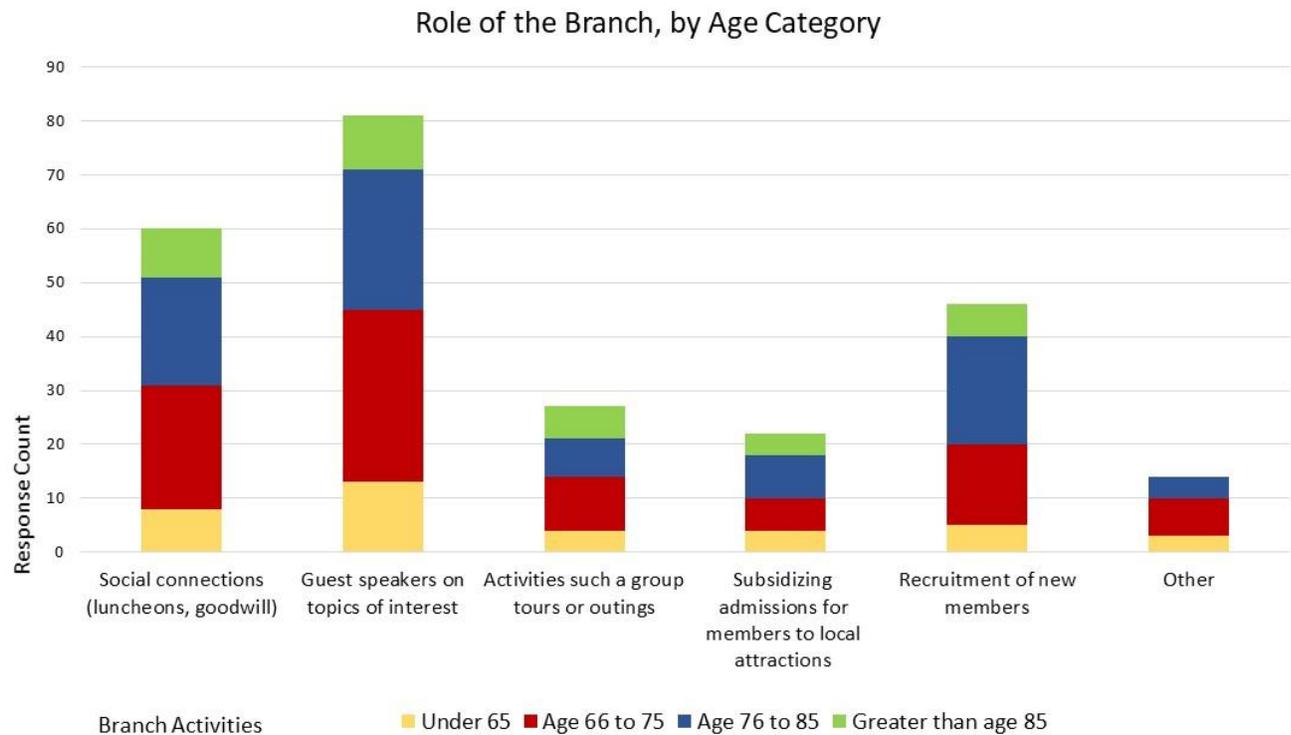
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	11	28	18	4	61
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	5	17	9	3	34
Cooperation with other seniors' groups (i.e., COSCO)	8	19	14	5	46
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	6	24	19	6	55
New member recruitment initiatives	1	13	16	3	33
Advocacy on behalf of members regarding pension and benefits	16	42	40	10	108
Other	0	0	0	0	0
<b>Total</b>	<b>47</b>	<b>143</b>	<b>116</b>	<b>31</b>	<b>337</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 61.19% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 45.52% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	8	23	20	9	60
Guest speakers on topics of interest	13	32	26	10	81
Activities such a group tours or outings	4	10	7	6	27
Subsidizing admissions for members to local attractions	4	6	8	4	22
Recruitment of new members	5	15	20	6	46
Other	3	7	4	0	14
<b>Total</b>	<b>37</b>	<b>93</b>	<b>85</b>	<b>35</b>	<b>250</b>

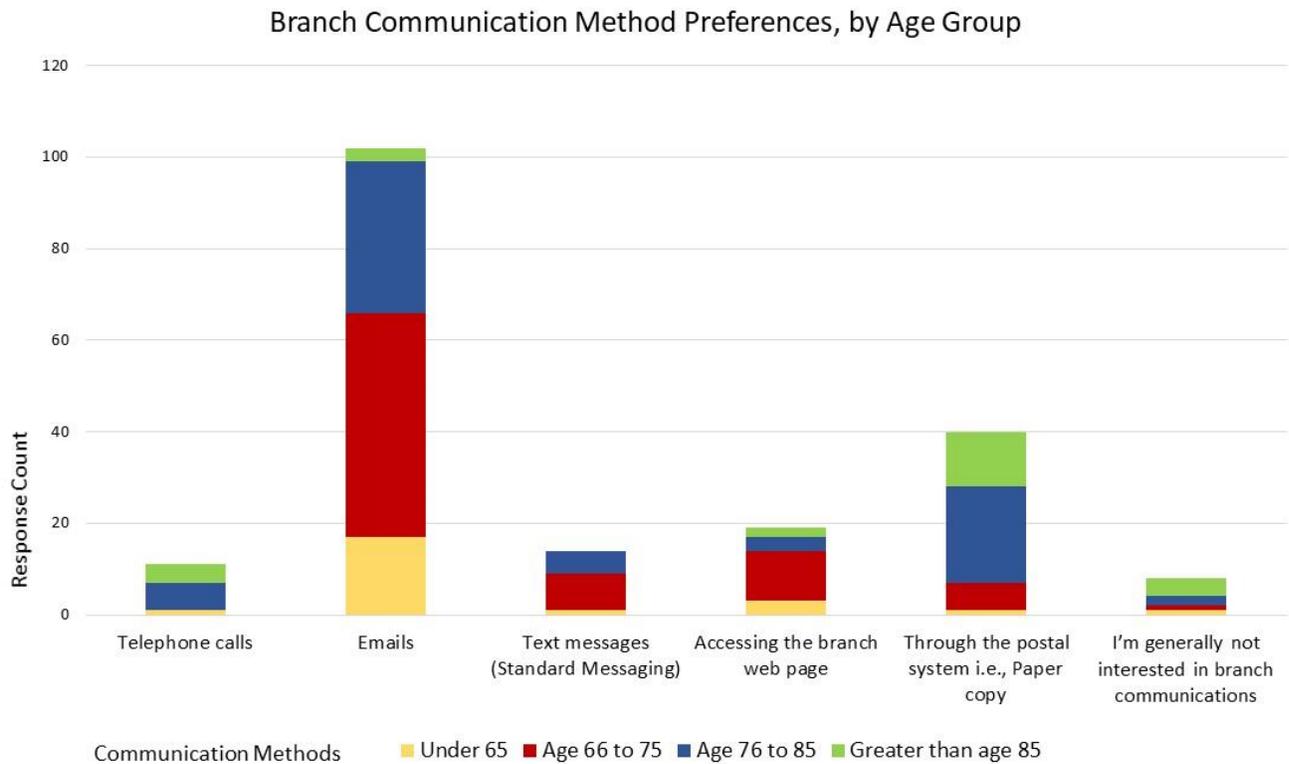
### 3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 76.12% 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 30.60% 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	0	6	4	11
Emails	17	49	33	3	102
Text messages (Standard Messaging)	1	8	5	0	14
Accessing the branch web page	3	11	3	2	19
Through the postal system i.e., Paper copy	1	6	21	12	40
I'm generally not interested in branch communications	1	1	2	4	8
<b>Total</b>	<b>24</b>	<b>75</b>	<b>70</b>	<b>25</b>	<b>194</b>

Chart 5

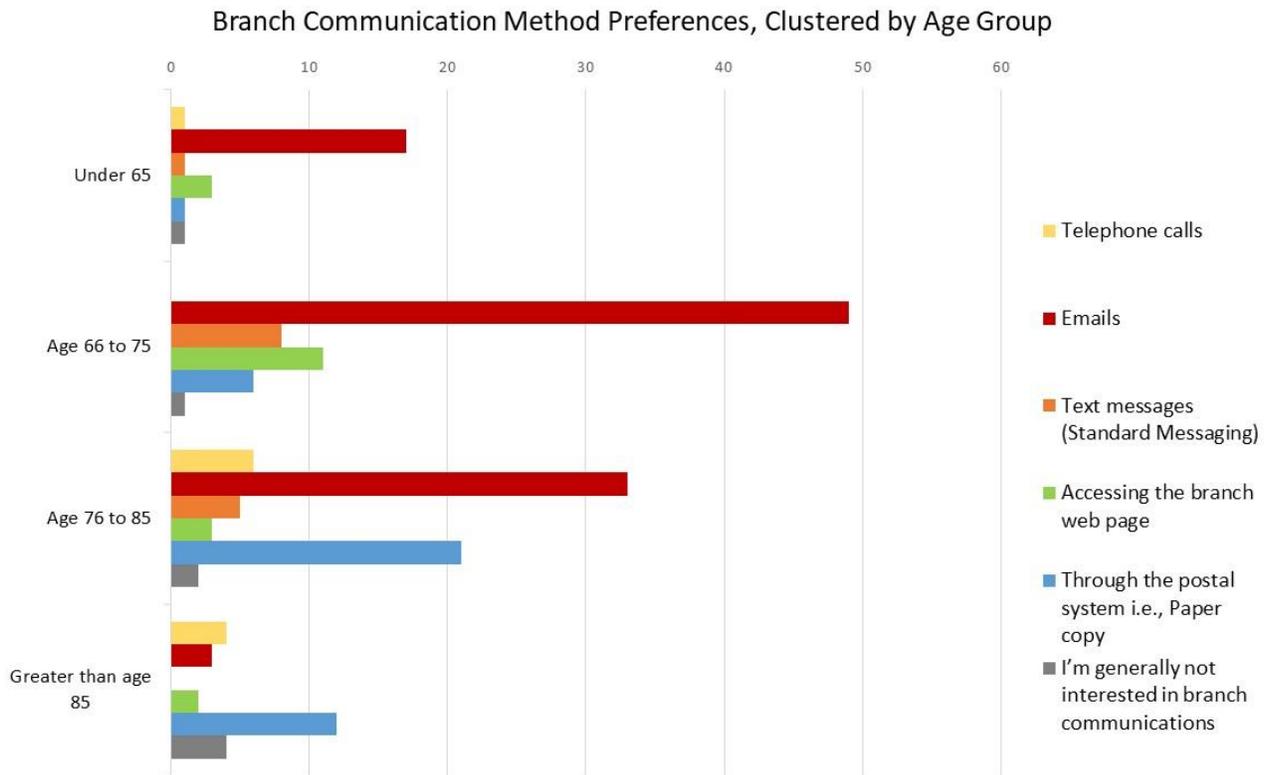
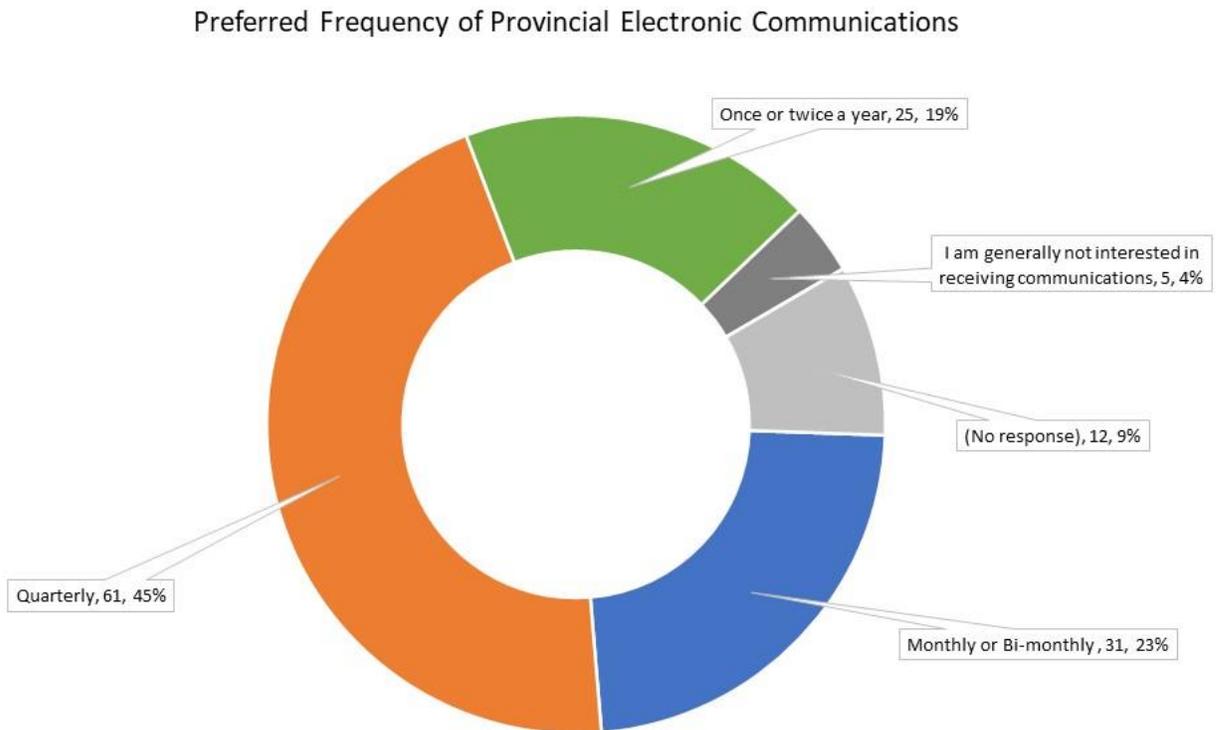


Chart 6



## 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	17	12.69%
Age 66 to 75	50	37.31%
Age 76 to 85	48	35.82%
Greater than age 85	18	13.43%
(No response)	1	0.75%

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

Response	Number	Percentage
Kelowna/Vernon (Branch 1500)	134	100.00%

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

Response	Number	Percentage
T8H	1	0.75%
V0E	6	4.48%
V0H	1	0.75%
V1B	10	7.46%
V1H	7	5.22%
V1P	2	1.49%
V1T	24	17.91%
V1V	4	2.99%
V1W	12	8.96%
V1X	11	8.21%
V1Y	29	21.64%
V1Z	3	2.24%
V2A	3	2.24%
V3A	1	0.75%
V4T	9	6.72%
V4V	4	2.99%
V9T	1	0.75%
VIT	1	0.75%
(No response)	5	3.73%

## 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	28	20.90%
I wanted social contact with former coworkers and fellow retirees	25	18.66%
I saw information about the BCGREA at a preretirement seminar or Pension Life	64	47.76%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	47	35.07%
I wanted to receive updates on pension status	91	67.91%
I wanted to have a representative for my interests on the Pension Board of Trustees	61	45.52%
Other (please specify below)	9	6.72%
(No response)	6	4.48%

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	96	71.64%
Links to member discounts on goods and services	67	50.00%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	64	47.76%
Information sessions including webinars and guest speakers	33	24.63%
Newsletters	98	73.13%
Branch meetings	26	19.40%
Other (please specify below)	2	1.49%
(No response)	3	2.24%

Other (please specify below):

- [Comments available in full version of this report]

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

Response	Number	Percentage
Yes	100	74.63%
No	23	17.16%
(No response)	11	8.21%

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	12	8.96%
Emails	102	76.12%
Text messages (Standard Messaging)	14	10.45%
Accessing the branch web page	19	14.18%
Through the postal system i.e., Paper copy	41	30.60%
I'm generally not interested in branch communications	8	5.97%
(No response)	5	3.73%

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

Response	Number	Percentage
Emails	100	74.63%
Text messages (Standard Messaging)	13	9.70%
Through the BCGREA webpage	18	13.43%
Through the postal system i.e., Paper copy	44	32.84%
I'm generally not interested in provincial communications	6	4.48%
(No response)	4	2.99%

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

Response	Number	Percentage
Emails	80	59.70%
Paper copy	73	54.48%
Posting on BCGREA website	18	13.43%
I'm generally not interested in provincial newsletters	2	1.49%
(No response)	3	2.24%

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

Response	Number	Percentage
Monthly or Bi-monthly	31	23.13%
Quarterly	61	45.52%
Once or twice a year	25	18.66%
I'm generally not interested in receiving communications	5	3.73%
(No response)	12	8.96%

## Branch Operations

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

Response	Number	Percentage
Regularly	18	13.43%
Occasionally	20	14.93%
Rarely	24	17.91%
Never	67	50.00%
(No response)	5	3.73%

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

Response	Number	Percentage
Yes	37	27.61%
No	88	65.67%
(No response)	9	6.72%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	9	52.94%
	No	8	47.06%
66 to 75	Yes	17	34.00%
	No	30	60.00%
76 to 85	Yes	8	16.67%
	No	34	70.83%
> 85	Yes	3	16.67%
	No	15	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)	61	45.52%
Guest speakers on topics of interest	82	61.19%
Activities such a group tours or outings	27	20.15%
Subsidizing admissions for members to local attractions	23	17.16%
Recruitment of new members	46	34.33%
Other (please specify below)	14	10.45%
(No response)	20	14.93%

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	62	46.27%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	34	25.37%
Cooperation with other seniors' groups (i.e., COSCO)	46	34.33%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	55	41.04%
New member recruitment initiatives	33	24.63%
Advocacy on behalf of members regarding pension and benefits	108	80.60%
Other (please specify below)	0	0.00%
(No response)	14	10.45%

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	106	79.10%
No	18	13.43%
(No response)	10	7.46%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	15	88.24%
	No	2	11.76%
66 to 75	Yes	38	76.00%
	No	9	18.00%
76 to 85	Yes	40	83.33%
	No	5	10.42%
> 85	Yes	13	72.22%
	No	1	5.56%

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