

**British Columbia Government  
Retired Employees' Association**

**2021 General Members Survey:**

***Northwest  
Branch 1900***

***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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**Publish date:** March 4<sup>th</sup>, 2022

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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>Northwest (Branch 1900)</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>132</i>
<b>Sampling Method:</b>	<i>Census, no sampling used.</i>
<b>Responses:</b>	<i>43</i>
<b>Response Rate:</b>	<i>32.58%</i>
<b>Confidence Level:</b>	<i>.95</i>
<b>Confidence Interval:</b>	<i>+/- 12.32 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 **43** completed responses out of a total branch membership of **132**. The total completion rate for the survey was therefore **32.58%**, which makes the survey accurate within +/- **12.32** 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)

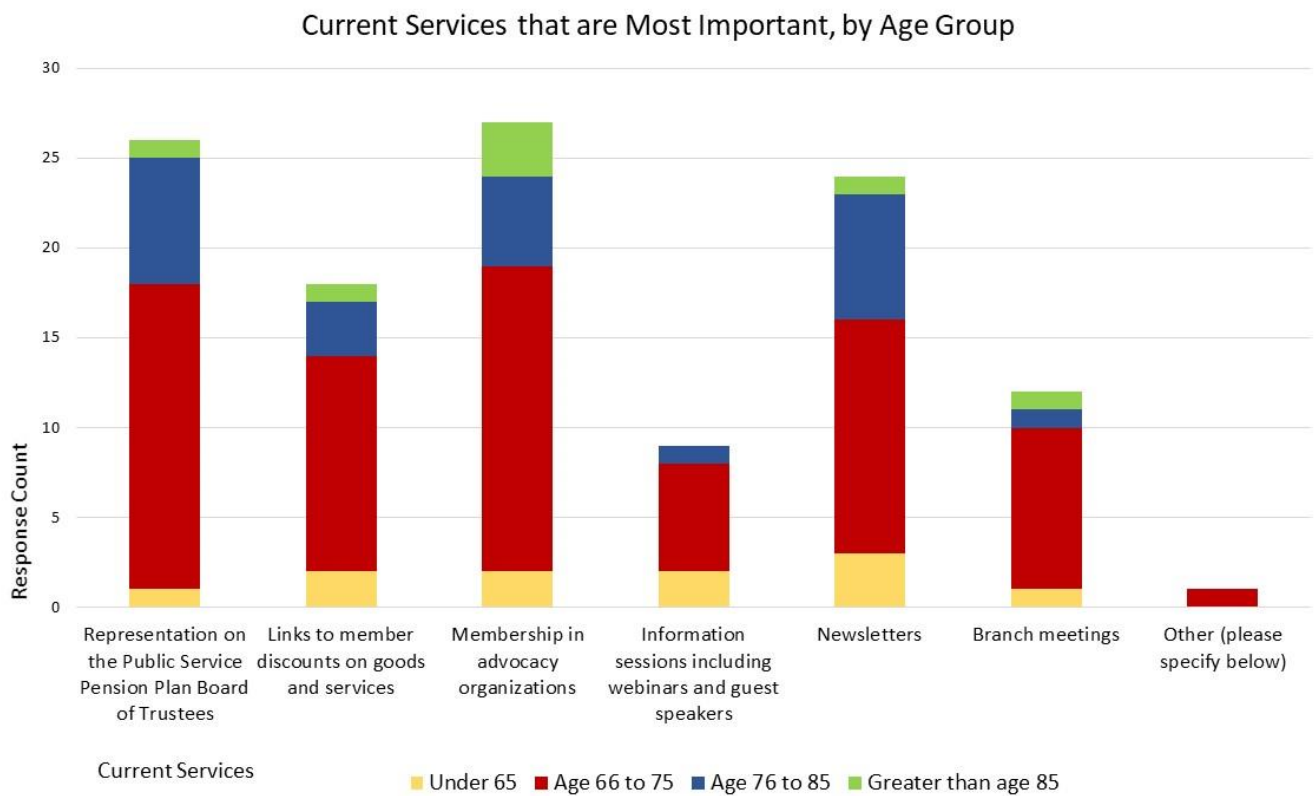
## SUMMARY OF KEY FINDINGS

### 1. Current Services

The current BCGREA service that is important to the most respondents is *Membership in advocacy organizations*. 65.12% 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 62.79% of respondents.

Chart 1



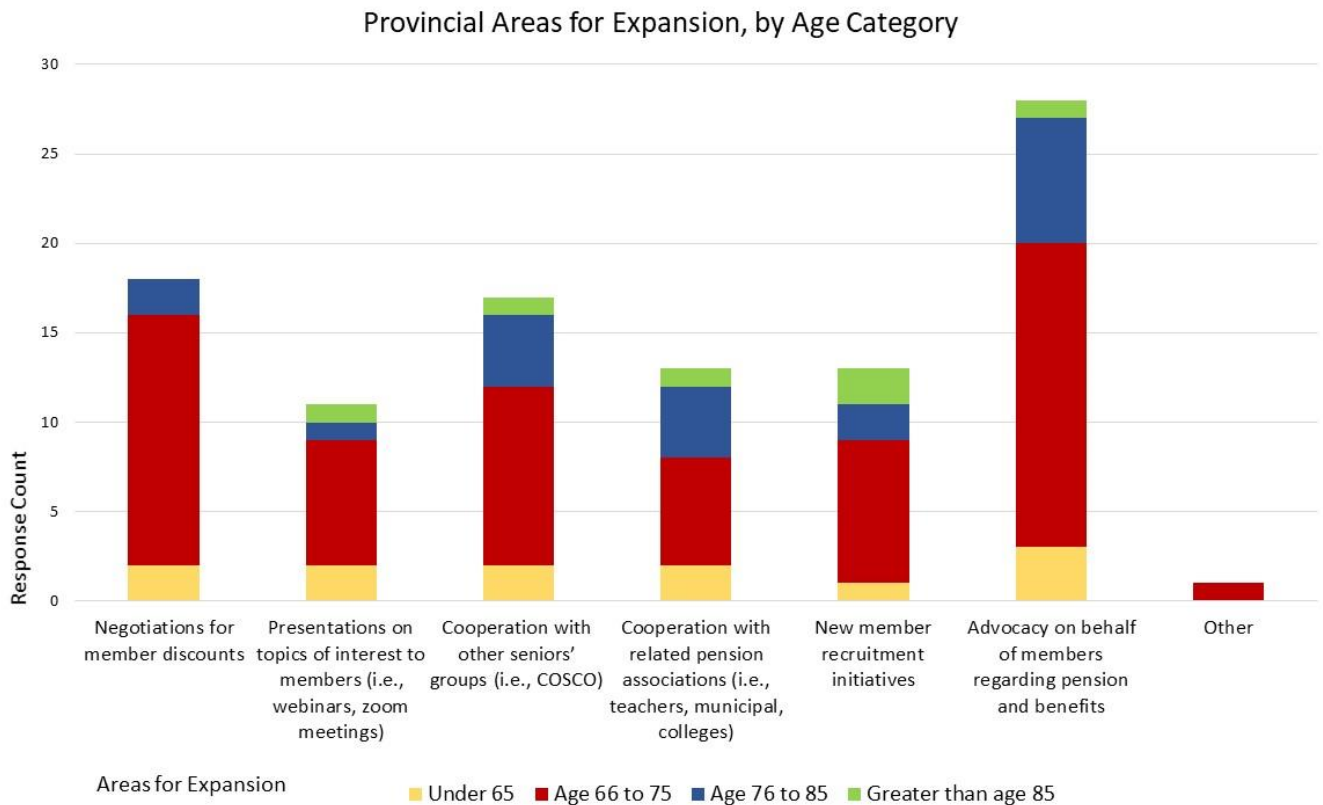
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	1	17	7	1	26
Links to member discounts on goods and services	2	12	3	1	18
Membership in advocacy organizations	2	17	5	3	27
Information sessions including webinars and guest speakers	2	6	1	0	9
Newsletters	3	13	7	1	24
Branch meetings	1	9	1	1	12
Other	0	1	0	0	1
<b>Total</b>	<b>11</b>	<b>75</b>	<b>24</b>	<b>7</b>	<b>117</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 67.44% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 44.19% of respondents from this branch.

Chart 2



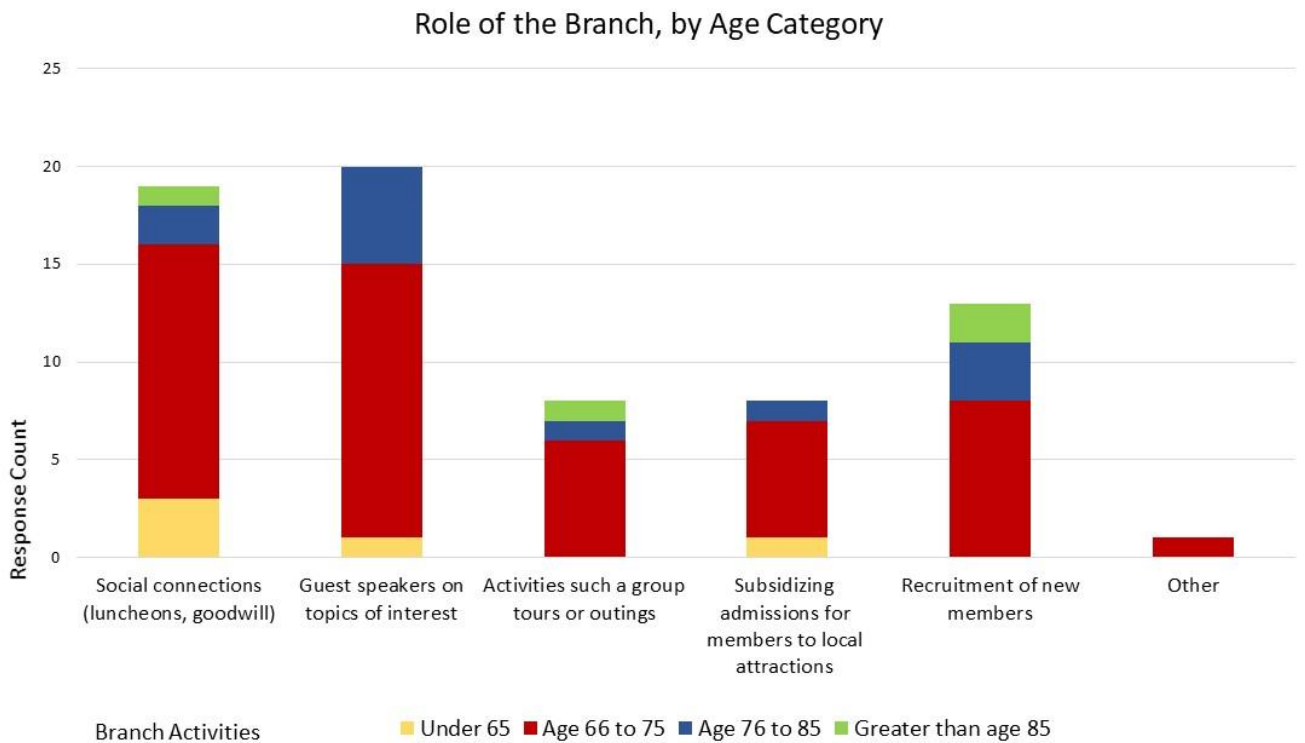
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	2	14	2	0	18
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	2	7	1	1	11
Cooperation with other seniors' groups (i.e., COSCO)	2	10	4	1	17
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	2	6	4	1	13
New member recruitment initiatives	1	8	2	2	13
Advocacy on behalf of members regarding pension and benefits	3	17	7	1	28
Other	0	1	0	0	1
<b>Total</b>	<b>12</b>	<b>63</b>	<b>20</b>	<b>6</b>	<b>101</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 48.84% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 46.51% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	3	13	2	1	19
Guest speakers on topics of interest	1	14	5	0	20
Activities such a group tours or outings	0	6	1	1	8
Subsidizing admissions for members to local attractions	1	6	1	0	8
Recruitment of new members	0	8	3	2	13
Other	0	1	0	0	1
<b>Total</b>	<b>5</b>	<b>48</b>	<b>12</b>	<b>4</b>	<b>69</b>

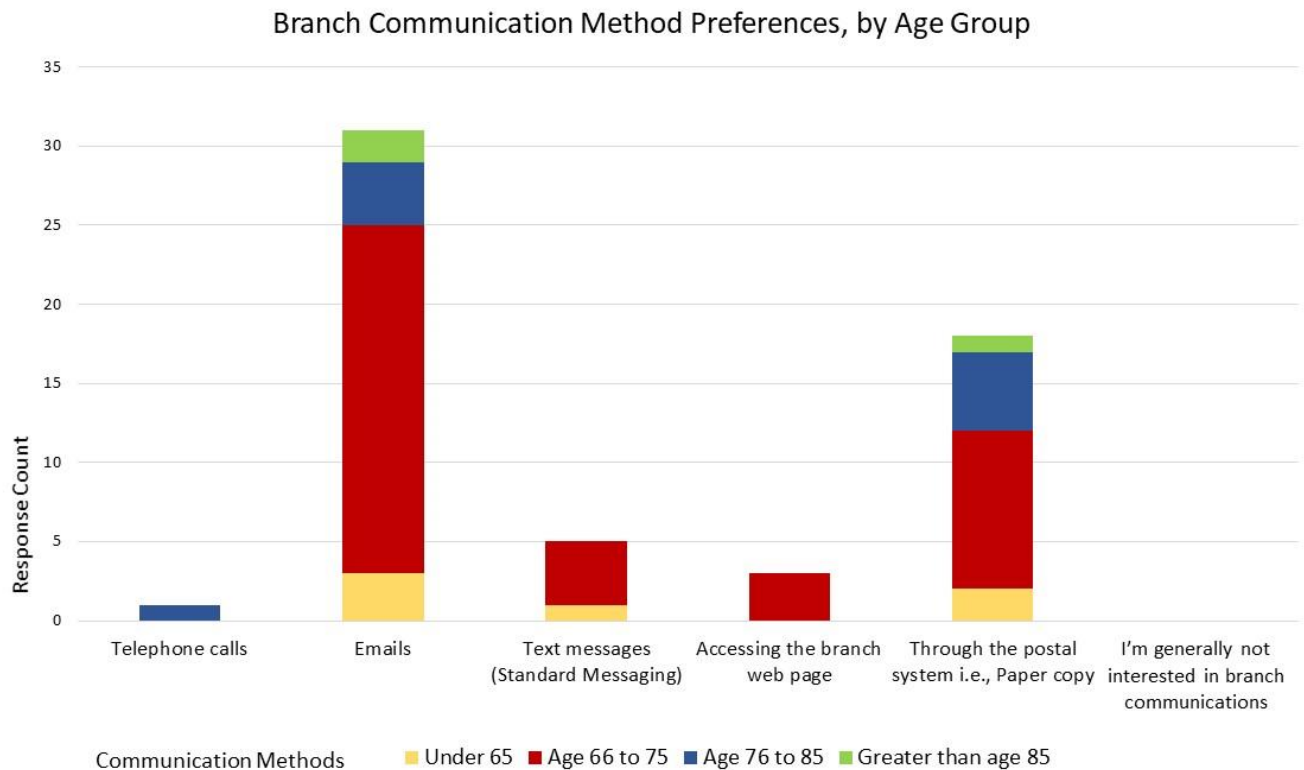
### 3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 76.74% 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 41.86% of respondents from this branch.

*Email* is the most popular communication method for every age group in this branch, except the *Age 76 to 85* group, 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	0	0	1	0	1
Emails	3	22	4	2	31
Text messages (Standard Messaging)	1	4	0	0	5
Accessing the branch web page	0	3	0	0	3
Through the postal system i.e., Paper copy	2	10	5	1	18
I'm generally not interested in branch communications	0	0	0	0	0
<b>Total</b>	<b>6</b>	<b>39</b>	<b>10</b>	<b>3</b>	<b>58</b>



Chart 5

Branch Communication Method Preferences, Clustered by Age Group

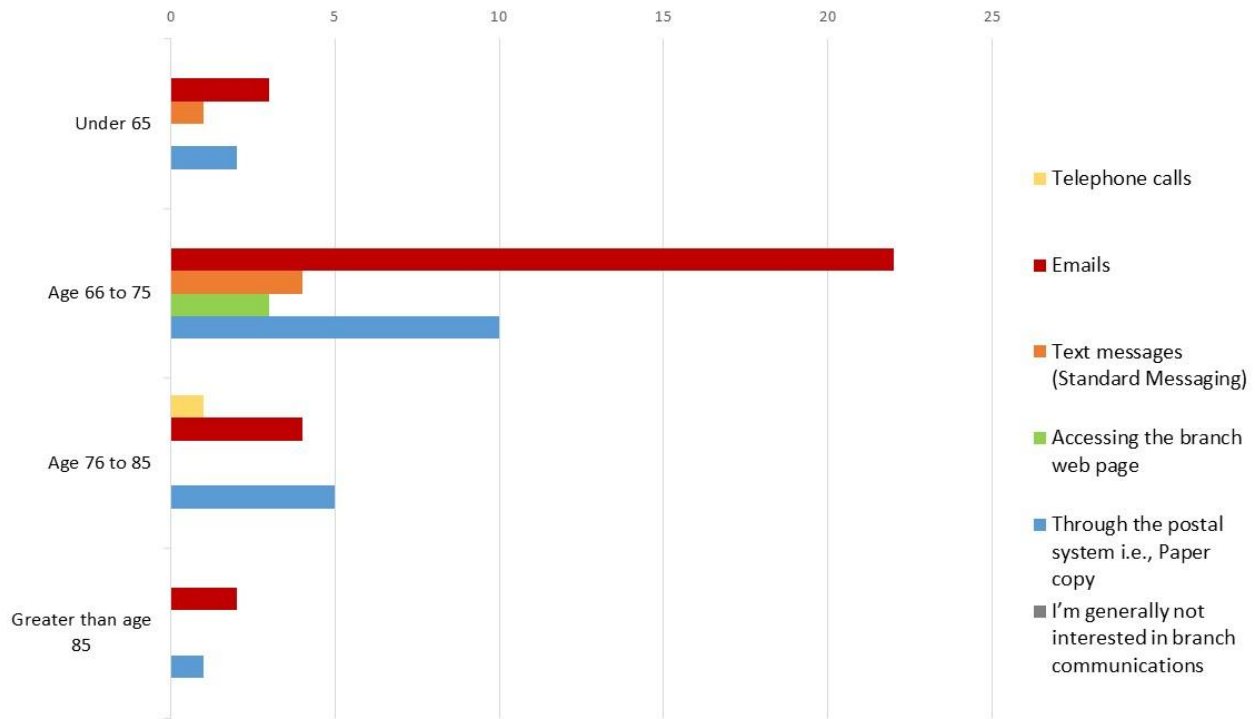
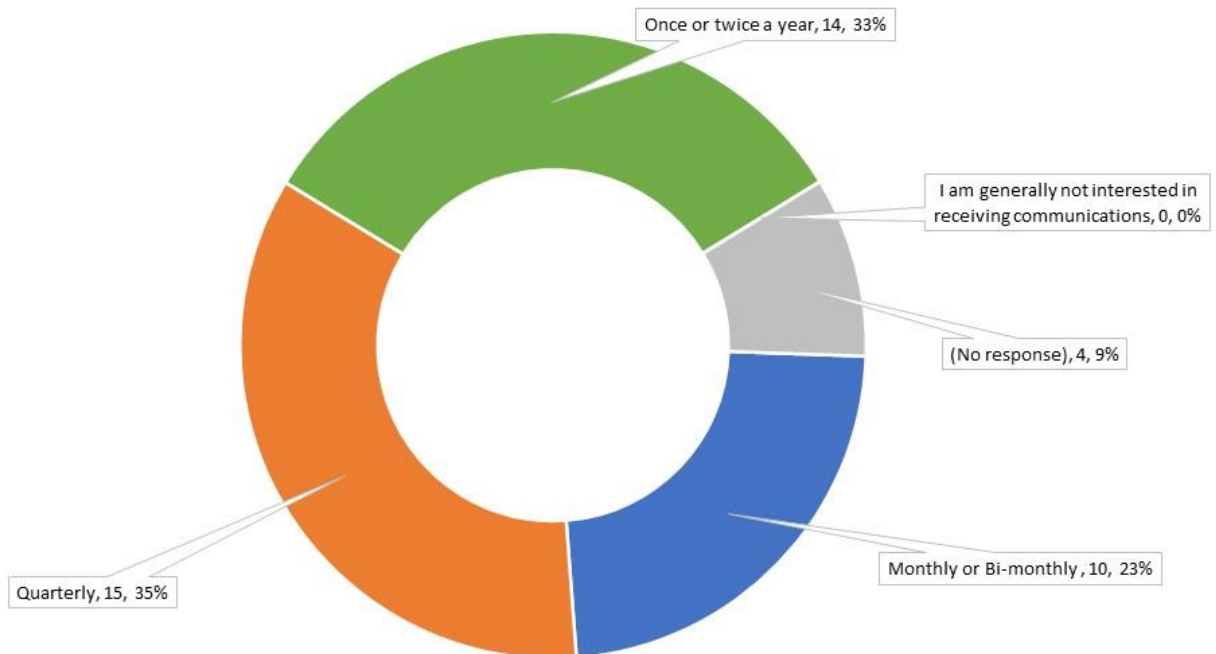


Chart 6

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	3	6.98%
Age 66 to 75	26	60.47%
Age 76 to 85	9	20.93%
Greater than age 85	3	6.98%
(No response)	2	4.65%

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

Response	Number	Percentage
Northwest (Branch 1900)	43	100.00%

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

Response	Number	Percentage
A0H	1	2.33%
V0J	13	30.23%
V0T	1	2.33%
V0W	1	2.33%
V1X	1	2.33%
V2B	1	2.33%
V8G	14	32.56%
V8J	5	11.63%
V9M	1	2.33%
VOJ	1	2.33%
(No response)	4	9.30%

## 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	9	20.93%
I wanted social contact with former coworkers and fellow retirees	5	11.63%
I saw information about the BCGREA at a preretirement seminar or Pension Life	22	51.16%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	11	25.58%
I wanted to receive updates on pension status	27	62.79%
I wanted to have a representative for my interests on the Pension Board of Trustees	12	27.91%
Other (please specify below)	2	4.65%
(No response)	0	0.00%

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	27	62.79%
Links to member discounts on goods and services	18	41.86%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	28	65.12%
Information sessions including webinars and guest speakers	9	20.93%
Newsletters	26	60.47%
Branch meetings	12	27.91%
Other (please specify below)	1	2.33%
(No response)	0	0.00%

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	36	83.72%
No	7	16.28%
(No response)	0	0.00%

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	1	2.33%
Emails	33	76.74%
Text messages (Standard Messaging)	5	11.63%
Accessing the branch web page	3	6.98%
Through the postal system i.e., Paper copy	18	41.86%
I'm generally not interested in branch communications	0	0.00%
(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	32	74.42%
Text messages (Standard Messaging)	3	6.98%
Through the BCGREA webpage	5	11.63%
Through the postal system i.e., Paper copy	19	44.19%
I'm generally not interested in provincial communications	0	0.00%
(No response)	0	0.00%

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

Response	Number	Percentage
Emails	26	60.47%
Paper copy	17	39.53%
Posting on BCGREA website	6	13.95%
I'm generally not interested in provincial newsletters	1	2.33%
(No response)	2	4.65%

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

Response	Number	Percentage
Monthly or Bi-monthly	10	23.26%
Quarterly	15	34.88%
Once or twice a year	14	32.56%
I'm generally not interested in receiving communications	0	0.00%
(No response)	4	9.30%

## Branch Operations

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

Response	Number	Percentage
Regularly	4	9.30%
Occasionally	12	27.91%
Rarely	4	9.30%
Never	23	53.49%
(No response)	0	0.00%

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

Response	Number	Percentage
Yes	16	37.21%
No	24	55.81%
(No response)	3	6.98%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	1	33.33%
	No	1	33.33%
66 to 75	Yes	11	42.31%
	No	13	50.00%
76 to 85	Yes	1	11.11%
	No	8	88.89%
> 85	Yes	1	33.33%
	No	2	66.67%

\*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)	20	46.51%
Guest speakers on topics of interest	21	48.84%
Activities such a group tours or outings	8	18.60%
Subsidizing admissions for members to local attractions	8	18.60%
Recruitment of new members	14	32.56%
Other (please specify below)	2	4.65%
(No response)	5	11.63%

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	19	44.19%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	11	25.58%
Cooperation with other seniors' groups (i.e., COSCO)	17	39.53%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	14	32.56%
New member recruitment initiatives	13	30.23%
Advocacy on behalf of members regarding pension and benefits	29	67.44%
Other (please specify below)	2	4.65%
(No response)	5	11.63%

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	28	65.12%
No	13	30.23%
(No response)	2	4.65%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	1	33.33%
	No	2	66.67%
66 to 75	Yes	17	65.38%
	No	9	34.62%
76 to 85	Yes	6	66.67%
	No	2	22.22%
> 85	Yes	2	66.67%
	No	0	0.00%

\*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.

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

## 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).