

**British Columbia Government  
Retired Employees' Association**

**2021 General Members Survey:**

***Langley/Surrey  
Branch 2100***

***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>Langley/Surrey (Branch 2100)</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>429</i>
<b>Sampling Method:</b>	<i>Census, no sampling used.</i>
<b>Responses:</b>	<i>182</i>
<b>Response Rate:</b>	<i>42.42%</i>
<b>Confidence Level:</b>	<i>.95</i>
<b>Confidence Interval:</b>	<i>+/- 5.52 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 **182** completed responses out of a total branch membership of **429**. The total completion rate for the survey was therefore **42.42%**, which makes the survey accurate within +/- **5.52** 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, particularly since the confidence interval is just barely out of tolerance.

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)

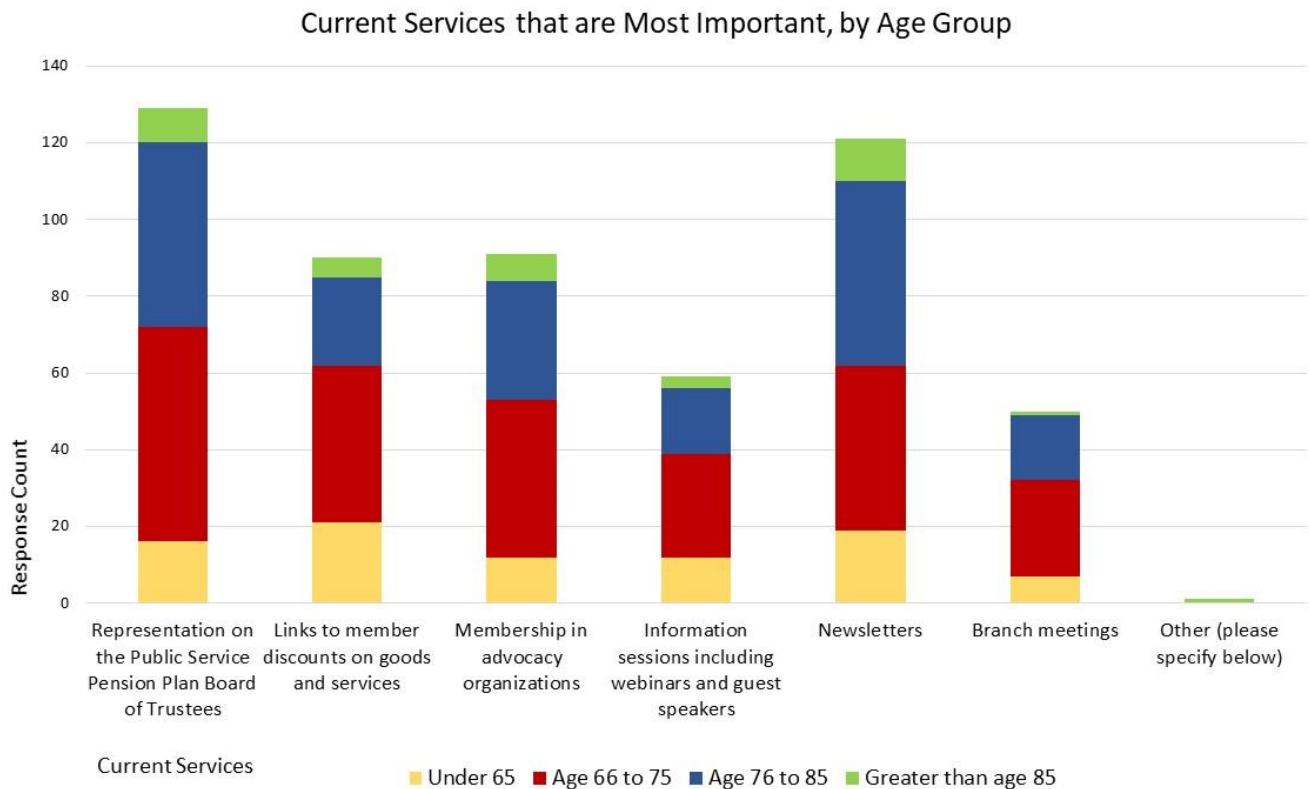
## SUMMARY OF KEY FINDINGS

### 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*. 71.98% of survey respondents from this branch selected this service.

Another top service was *Newsletters*, selected by 67.58% of respondents.

Chart 1



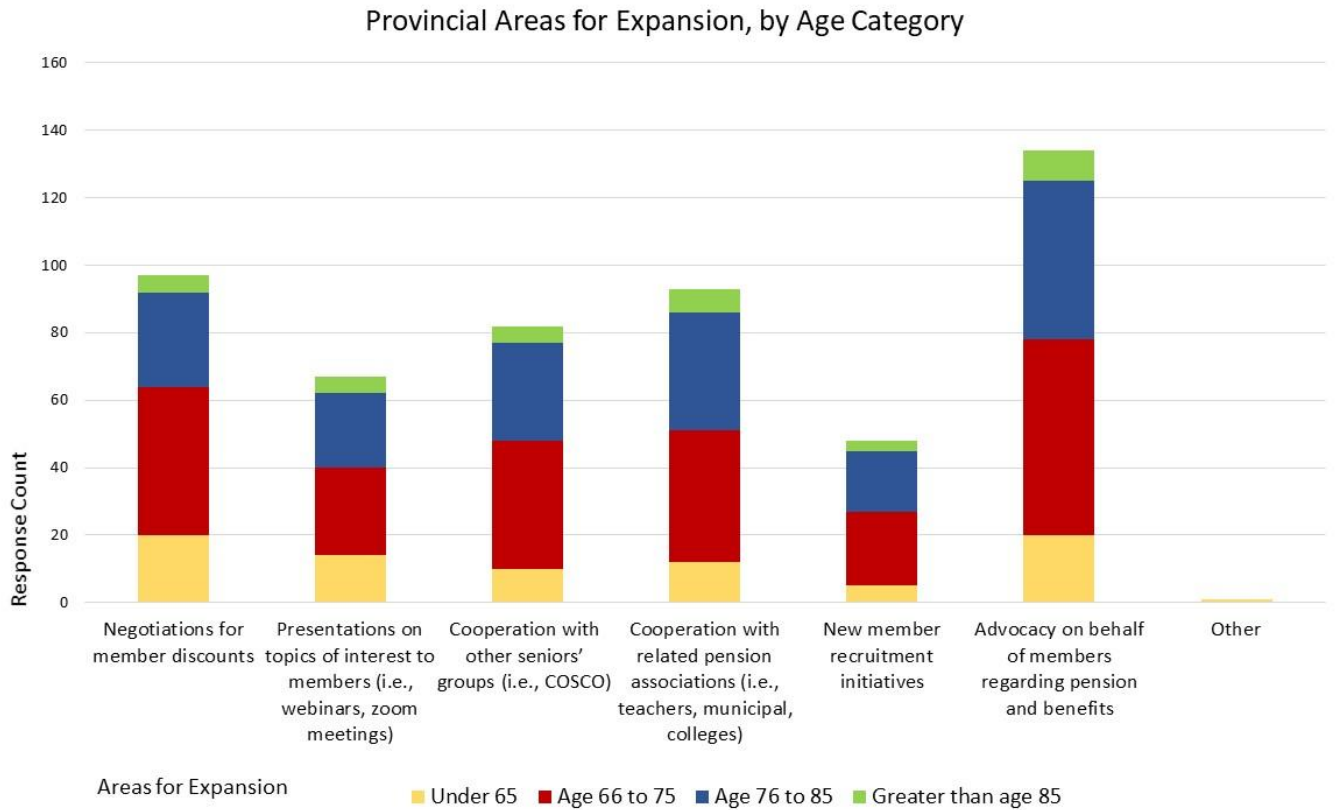
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	16	56	48	9	129
Links to member discounts on goods and services	21	41	23	5	90
Membership in advocacy organizations	12	41	31	7	91
Information sessions including webinars and guest speakers	12	27	17	3	59
Newsletters	19	43	48	11	121
Branch meetings	7	25	17	1	50
Other	0	0	0	1	1
<b>Total</b>	<b>87</b>	<b>233</b>	<b>184</b>	<b>37</b>	<b>541</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 74.73% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 53.85% of respondents from this branch.

Chart 2



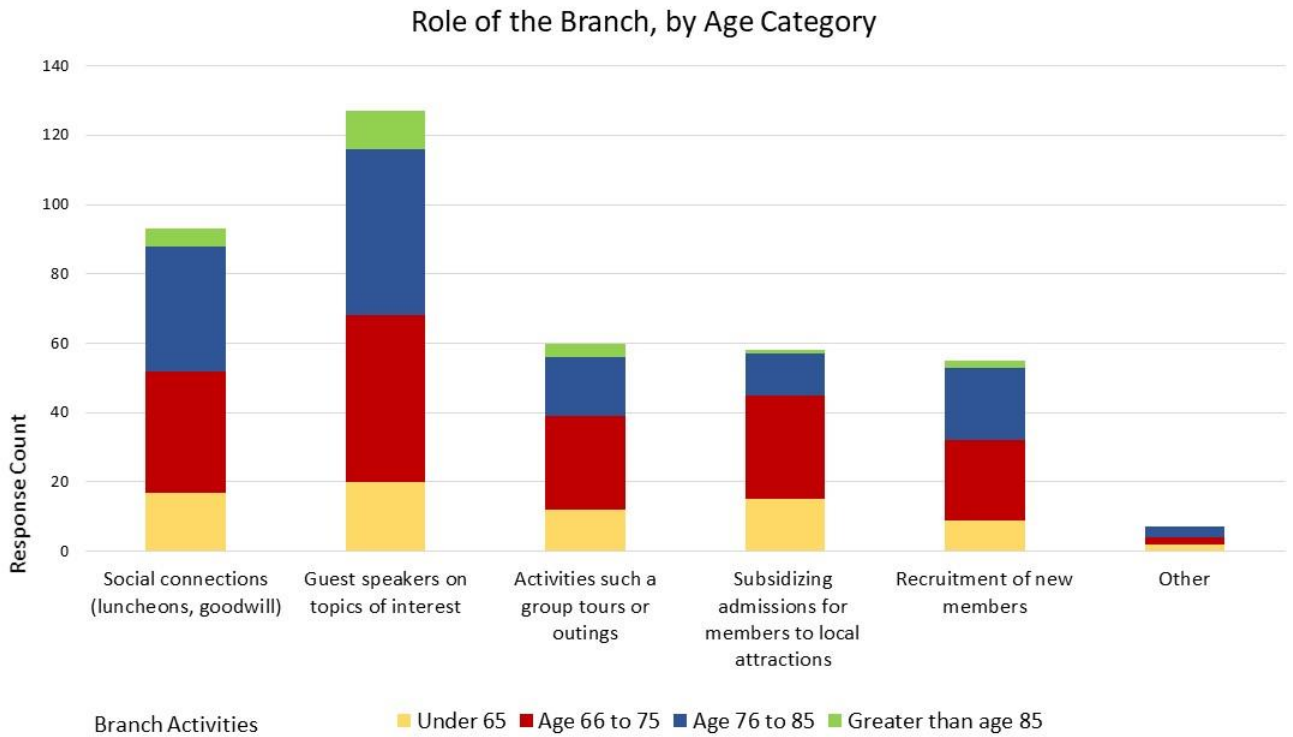
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	20	44	28	5	97
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	14	26	22	5	67
Cooperation with other seniors' groups (i.e., COSCO)	10	38	29	5	82
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	12	39	35	7	93
New member recruitment initiatives	5	22	18	3	48
Advocacy on behalf of members regarding pension and benefits	20	58	47	9	134
Other	1	0	0	0	1
<b>Total</b>	<b>82</b>	<b>227</b>	<b>179</b>	<b>34</b>	<b>522</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 71.43% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 52.20% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	17	35	36	5	93
Guest speakers on topics of interest	20	48	48	11	127
Activities such a group tours or outings	12	27	17	4	60
Subsidizing admissions for members to local attractions	15	30	12	1	58
Recruitment of new members	9	23	21	2	55
Other	2	2	3	0	7
<b>Total</b>	<b>75</b>	<b>165</b>	<b>137</b>	<b>23</b>	<b>400</b>

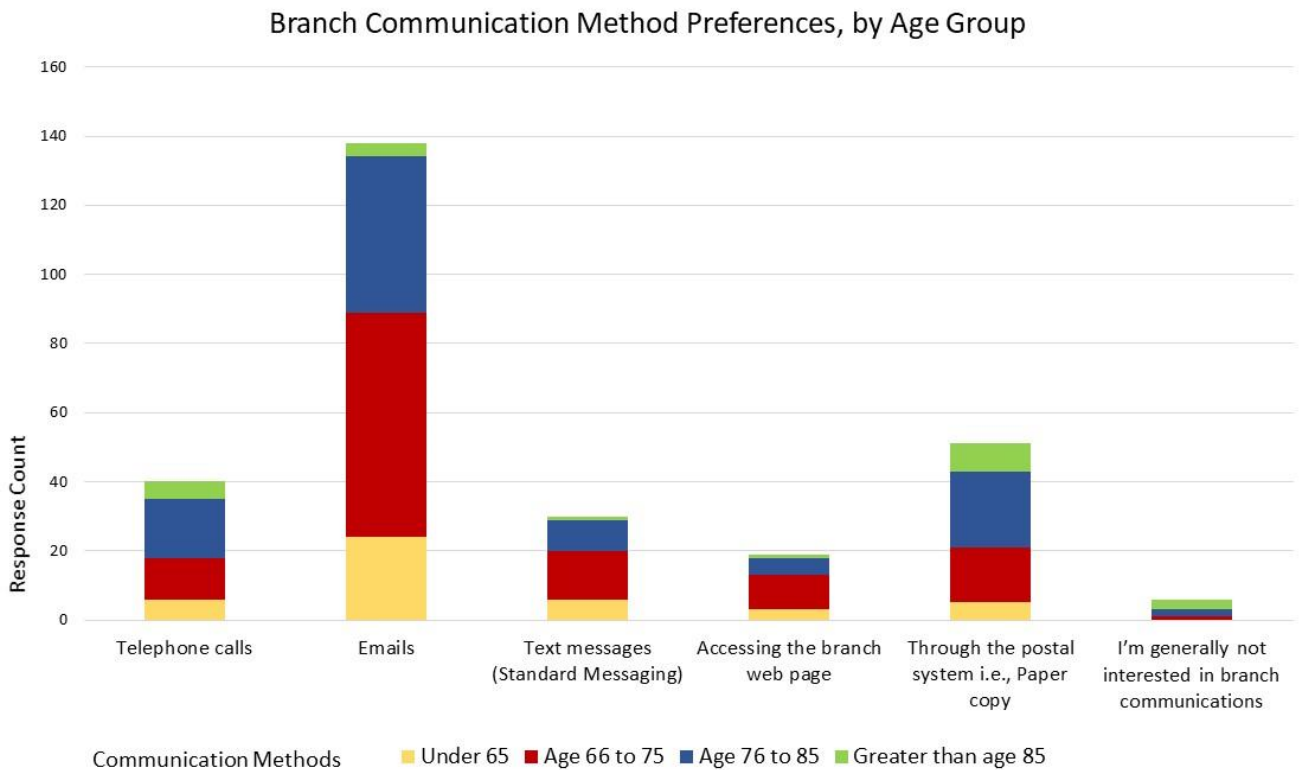
### 3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 76.92% 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 29.12% 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	6	12	17	5	40
Emails	24	65	45	4	138
Text messages (Standard Messaging)	6	14	9	1	30
Accessing the branch web page	3	10	5	1	19
Through the postal system i.e., Paper copy	5	16	22	8	51
I'm generally not interested in branch communications	0	1	2	3	6
<b>Total</b>	<b>44</b>	<b>118</b>	<b>100</b>	<b>22</b>	<b>284</b>



Chart 5

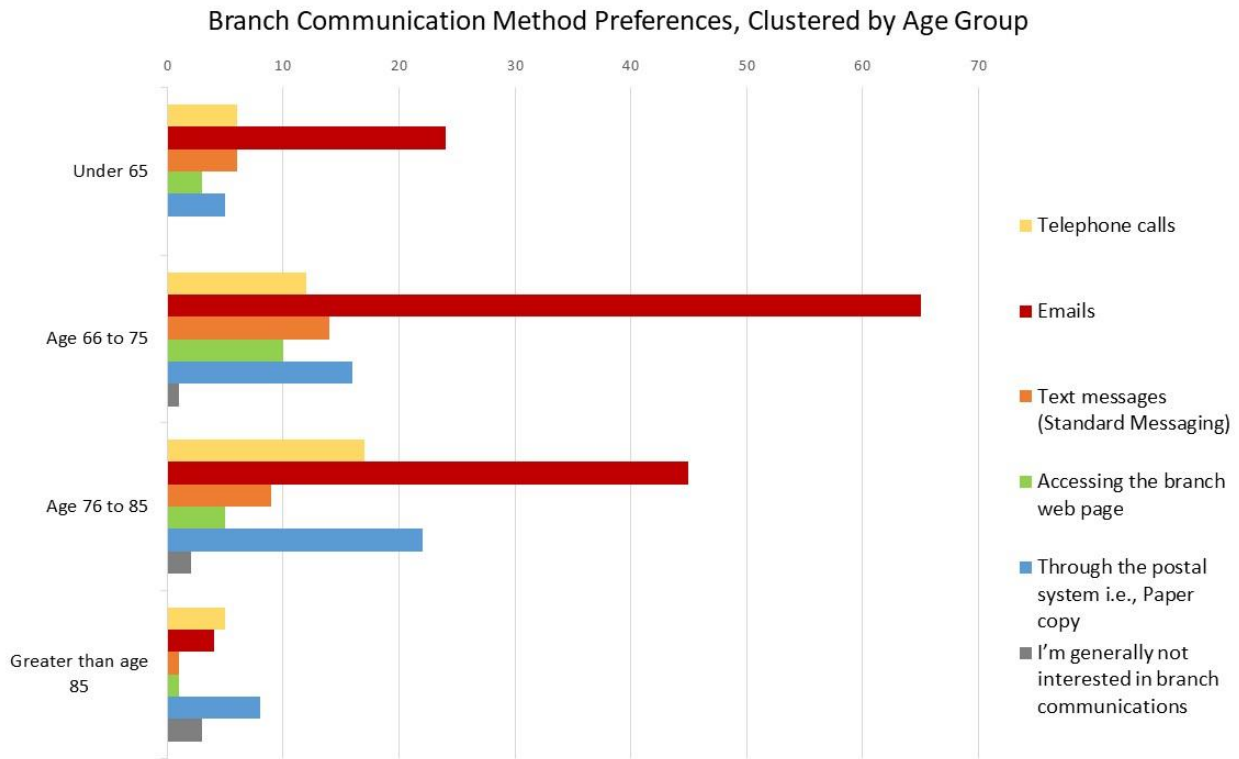
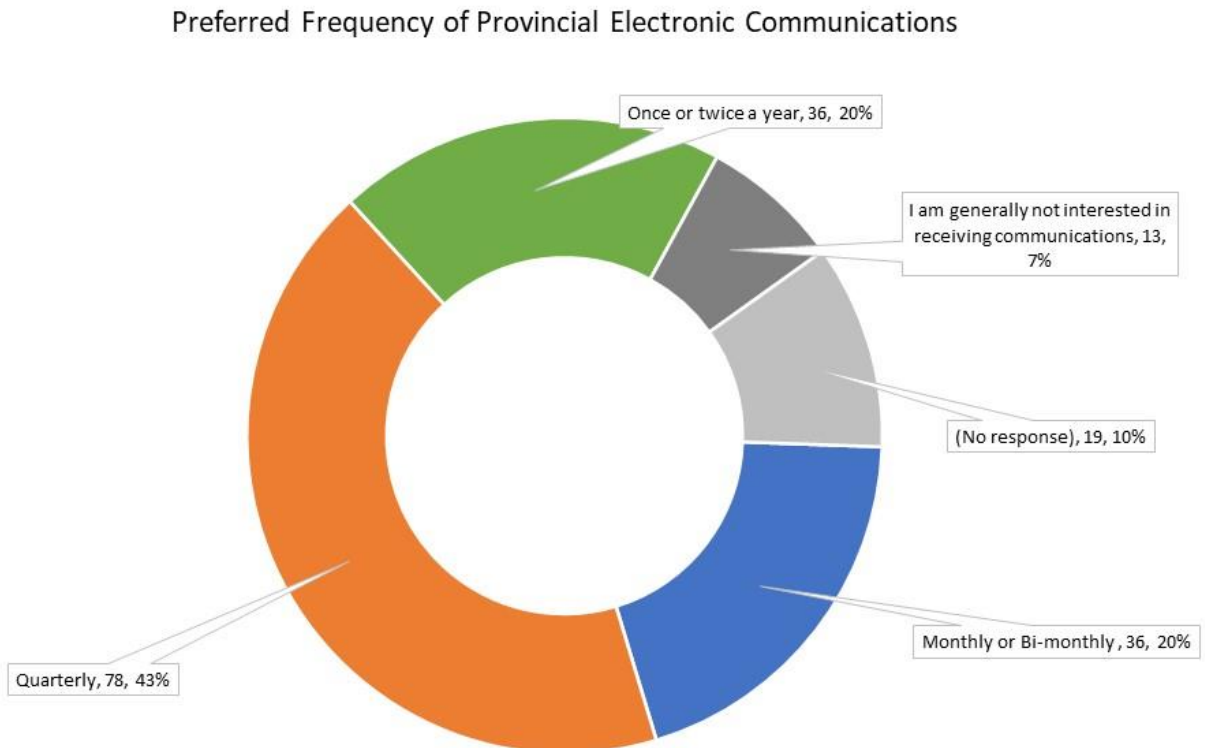


Chart 6



## 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	28	15.38%
Age 66 to 75	73	40.11%
Age 76 to 85	63	34.62%
Greater than age 85	15	8.24%
(No response)	3	1.65%

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

Response	Number	Percentage
Langley/Surrey (Branch 2100)	182	100.00%

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

Response	Number	Percentage
1L2	1	0.55%
B3S	1	0.55%
V0N	1	0.55%
V1M	10	5.49%
V2T	1	0.55%
V2Y	5	2.75%
V2Z	7	3.85%
V3A	21	11.54%
V3B	2	1.10%
V3C	1	0.55%
V3J	4	2.20%
V3L	1	0.55%
V3R	7	3.85%
V3S	15	8.24%
V3T	3	1.65%
V3V	6	3.30%
V3W	9	4.95%
V3X	5	2.75%
V3Y	1	0.55%
V3Z	3	1.65%
V45	1	0.55%
V4A	26	14.29%
V4B	4	2.20%
V4C	1	0.55%
V4L	7	3.85%

Response	Number	Percentage
V4N	15	8.24%
V4P	4	2.20%
V4W	2	1.10%
V5C	1	0.55%
V6J	1	0.55%
V7E	2	1.10%
V9C	1	0.55%
(No response)	13	7.14%

## 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	47	25.82%
I wanted social contact with former coworkers and fellow retirees	36	19.78%
I saw information about the BCGREA at a preretirement seminar or Pension Life	84	46.15%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	62	34.07%
I wanted to receive updates on pension status	109	59.89%
I wanted to have a representative for my interests on the Pension Board of Trustees	75	41.21%
Other (please specify below)	11	6.04%
(No response)	5	2.75%

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	131	71.98%
Links to member discounts on goods and services	91	50.00%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	92	50.55%
Information sessions including webinars and guest speakers	60	32.97%
Newsletters	123	67.58%
Branch meetings	51	28.02%
Other (please specify below)	1	0.55%
(No response)	4	2.20%

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	146	80.22%
No	28	15.38%
(No response)	8	4.40%

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	41	22.53%
Emails	140	76.92%
Text messages (Standard Messaging)	30	16.48%
Accessing the branch web page	19	10.44%
Through the postal system i.e., Paper copy	53	29.12%
I'm generally not interested in branch communications	7	3.85%
(No response)	4	2.20%

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

Response	Number	Percentage
Emails	134	73.63%
Text messages (Standard Messaging)	23	12.64%
Through the BCGREA webpage	26	14.29%
Through the postal system i.e., Paper copy	68	37.36%
I'm generally not interested in provincial communications	4	2.20%
(No response)	2	1.10%

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

Response	Number	Percentage
Emails	112	61.54%
Paper copy	83	45.60%
Posting on BCGREA website	18	9.89%
I'm generally not interested in provincial newsletters	2	1.10%
(No response)	5	2.75%

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

Response	Number	Percentage
Monthly or Bi-monthly	36	19.78%
Quarterly	78	42.86%
Once or twice a year	36	19.78%
I'm generally not interested in receiving communications	13	7.14%
(No response)	19	10.44%

## Branch Operations

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

Response	Number	Percentage
Regularly	31	17.03%
Occasionally	31	17.03%
Rarely	38	20.88%
Never	78	42.86%
(No response)	4	2.20%

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

Response	Number	Percentage
Yes	54	29.67%
No	119	65.38%
(No response)	9	4.95%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	11	39.29%
	No	15	53.57%
66 to 75	Yes	29	39.73%
	No	40	54.79%
76 to 85	Yes	14	22.22%
	No	46	73.02%
> 85	Yes	0	0.00%
	No	15	100.00%

\*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)	95	52.20%
Guest speakers on topics of interest	130	71.43%
Activities such a group tours or outings	63	34.62%
Subsidizing admissions for members to local attractions	59	32.42%
Recruitment of new members	56	30.77%
Other (please specify below)	8	4.40%
(No response)	20	10.99%

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	98	53.85%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	69	37.91%
Cooperation with other seniors' groups (i.e., COSCO)	84	46.15%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	95	52.20%
New member recruitment initiatives	49	26.92%
Advocacy on behalf of members regarding pension and benefits	136	74.73%
Other (please specify below)	2	1.10%
(No response)	12	6.59%

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	127	69.78%
No	47	25.82%
(No response)	8	4.40%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	15	53.57%
	No	12	42.86%
66 to 75	Yes	50	68.49%
	No	22	30.14%
76 to 85	Yes	46	73.02%
	No	11	17.46%
> 85	Yes	13	86.67%
	No	2	13.33%

\*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.

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

## 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).