

**British Columbia Government
Retired Employees' Association**

2021 General Members Survey:

Golden Ears

Branch 2400

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

Company Name:	<i>BC Government Retired Employees' Association.</i>
Branch Name:	<i>Golden Ears (Branch 2400)</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>156</i>
Sampling Method:	<i>Census, no sampling used.</i>
Responses:	<i>48</i>
Response Rate:	<i>30.77%</i>
Confidence Level:	<i>.95</i>
Confidence Interval:	<i>+/- 11.81 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 **48** completed responses out of a total branch membership of **156**. The total completion rate for the survey was therefore **30.77%**, which makes the survey accurate within +/- **11.81** 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

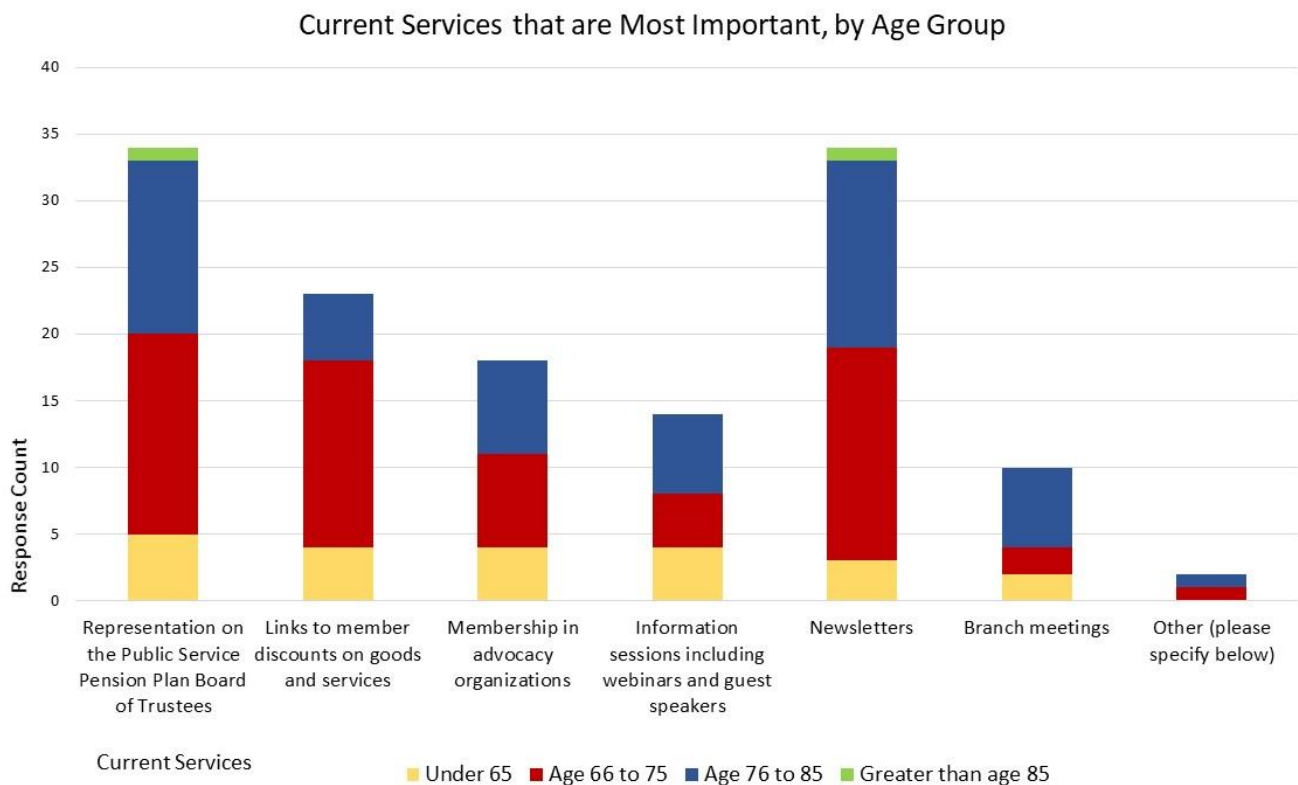
SUMMARY OF KEY FINDINGS

1. Current Services

The current BCGREA services that are important to the most respondents are *Representation on the Public Service Pension Plan Board of Trustees* and *Newsletters*, equally. 75.00% of survey respondents from this branch selected these two services.

Another top service was *Links to member discounts on goods and services*, selected by 47.92% of respondents.

Chart 1



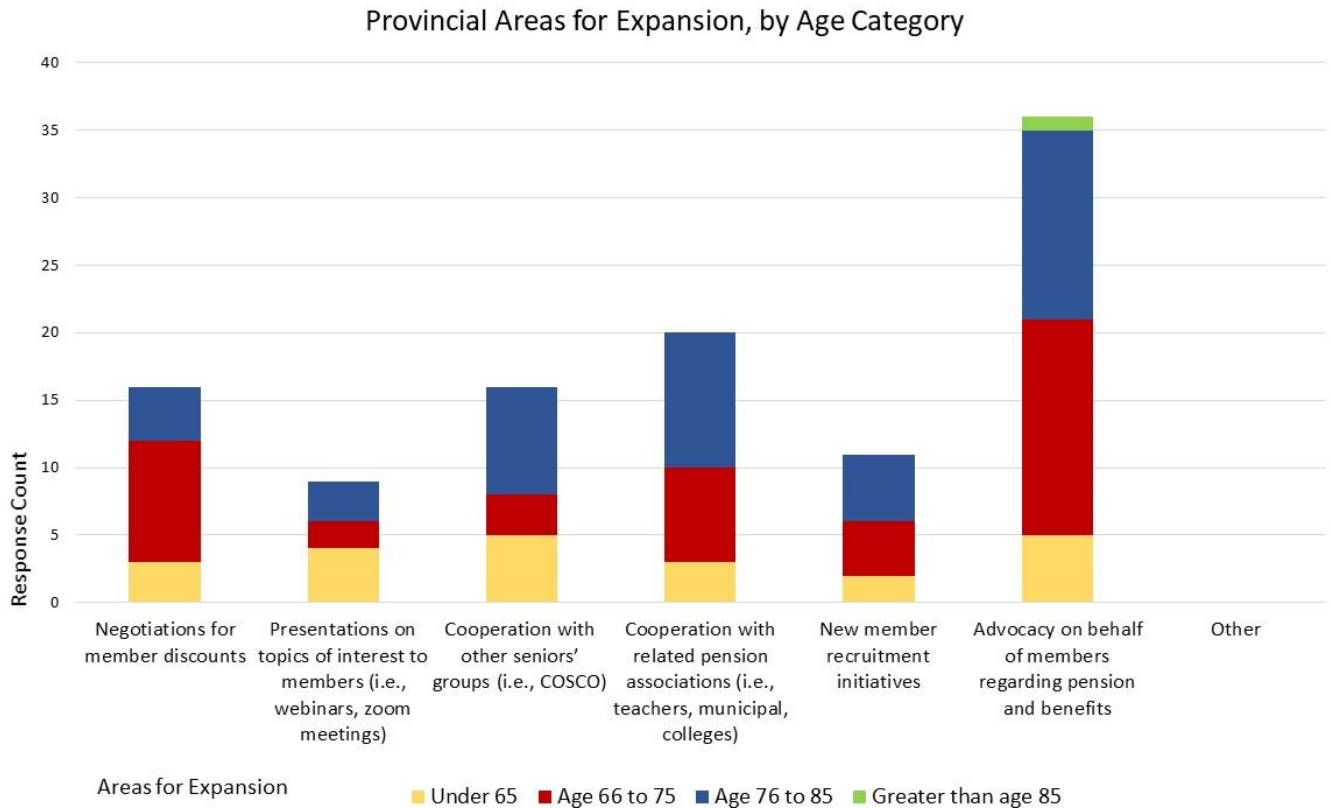
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	5	15	13	1	34
Links to member discounts on goods and services	4	14	5	0	23
Membership in advocacy organizations	4	7	7	0	18
Information sessions including webinars and guest speakers	4	4	6	0	14
Newsletters	3	16	14	1	34
Branch meetings	2	2	6	0	10
Other	0	1	1	0	2
Total	22	59	52	2	135

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 79.17% of respondents from this branch.

The second most-selected option was *Cooperation with related pension associations*, selected by 43.75% of respondents from this branch.

Chart 2



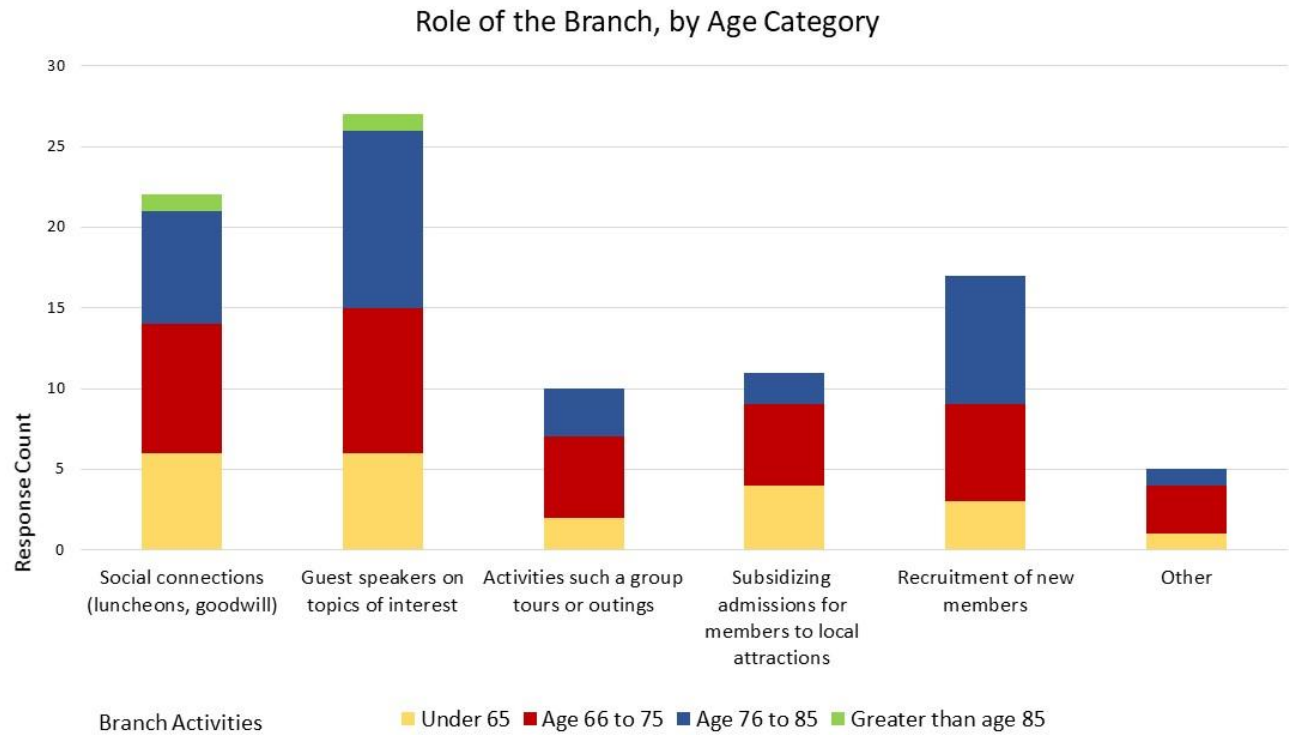
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	3	9	4	0	16
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	4	2	3	0	9
Cooperation with other seniors' groups (i.e., COSCO)	5	3	8	0	16
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	3	7	10	0	20
New member recruitment initiatives	2	4	5	0	11
Advocacy on behalf of members regarding pension and benefits	5	16	14	1	36
Other	0	0	0	0	0
Total	22	41	44	1	108

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 58.33% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 45.83% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	6	8	7	1	22
Guest speakers on topics of interest	6	9	11	1	27
Activities such a group tours or outings	2	5	3	0	10
Subsidizing admissions for members to local attractions	4	5	2	0	11
Recruitment of new members	3	6	8	0	17
Other	1	3	1	0	5
Total	22	36	32	2	92

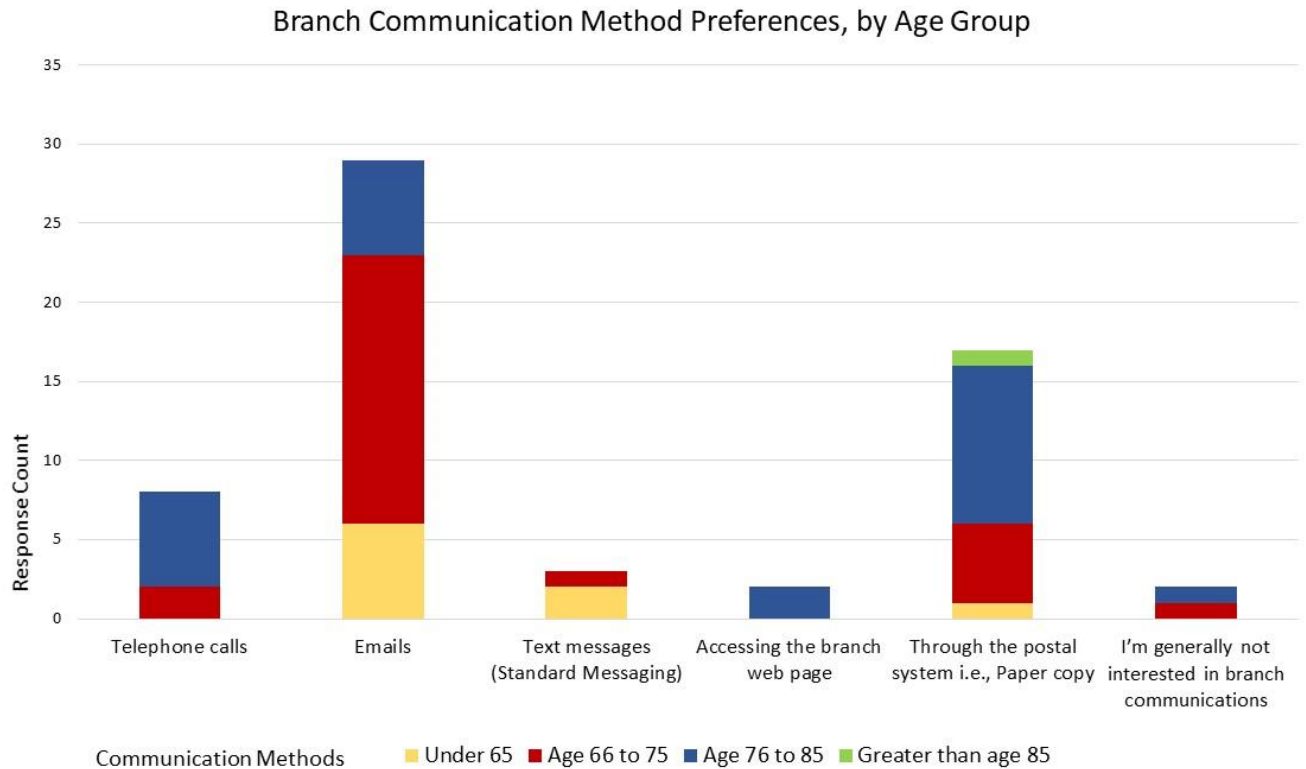
3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 64.58% 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 37.50% of respondents from this branch.

While *Email* is the most popular communication method overall, the membership of this branch has very different communications preferences based on age, with age groups over 76 years preferring *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	2	6	0	8
Emails	6	17	6	0	29
Text messages (Standard Messaging)	2	1	0	0	3
Accessing the branch web page	0	0	2	0	2
Through the postal system i.e., Paper copy	1	5	10	1	17
I'm generally not interested in branch communications	0	1	1	0	2
Total	9	26	25	1	61

Chart 5

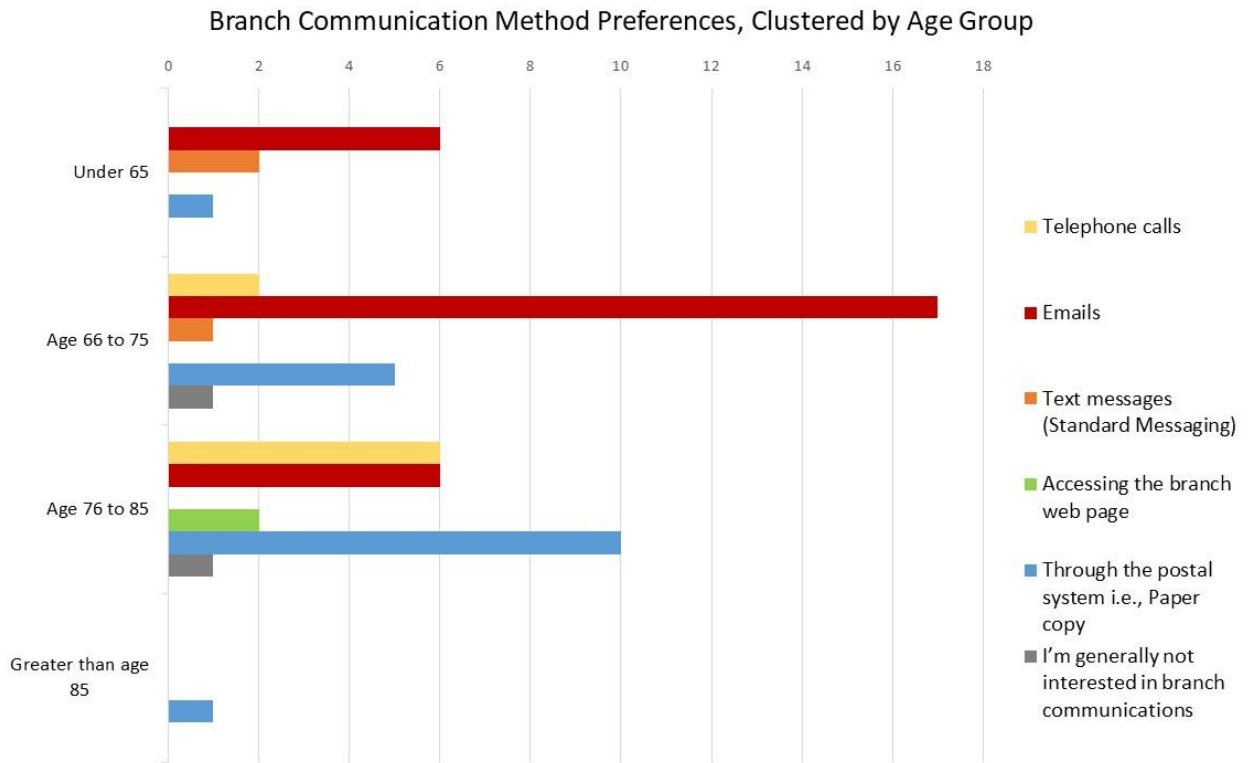
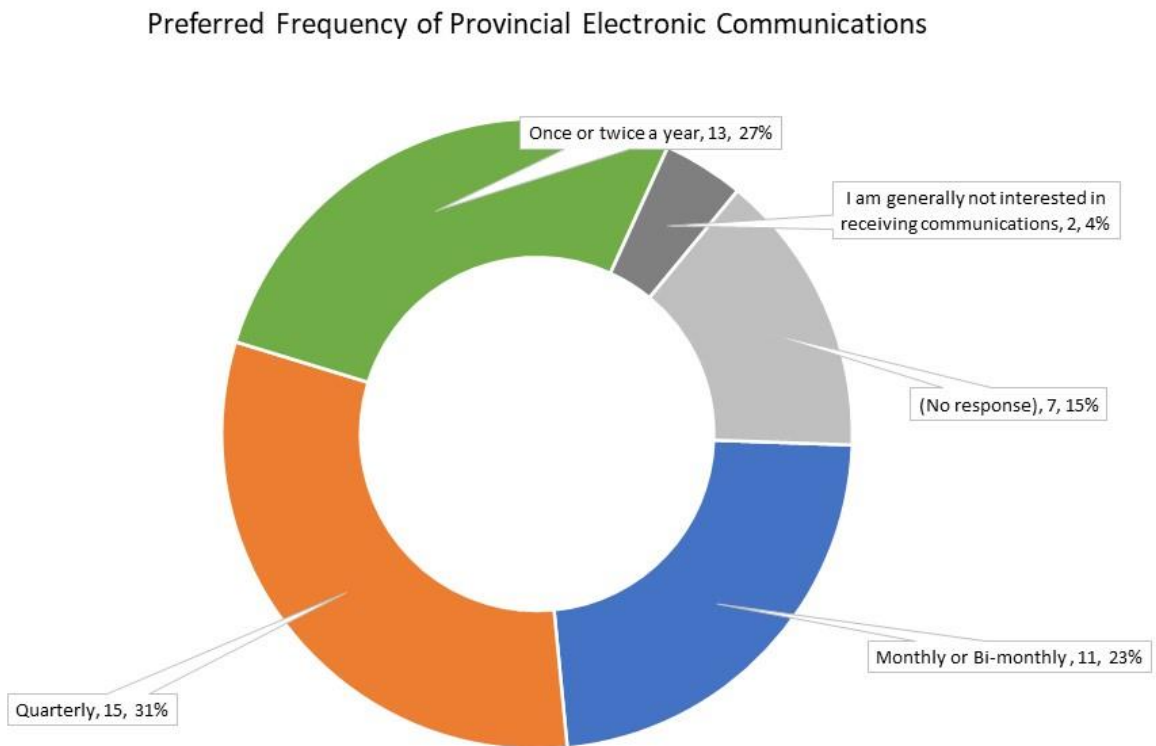


Chart 6



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	7	14.58%
Age 66 to 75	22	45.83%
Age 76 to 85	16	33.33%
Greater than age 85	1	2.08%
(No response)	2	4.17%

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

Response	Number	Percentage
Golden Ears (Branch 2400)	48	100.00%

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

Response	Number	Percentage
4VR	1	2.08%
V2H	1	2.08%
V2W	6	12.50%
V2X	22	45.83%
V3Y	10	20.83%
V4R	6	12.50%
(No response)	2	4.17%

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	13	27.08%
I wanted social contact with former coworkers and fellow retirees	13	27.08%
I saw information about the BCGREA at a preretirement seminar or Pension Life	22	45.83%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	19	39.58%
I wanted to receive updates on pension status	26	54.17%
I wanted to have a representative for my interests on the Pension Board of Trustees	26	54.17%
Other (please specify below)	1	2.08%
(No response)	2	4.17%

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	36	75.00%
Links to member discounts on goods and services	23	47.92%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	19	39.58%
Information sessions including webinars and guest speakers	15	31.25%
Newsletters	36	75.00%
Branch meetings	10	20.83%
Other (please specify below)	2	4.17%
(No response)	2	4.17%

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	34	70.83%
No	11	22.92%
(No response)	3	6.25%

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	8	16.67%
Emails	31	64.58%
Text messages (Standard Messaging)	3	6.25%
Accessing the branch web page	2	4.17%
Through the postal system i.e., Paper copy	18	37.50%
I'm generally not interested in branch communications	2	4.17%
(No response)	1	2.08%

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

Response	Number	Percentage
Emails	32	66.67%
Text messages (Standard Messaging)	2	4.17%
Through the BCGREA webpage	9	18.75%
Through the postal system i.e., Paper copy	21	43.75%
I'm generally not interested in provincial communications	1	2.08%
(No response)	1	2.08%

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

Response	Number	Percentage
Emails	27	56.25%
Paper copy	25	52.08%
Posting on BCGREA website	7	14.58%
I'm generally not interested in provincial newsletters	1	2.08%
(No response)	2	4.17%

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

Response	Number	Percentage
Monthly or Bi-monthly	11	22.92%
Quarterly	15	31.25%
Once or twice a year	13	27.08%
I'm generally not interested in receiving communications	2	4.17%
(No response)	7	14.58%

Branch Operations

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

Response	Number	Percentage
Regularly	11	22.92%
Occasionally	5	10.42%
Rarely	12	25.00%
Never	19	39.58%
(No response)	1	2.08%

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

Response	Number	Percentage
Yes	21	43.75%
No	24	50.00%
(No response)	3	6.25%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	5	71.43%
	No	1	14.29%
66 to 75	Yes	9	40.91%
	No	13	59.09%
76 to 85	Yes	6	37.50%
	No	9	56.25%
> 85	Yes	0	0.00%
	No	0	0.00%

*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)	22	45.83%
Guest speakers on topics of interest	28	58.33%
Activities such a group tours or outings	10	20.83%
Subsidizing admissions for members to local attractions	13	27.08%
Recruitment of new members	17	35.42%
Other (please specify below)	5	10.42%
(No response)	4	8.33%

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	18	37.50%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	9	18.75%
Cooperation with other seniors' groups (i.e., COSCO)	18	37.50%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	21	43.75%
New member recruitment initiatives	11	22.92%
Advocacy on behalf of members regarding pension and benefits	38	79.17%
Other (please specify below)	0	0.00%
(No response)	3	6.25%

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	35	72.92%
No	11	22.92%
(No response)	2	4.17%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	6	85.71%
	No	0	0.00
66 to 75	Yes	16	72.73%
	No	5	22.73%
76 to 85	Yes	10	62.50%
	No	6	37.50%
> 85	Yes	1	100.00%
	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, by phone at 1(250) 661-2405 or visit us on the Web at BusinessDiagnostics.ca.