



CDR
Business
Diagnostics

**British Columbia Government
Retired Employees' Association**

2021 General Members Survey:
Peninsula & Gulf Islands
Branch 2500

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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TABLE OF CONTENTS

PROJECT OVERVIEW.....	4
SUMMARY OF KEY FINDINGS.....	5
QUANTITATIVE RESULTS BY QUESTION	10
About You	10
Member Needs and Preferences	11
Branch Operations	13
QUALITATIVE RESULTS	16

PROJECT OVERVIEW

SUMMARY REPORT INFORMATION

Company Name:	BC Government Retired Employees' Association.
Branch Name:	Peninsula & Gulf Islands (Branch 2500)
Survey Start:	December 6 th , 2021
Survey End:	January 22 nd , 2022
Report Date:	March 4 th , 2022.

SUMMARY STATISTICAL INFORMATION

Survey Population:	226
Sampling Method:	Census, no sampling used.
Responses:	73
Response Rate:	32.30%
Confidence Level:	.95
Confidence Interval:	+/- 9.46 points 19 times out of 20
Main Research Question:	What are the main activities that are a priority for BCGREA members, and what are the communication methods and frequencies preferred by members?

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 **73** completed responses out of a total branch membership of **226**. The total completion rate for the survey was therefore **32.30%**, which makes the survey accurate within +/- **9.46** 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

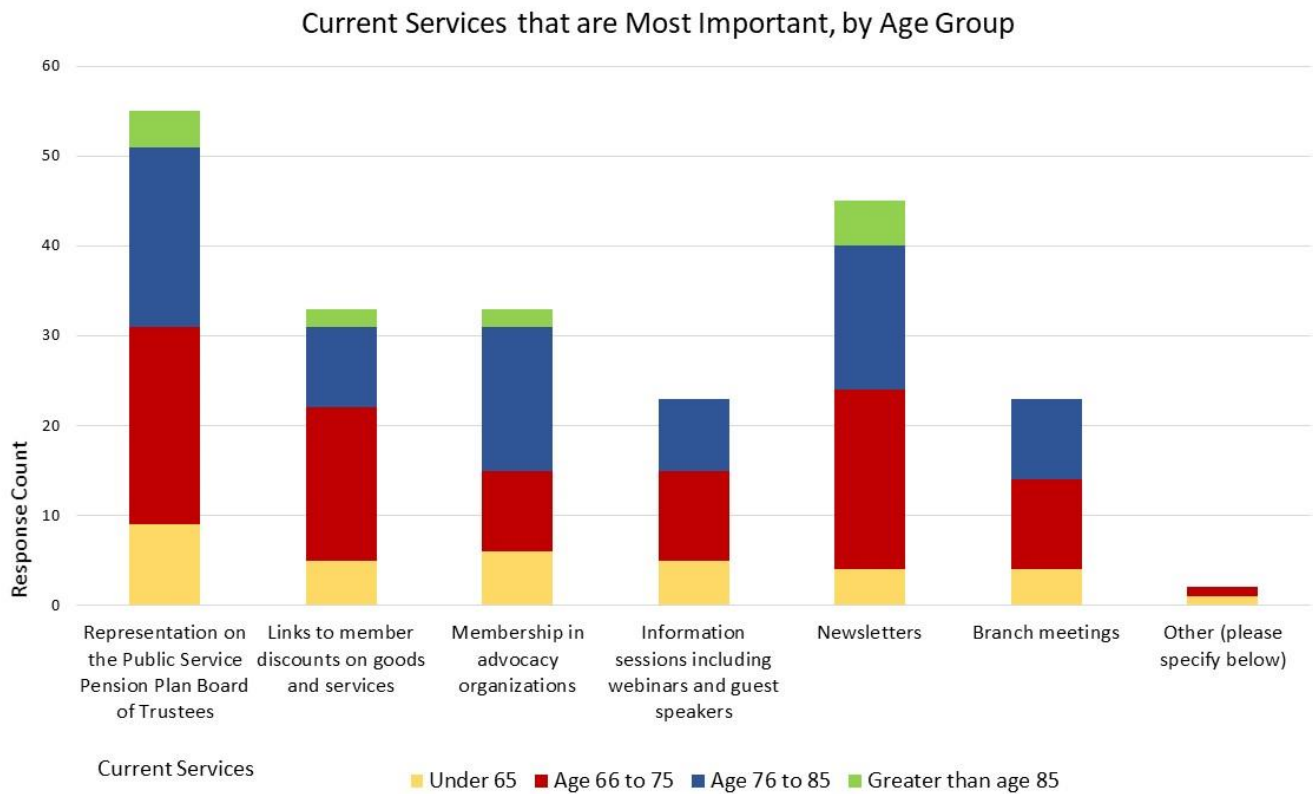
SUMMARY OF KEY FINDINGS

1. Current Services

The current BCGREA service that is important to the most respondents is *Representation on the Public Service Pension Plan Board of Trustees*. 76.71% of survey respondents from this branch selected this service.

Another top service was *Newsletters*, selected by 61.64% of respondents.

Chart 1



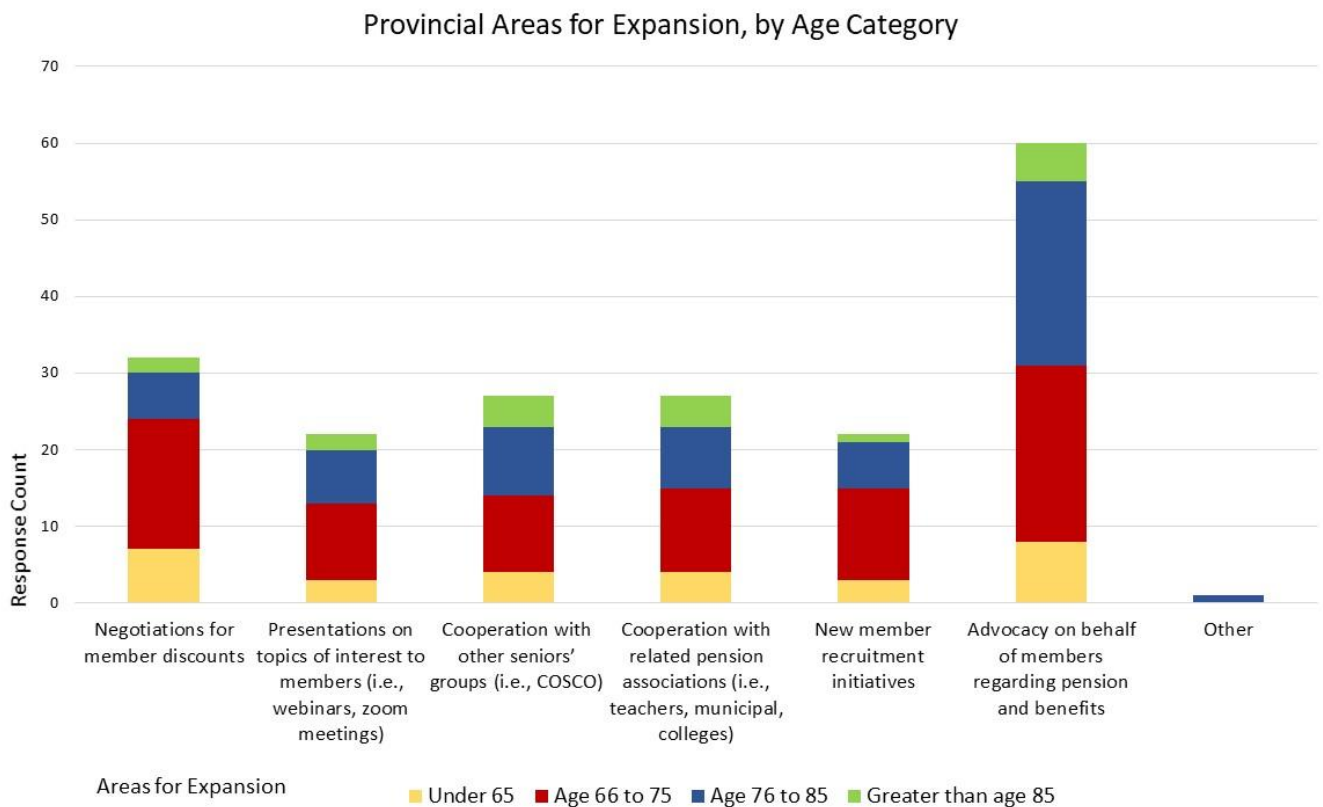
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	9	22	20	4	55
Links to member discounts on goods and services	5	17	9	2	33
Membership in advocacy organizations	6	9	16	2	33
Information sessions including webinars and guest speakers	5	10	8	0	23
Newsletters	4	20	16	5	45
Branch meetings	4	10	9	0	23
Other	1	1	0	0	2
Total	34	89	78	13	214

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 83.56% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 43.84% of respondents from this branch.

Chart 2



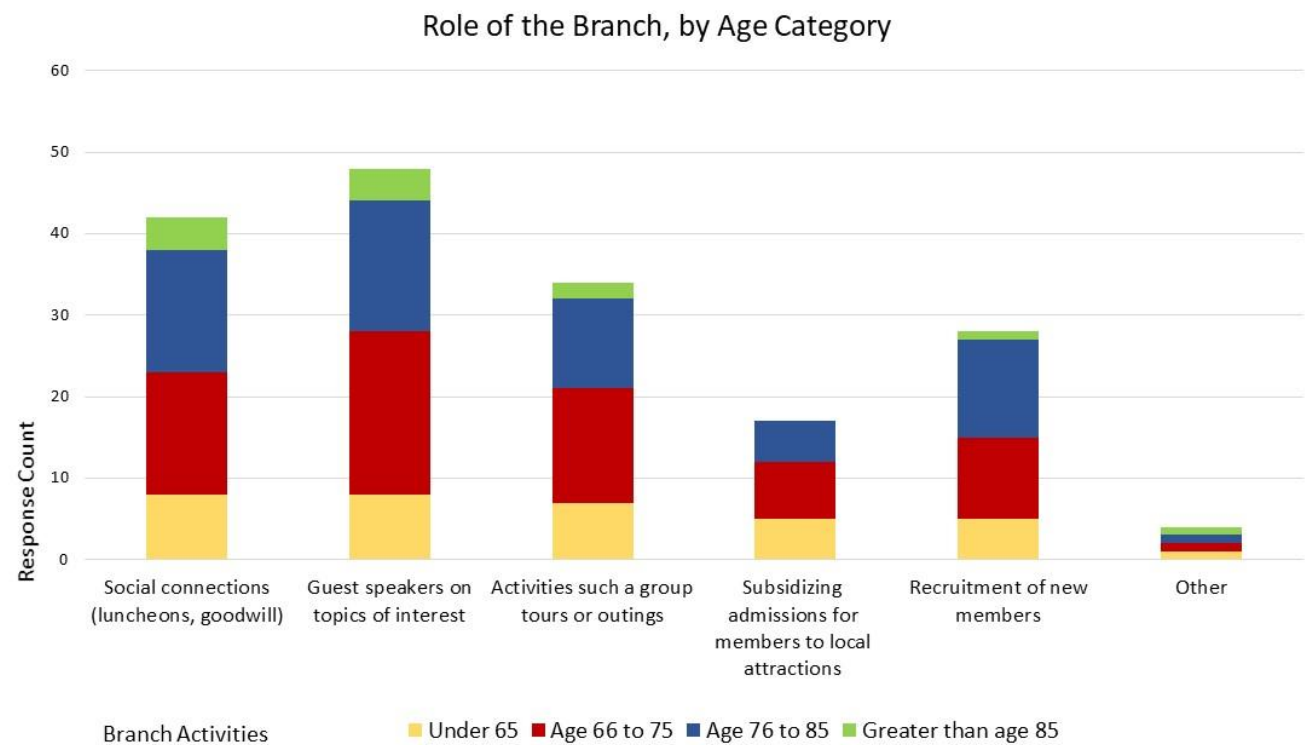
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	7	17	6	2	32
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	3	10	7	2	22
Cooperation with other seniors' groups (i.e., COSCO)	4	10	9	4	27
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	4	11	8	4	27
New member recruitment initiatives	3	12	6	1	22
Advocacy on behalf of members regarding pension and benefits	8	23	24	5	60
Other	0	0	1	0	1
Total	29	83	61	18	191

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 67.12% of respondents from this branch.

The second most-selected option was *Social Connections (luncheons, goodwill)*, selected by 58.90% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	8	15	15	4	42
Guest speakers on topics of interest	8	20	16	4	48
Activities such a group tours or outings	7	14	11	2	34
Subsidizing admissions for members to local attractions	5	7	5	0	17
Recruitment of new members	5	10	12	1	28
Other	1	1	1	1	4
Total	34	67	60	12	173

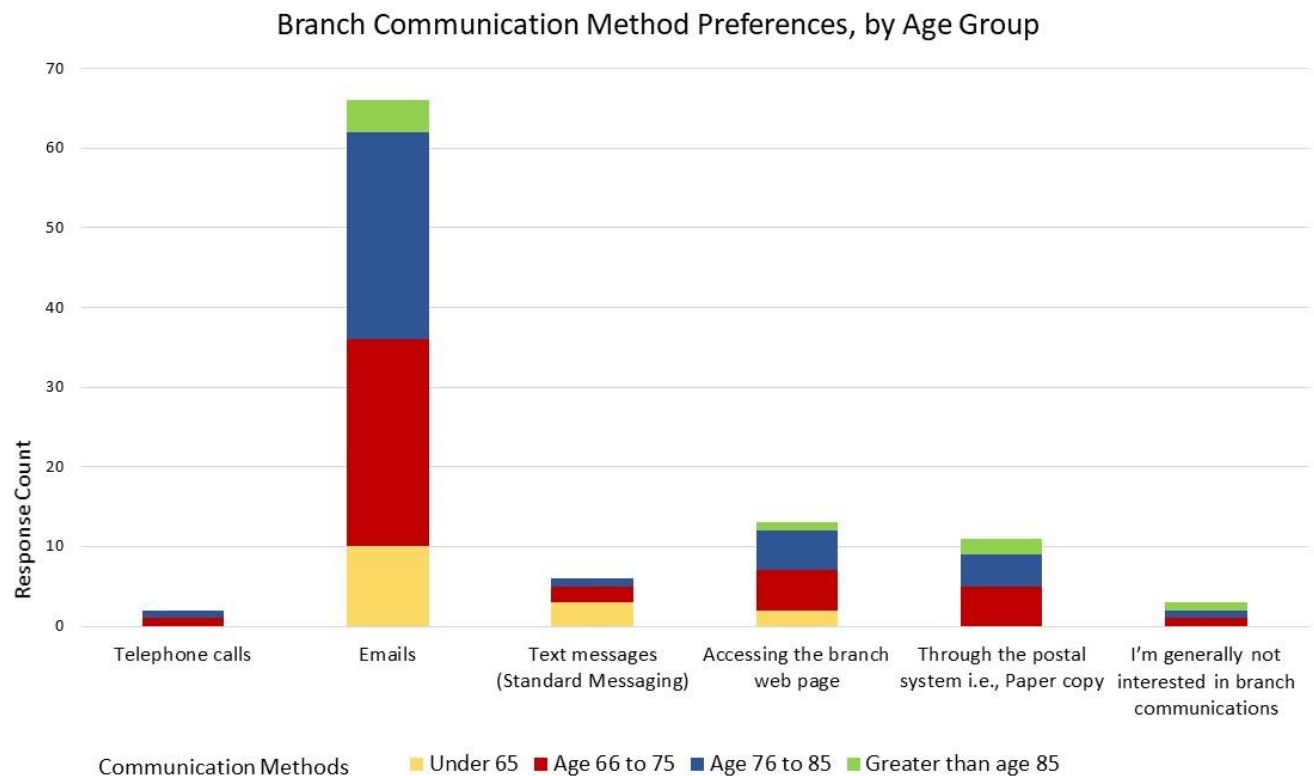
3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 91.78% of respondents from this branch.

Overall, the second most popular method of receiving branch communications is *Accessing the branch web page*. This option was selected by 17.81% of respondents from this branch.

Email is the most popular communication method for every age group in this branch. (See *Chart 5* on the following page.)

Chart 4



	< 65	66 to 75	76 to 85	> 85	Total
Telephone calls	0	1	1	0	2
Emails	10	26	26	4	66
Text messages (Standard Messaging)	3	2	1	0	6
Accessing the branch web page	2	5	5	1	13
Through the postal system i.e., Paper copy	0	5	4	2	11
I'm generally not interested in branch communications	0	1	1	1	3
Total	15	40	38	8	101

Chart 5

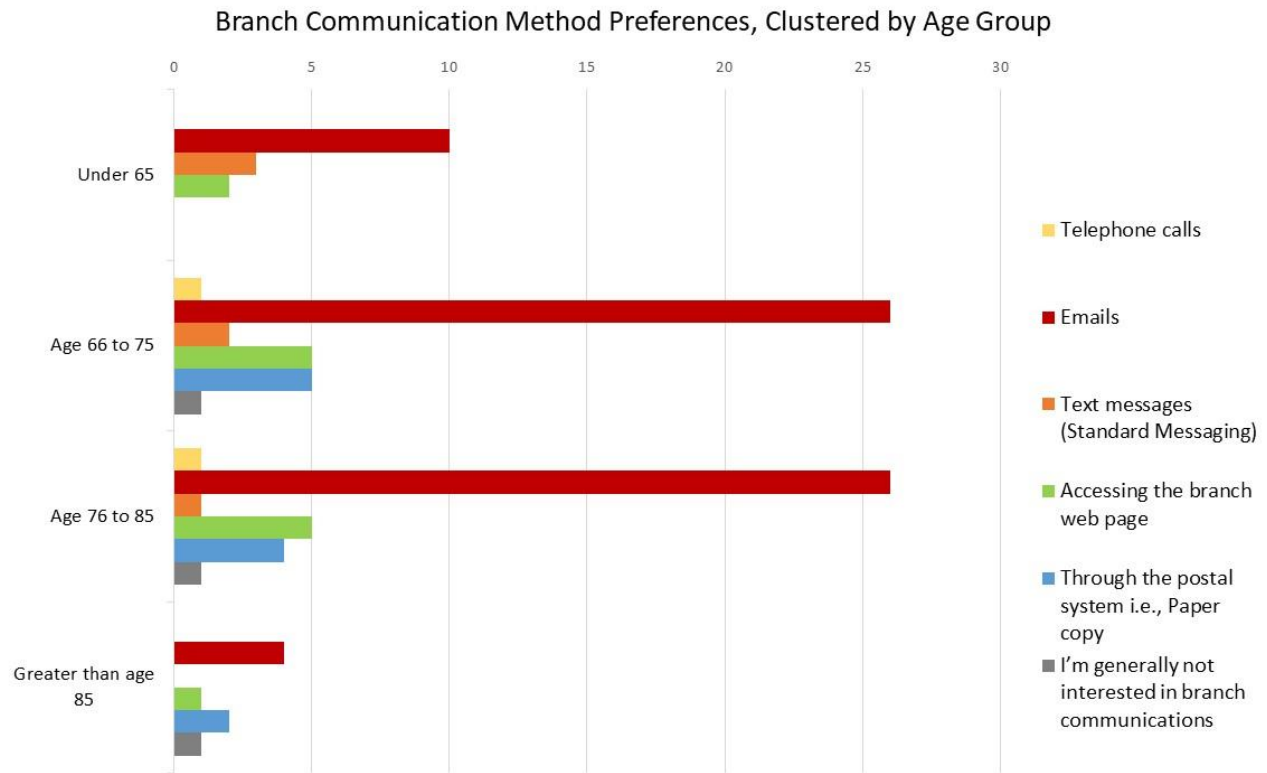
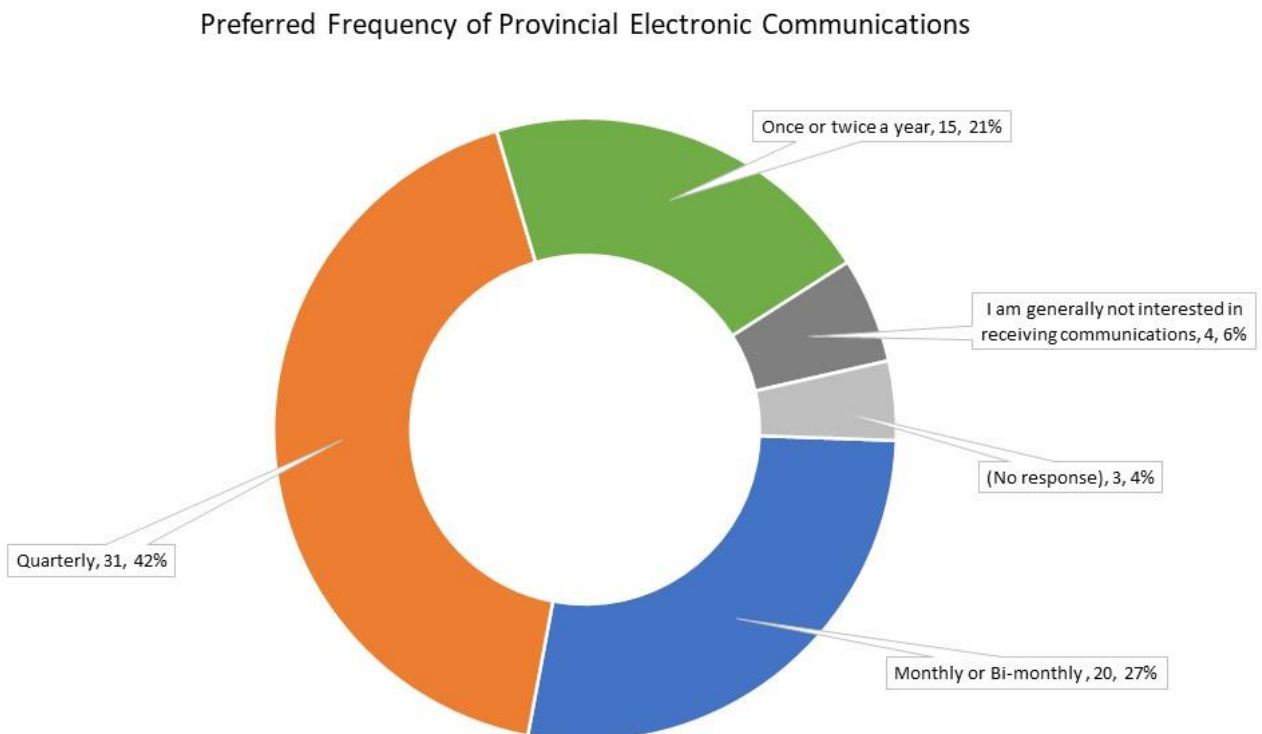


Chart 6



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	10	13.70%
Age 66 to 75	27	36.99%
Age 76 to 85	28	38.36%
Greater than age 85	7	9.59%
(No response)	1	1.37%

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

Response	Number	Percentage
Peninsula & Gulf Islands (Branch 2500)	73	100.00%

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

Response	Number	Percentage
V0N	4	5.48%
V8K	1	1.37%
V8L	42	57.53%
V8M	12	16.44%
V8P	1	1.37%
V8S	1	1.37%
V8V	1	1.37%
V8X	1	1.37%
V8Y	1	1.37%
V8Z	1	1.37%
V9B	2	2.74%
(No response)	6	8.22%

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	16	21.92%
I wanted social contact with former coworkers and fellow retirees	20	27.40%
I saw information about the BCGREA at a preretirement seminar or Pension Life	33	45.21%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	19	26.03%
I wanted to receive updates on pension status	43	58.90%
I wanted to have a representative for my interests on the Pension Board of Trustees	33	45.21%
Other (please specify below)	3	4.11%
(No response)	3	4.11%

Other (please specify below):

- All of the above.
- I wanted to keep up on changes that the government might make that would affect me.
- I want to know if there are changes being considered to our pension or benefits.
- It was a requirement for employment with the correctional service of BC.
- I received information on the BCGREA in my retirement package.
- Looking for things to do in retirement with my spouse.
- Unsure as I originally was associated with the Victoria Branch.

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	56	76.71%
Links to member discounts on goods and services	33	45.21%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	33	45.21%
Information sessions including webinars and guest speakers	24	32.88%
Newsletters	45	61.64%
Branch meetings	24	32.88%
Other (please specify below)	2	2.74%
(No response)	3	4.11%

Other (please specify below):

- Social functions.
- None of them interest me.
- Social gatherings.

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

Response	Number	Percentage
Yes	56	76.71%
No	15	20.55%
(No response)	2	2.74%

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

- Keep up the great information we receive.
- They provide good services now. Can't think of anything
- Greater Communication with and about the Pension Branch, Government Ministers , and International Pension matters.
- i would like an opportunity to comment on the services of Green Shield.
- A supportive role on senior issues.
- The members could fund raise and use that money for charitable donations.
- Advocate for better prescription coverage for all seniors.
- Forwarding information on pensions and retirement.
- Possible discounts for veterinary services for members' fur family members.

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

Response	Number	Percentage
Telephone calls	2	2.74%
Emails	67	91.78%
Text messages (Standard Messaging)	6	8.22%
Accessing the branch web page	13	17.81%
Through the postal system i.e., Paper copy	11	15.07%
I'm generally not interested in branch communications	3	4.11%
(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	66	90.41%
Text messages (Standard Messaging)	5	6.85%
Through the BCGREA webpage	11	15.07%
Through the postal system i.e., Paper copy	10	13.70%
I'm generally not interested in provincial communications	2	2.74%
(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	62	84.93%
Paper copy	16	21.92%
Posting on BCGREA website	8	10.96%
I'm generally not interested in provincial newsletters	2	2.74%
(No response)	0	0.00%

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

Response	Number	Percentage
Monthly or Bi-monthly	20	27.40%
Quarterly	31	42.47%
Once or twice a year	15	20.55%
I'm generally not interested in receiving communications	4	5.48%
(No response)	3	4.11%

Branch Operations

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

Response	Number	Percentage
Regularly	17	23.29%
Occasionally	13	17.81%
Rarely	16	21.92%
Never	27	36.99%
(No response)	0	0.00%

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

Response	Number	Percentage
Yes	22	30.14%
No	47	64.38%
(No response)	4	5.48%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	5	50.00%
	No	5	50.00%
66 to 75	Yes	8	29.63%
	No	17	62.96%
76 to 85	Yes	8	28.57%
	No	18	64.29%
> 85	Yes	0	0.00%
	No	7	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)	43	58.90%
Guest speakers on topics of interest	49	67.12%
Activities such a group tours or outings	35	47.95%
Subsidizing admissions for members to local attractions	18	24.66%
Recruitment of new members	29	39.73%
Other (please specify below)	4	5.48%
(No response)	9	12.33%

Other (please specify below):

- Providing info and service to senior members.
- Advocacy.
- Advocacy at the local level.
- After COVID have meetings attended.
- The importance of having a thoughtful local committee that keeps members connected, socially and with topics of interest.
- The branch should focus on the needs and interests of participating members.
- Advocacy.
- A close clique of specific members who only want things their way & none other.

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	32	43.84%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	23	31.51%
Cooperation with other seniors' groups (i.e., COSCO)	27	36.99%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	27	36.99%
New member recruitment initiatives	23	31.51%
Advocacy on behalf of members regarding pension and benefits	61	83.56%
Other (please specify below)	1	1.37%
(No response)	1	1.37%

Other (please specify below)

- Encouraging local Branches in their activities in spreading the importance of the BCREA to employees.
- I leave it to the Executive to decide what's important, other than my comment in member feedback below, about Green Shield rejecting my claim for close to \$2000 so far for medical expenses, that were routinely covered by Blue Cross.
- More knowledgeable investment representation.

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	47	64.38%
No	25	34.25%
(No response)	1	1.37%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	5	50.00%
	No	5	50.00%
66 to 75	Yes	17	62.96%
	No	9	33.33%
76 to 85	Yes	19	67.86%
	No	9	32.14%
> 85	Yes	6	85.71%
	No	1	14.29%

*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.

Issues Associated with Green Shield

- Extended health coverage for vision is extremely inadequate. It appears to be far less than it was with Blue Cross.
- Better communications regarding pending pension changes and benefit changes. I think Green Shield needs to hear from pensioners who live rural and are negatively impacted by their inconsiderate policies. i.e., frequency of renewing medications.
- Yes -- put all pressure to go back to Blue Cross!!! (Or at least pressure to have Green Shield match what we used to get from Blue Cross!) Green Shield has caused me nothing but problems and financial loss in claiming justifiable medical expenses -- they have refused to pay for some particular medical practitioners that are routinely covered by Blue Cross. It's now approaching close to \$2000 worth of expenses for me that they have unjustifiably rejected!

Membership Support for the BCGREA / Executive

- Keep up the good work!
- I appreciate the advocacy and other work that you do.
- Keep up the good work.
- Really enjoyed going to the meetings before becoming a snowbird.

Other

- I enjoyed the Christmas luncheon and the attempt to provide some social entertainment during the Pandemic.
- Was wondering if monthly meetings days can be changed from time to time. I would love to make the meetings at the local level but have another commitment on that day.
- I would like to stop receiving advertising for Hearing Aids please. I'm thankful to say my hearing is very good.

Role/Involvement in Pension/Benefits Negotiations

- I joined because friends advised of great travel insurance availability. That failed, but the representative offered to raise the issue to a higher level. Therefore, advocacy for retired members became the core reason to support BCGREA.

Suggestions for New BCGREA Initiatives

- About 40 years ago, it was possible to join some association or other, such as BCAA and receive discounts for various services and since there were only a limited number of associations to join, the discounts seemed to be valuable and more than one could negotiate for oneself. Today, there seems to be many different avenues to get a discount to the extent, that I now believe all businesses set a regular rate for their services that they never expect to achieve. We have all come to believe that there is always a discount to be had. I wonder how the Board/Committee go about choosing a 'partner' company such as Hearing Life and recommend that company to the members. What actually happens? Who sits down with whom to thrash out the details? Why would that company be chosen over the many others out there who offer similar services? Sure, they offer a free hearing test, as do all the other hearing clinics, but after that comes the hard sell. In my opinion, any company that can offer members of our association a 30% discount for a period of time obviously has their regular prices set at an unrealistic price that is way too high. No matter what I buy, at the end of the day, I just want to know that I paid a fair price for the goods or services offered and yes, I will always shop around. I hate to think that any business that might have been given an advantage by being classed as a 'partner' with our association is just like any other business that is out to maximise profit at the expense of its customers. I would also like our association to join with any other groups across the country to press the government of any colour with a great deal of energy to set the official rate of inflation to include a whole basket of goods and not omit those categories which actually make up a large part of the increasing costs. Going forward, this is going to be even more important.

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.