

**British Columbia Government  
Retired Employees' Association**

**2021 General Members Survey:**

***Rocky Mountain  
Branch 300***

***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>Rocky Mountain (Branch 300)</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>151</i>
<b>Sampling Method:</b>	<i>Census, no sampling used.</i>
<b>Responses:</b>	<i>51</i>
<b>Response Rate:</b>	<i>33.77%</i>
<b>Confidence Level:</b>	<i>.95</i>
<b>Confidence Interval:</b>	<i>+/- 11.21 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 **51** completed responses out of a total branch membership of **151**. The total completion rate for the survey was therefore **33.77%**, which makes the survey accurate within +/- **11.21** 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*.

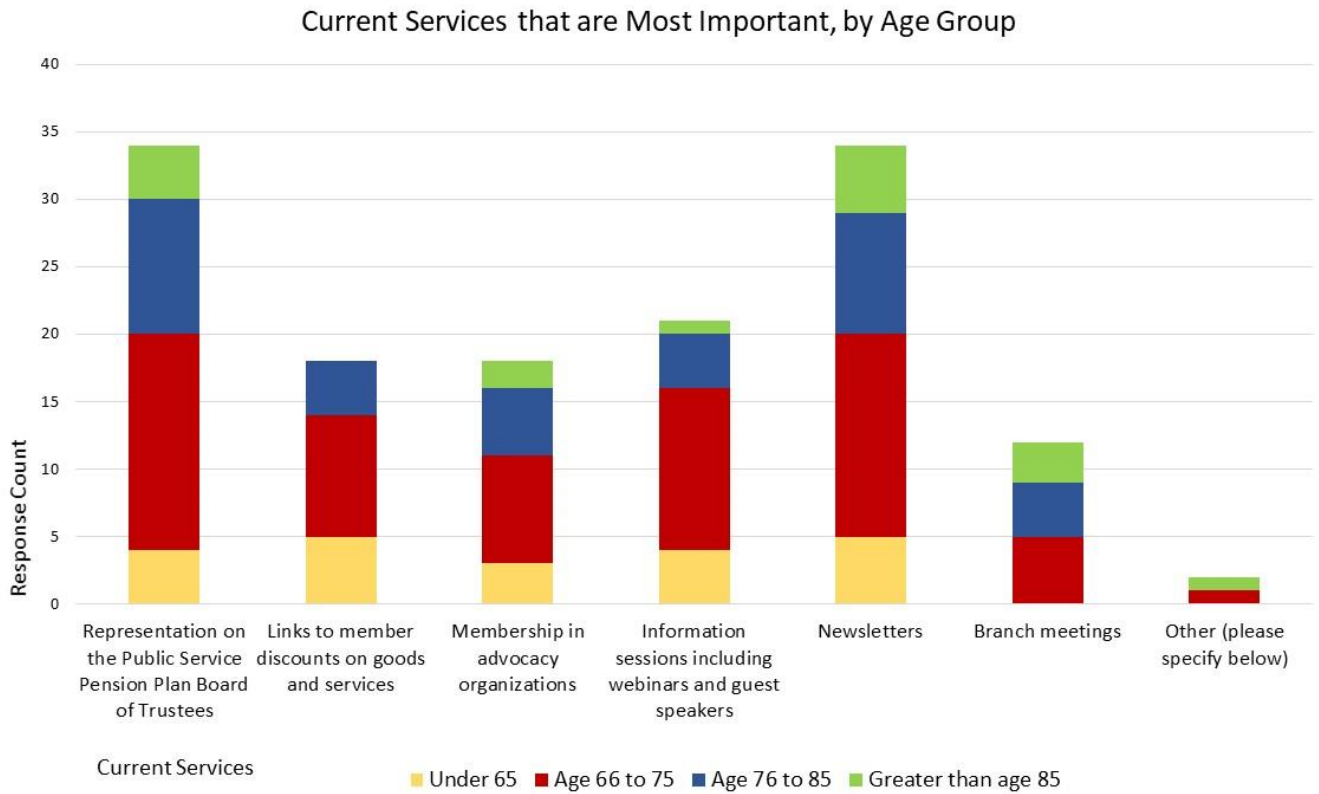
If you have any questions about this report, please email [CollegiateDigital@protonmail.com](mailto:CollegiateDigital@protonmail.com)

# SUMMARY OF KEY FINDINGS

## 1. Current Services

The current BCGREA services that are most important to respondents are *Newsletters* and *Representation on the Public Service Pension Plan Board of Trustees*. 66.67% of survey respondents from this branch selected these two services equally.

Chart 1



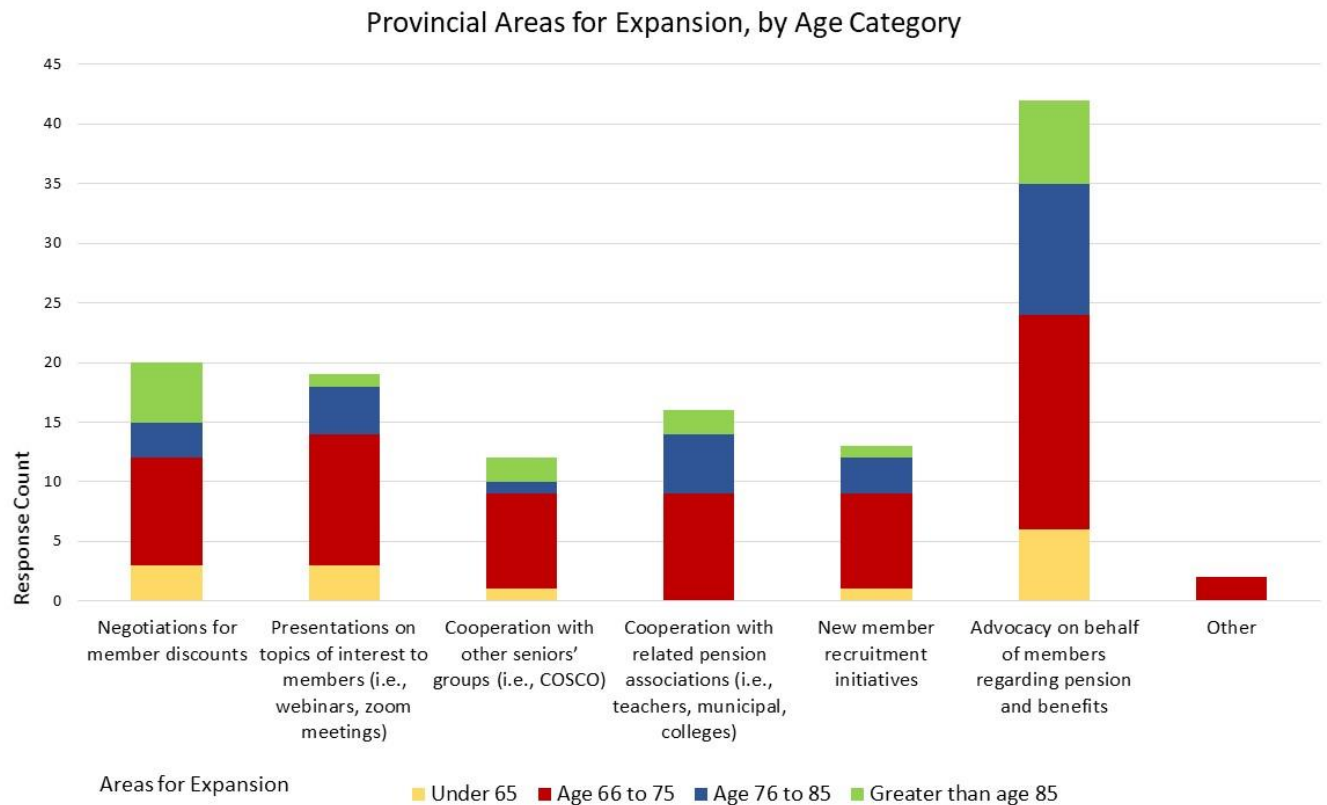
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	4	16	10	4	34
Links to member discounts on goods and services	5	9	4	0	18
Membership in advocacy organizations	3	8	5	2	18
Information sessions including webinars and guest speakers	4	12	4	1	21
Newsletters	5	15	9	5	34
Branch meetings	0	5	4	3	12
Other	0	1	0	1	2
<b>Total</b>	<b>21</b>	<b>66</b>	<b>36</b>	<b>16</b>	<b>139</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 82.35% of respondents from this branch.

The second most-selected option was *Negotiations for member discounts*, selected by 39.22% of respondents from this branch.

Chart 2



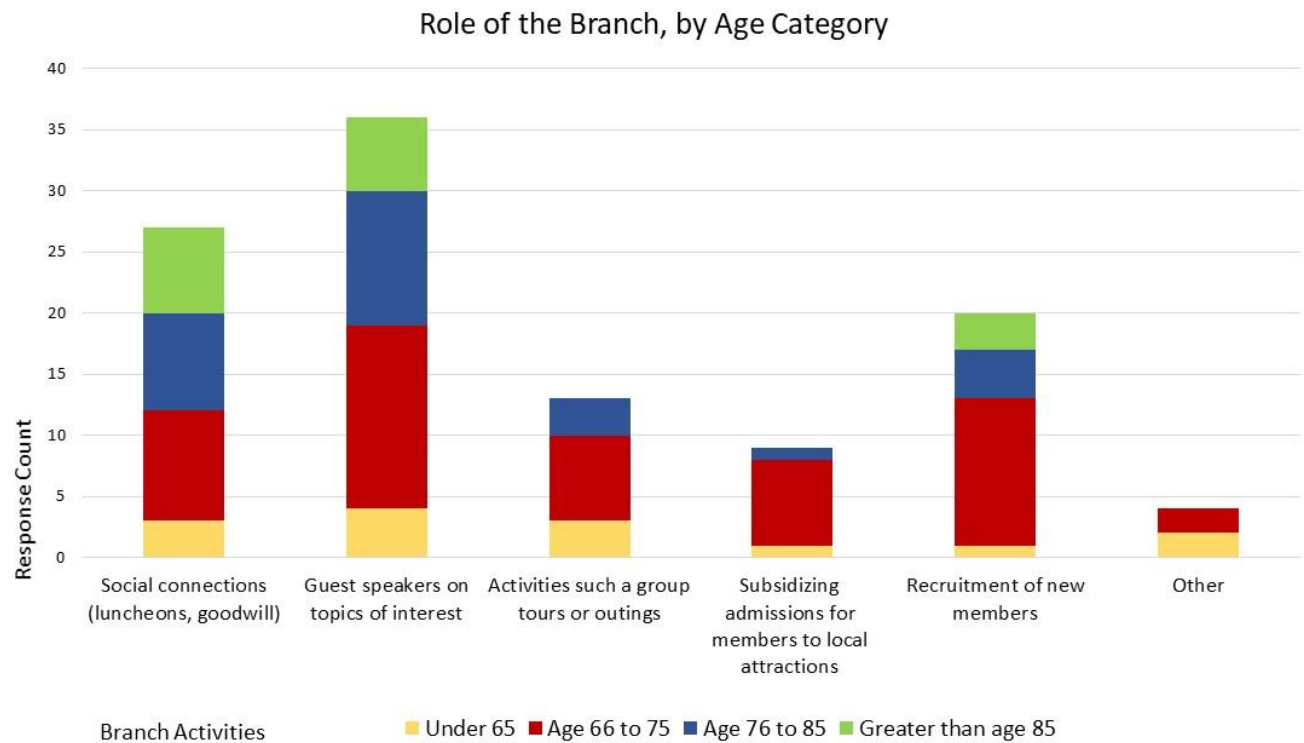
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	3	9	3	5	20
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	3	11	4	1	19
Cooperation with other seniors' groups (i.e., COSCO)	1	8	1	2	12
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	0	9	5	2	16
New member recruitment initiatives	1	8	3	1	13
Advocacy on behalf of members regarding pension and benefits	6	18	11	7	42
Other	0	2	0	0	2
<b>Total</b>	<b>14</b>	<b>65</b>	<b>27</b>	<b>18</b>	<b>124</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 70.59% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 52.94% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	3	9	8	7	27
Guest speakers on topics of interest	4	15	11	6	36
Activities such a group tours or outings	3	7	3	0	13
Subsidizing admissions for members to local attractions	1	7	1	0	9
Recruitment of new members	1	12	4	3	20
Other	2	2	0	0	4
<b>Total</b>	<b>14</b>	<b>52</b>	<b>27</b>	<b>16</b>	<b>109</b>

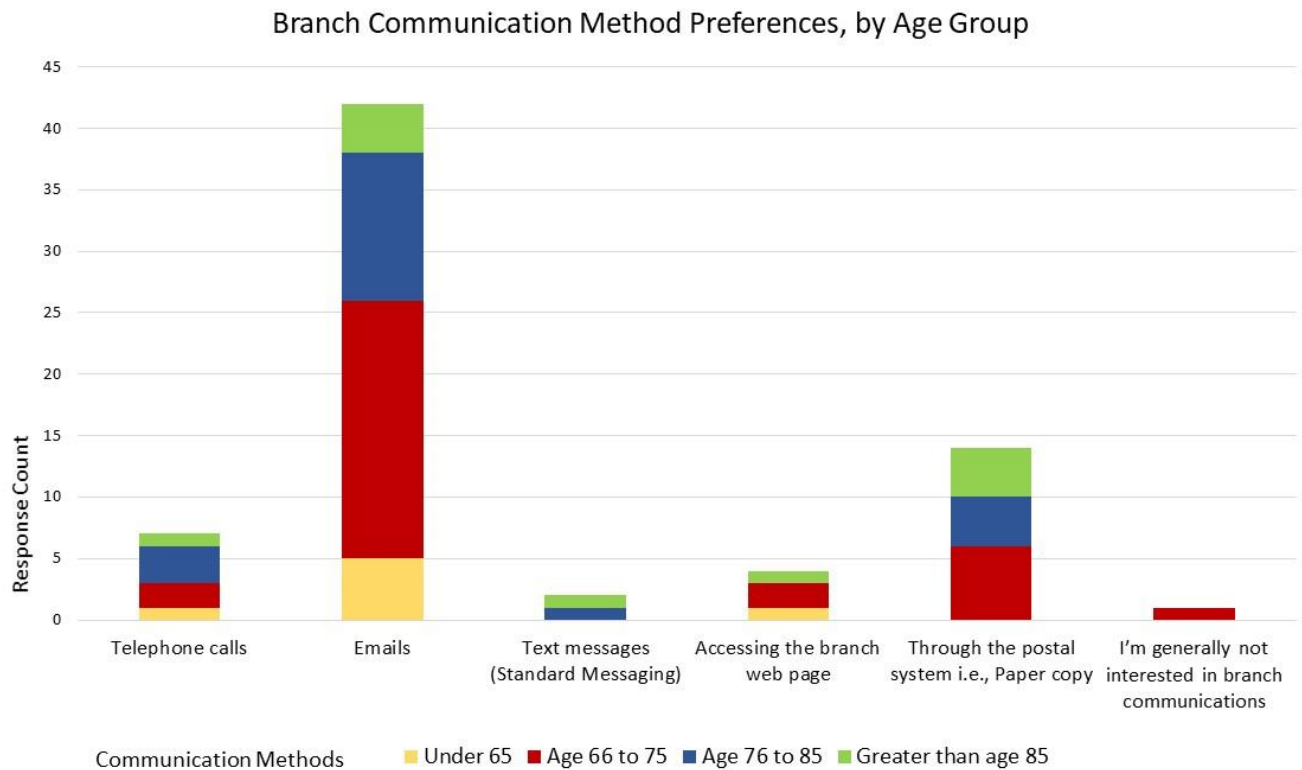
### 3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 82.35% 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 27.45% of respondents from this branch.

Email is the most popular communication method for every age group in this branch, except for the *Greater than age 85* group, which prefers *Email* and *Through the postal system* equally. (See *Chart 5* on the following page.)

Chart 4



	< 65	66 to 75	76 to 85	> 85	Total
Telephone calls	1	2	3	1	7
Emails	5	21	12	4	42
Text messages (Standard Messaging)	0	0	1	1	2
Accessing the branch web page	1	2	0	1	4
Through the postal system i.e., Paper copy	0	6	4	4	14
I'm generally not interested in branch communications	0	1	0	0	1
<b>Total</b>	<b>7</b>	<b>32</b>	<b>20</b>	<b>11</b>	<b>70</b>



Chart 5

Branch Communication Method Preferences, Clustered by Age Group

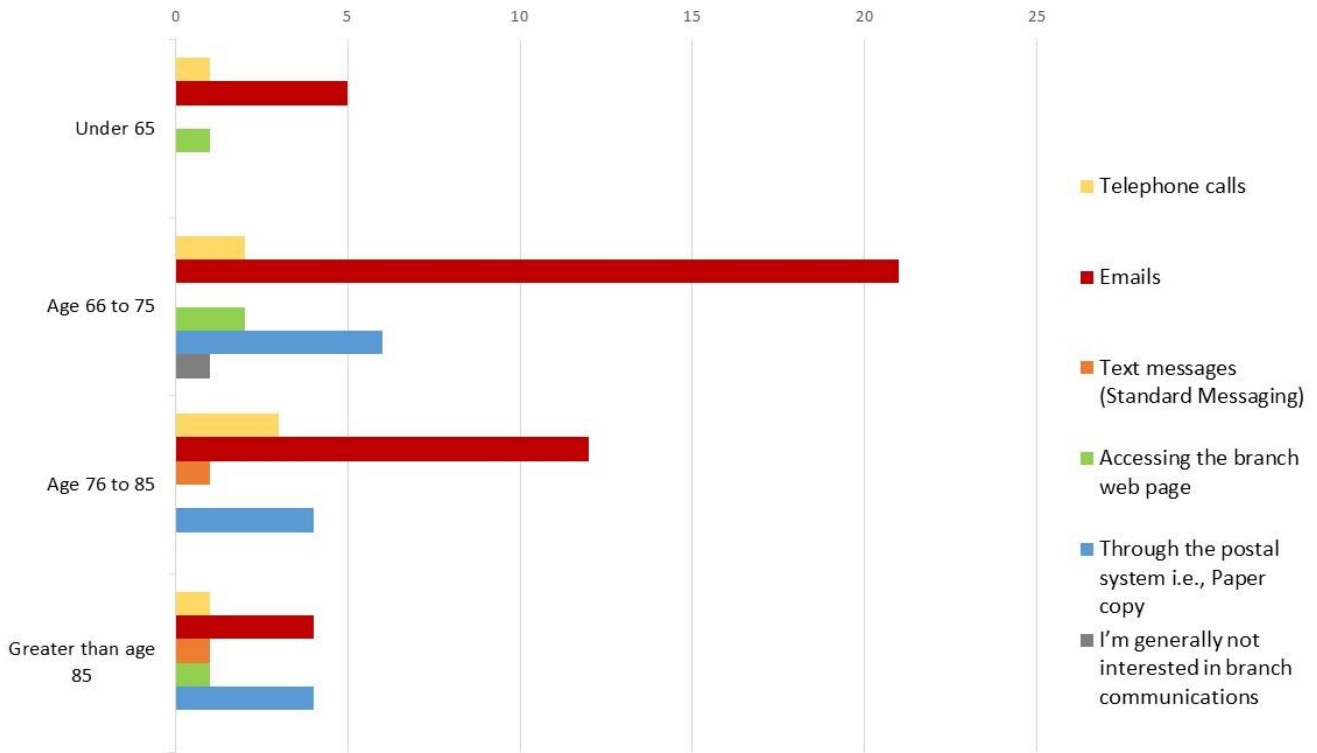
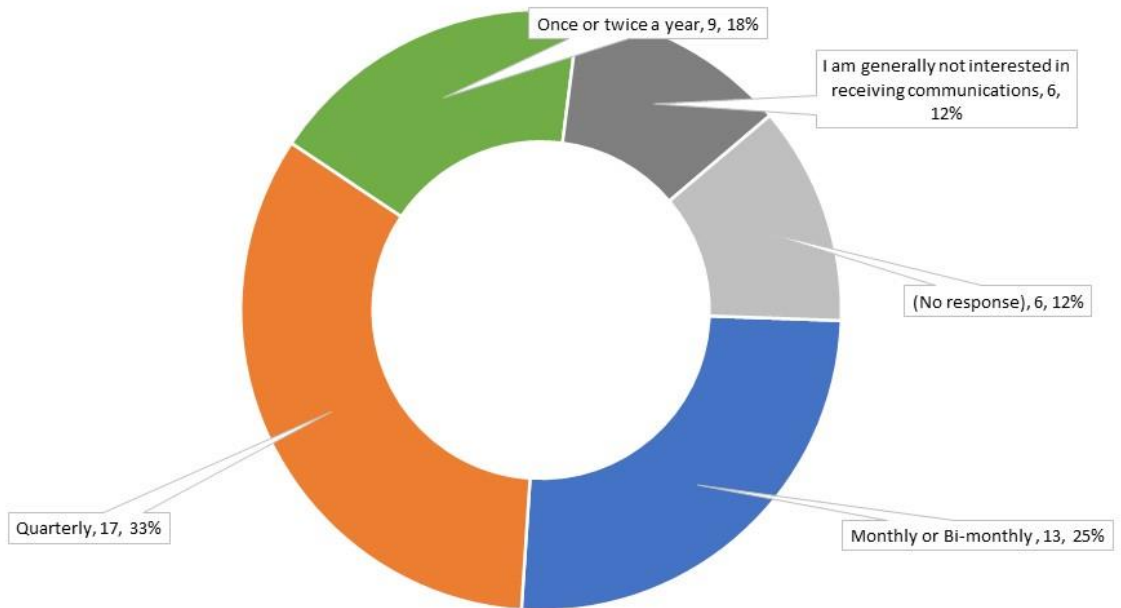


Chart 6

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	6	11.76%
Age 66 to 75	21	41.18%
Age 76 to 85	15	29.41%
Greater than age 85	9	17.65%
(No response)	0	0.00%

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

Response	Number	Percentage
Rocky Mountain (Branch 300)	51	100.00%

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

Response	Number	Percentage
OB4	1	1.96%
T1K	1	1.96%
V!C ( <i>user input error</i> )	1	1.96%
VOA	2	3.92%
VOB	11	21.57%
V1A	6	11.76%
V1C	25	49.02%
V9V	1	1.96%
(No response)	3	5.88%

### 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	17	33.33%
I wanted social contact with former coworkers and fellow retirees	14	27.45%
I saw information about the BCGREA at a preretirement seminar or Pension Life	27	52.94%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	11	21.57%
I wanted to receive updates on pension status	30	58.82%
I wanted to have a representative for my interests on the Pension Board of Trustees	22	43.14%
Other ( <i>please specify below</i> )	3	5.88%
(No response)	0	0.00%

Other (please specify below):

- [Comments in full version only]

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	34	66.67%
Links to member discounts on goods and services	18	35.29%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	18	35.29%
Information sessions including webinars and guest speakers	21	41.18%
Newsletters	34	66.67%
Branch meetings	12	23.53%
Other (please specify below)	2	3.92%
(No response)	2	3.92%

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	40	78.43%
No	6	11.76%
(No response)	5	9.80%

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	7	13.73%
Emails	42	82.35%
Text messages (Standard Messaging)	2	3.92%
Accessing the branch web page	4	7.84%
Through the postal system i.e., Paper copy	14	27.45%
I'm generally not interested in branch communications	1	1.96%
(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	34	66.67%
Text messages (Standard Messaging)	0	0.00%
Through the BCGREA webpage	10	19.61%
Through the postal system i.e., Paper copy	21	41.18%
I'm generally not interested in provincial communications	1	1.96%
(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	28	54.90%
Paper copy	25	49.02%
Posting on BCGREA website	7	13.73%
I'm generally not interested in provincial newsletters	1	1.96%
(No response)	0	0.00%

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

Response	Number	Percentage
Monthly or Bi-monthly	13	25.49%
Quarterly	17	33.33%
Once or twice a year	9	17.65%
I'm generally not interested in receiving communications	6	11.76%
(No response)	6	11.76%

## Branch Operations

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

Response	Number	Percentage
Regularly	11	21.57%
Occasionally	12	23.53%
Rarely	7	13.73%
Never	20	39.22%
(No response)	1	1.96%

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

Response	Number	Percentage
Yes	14	27.45%
No	34	66.67%
(No response)	3	5.88%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	0	0.00%
	No	6	100.00%
66 to 75	Yes	7	33.33%
	No	13	61.90%
76 to 85	Yes	3	20.00%
	No	11	73.33%
> 85	Yes	4	44.44%
	No	4	44.44%

\*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)	27	52.94%
Guest speakers on topics of interest	36	70.59%
Activities such a group tours or outings	13	25.49%
Subsidizing admissions for members to local attractions	9	17.65%
Recruitment of new members	20	39.22%
Other (please specify below)	4	7.84%
(No response)	5	9.80%

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	20	39.22%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	19	37.25%
Cooperation with other seniors' groups (i.e., COSCO)	12	23.53%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	16	31.37%
New member recruitment initiatives	13	25.49%
Advocacy on behalf of members regarding pension and benefits	42	82.35%
Other (please specify below)	2	3.92%
(No response)	2	3.92%

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	38	74.51%
No	13	25.49%
(No response)	0	0.00%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	6	100.00%
	No	0	0.00%
66 to 75	Yes	13	61.90%
	No	8	38.10%
76 to 85	Yes	12	80.00%
	No	3	20.00%
> 85	Yes	7	77.78%
	No	2	22.22%

\*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).