



CDR
Business
Diagnostics

**British Columbia Government
Retired Employees' Association**

2021 General Members Survey:
New Westminster & District
Branch 800

March 2022



BusinessDiagnostics.ca



CollegiateDigital@ProtonMail.com



1-250-661-2405

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.

Contact: CollegiateDigital@protonmail.com

Copyright © 2022, Collegiate Digital Resources. All rights reserved.

This material is owned by Collegiate Digital Resources or British Columbia Government Retired Employees' Association and is protected by copyright law. It may not be reproduced or redistributed without the prior written permission of Collegiate Digital Resources and the British Columbia Government Retired Employees' Association.

Publish date: March 4th, 2022

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:	New Westminster & District (Branch 800)
Survey Start:	December 6 th , 2021
Survey End:	January 22 nd , 2022
Report Date:	March 4 th , 2022.

SUMMARY STATISTICAL INFORMATION

Survey Population:	633
Sampling Method:	Census, no sampling used.
Responses:	193
Response Rate:	30.49%
Confidence Level:	.95
Confidence Interval:	+/- 5.89 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 **193** completed responses out of a total branch membership of **633**. The total completion rate for the survey was therefore **30.49%**, which makes the survey accurate within +/- **5.89** 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 only slightly outside 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

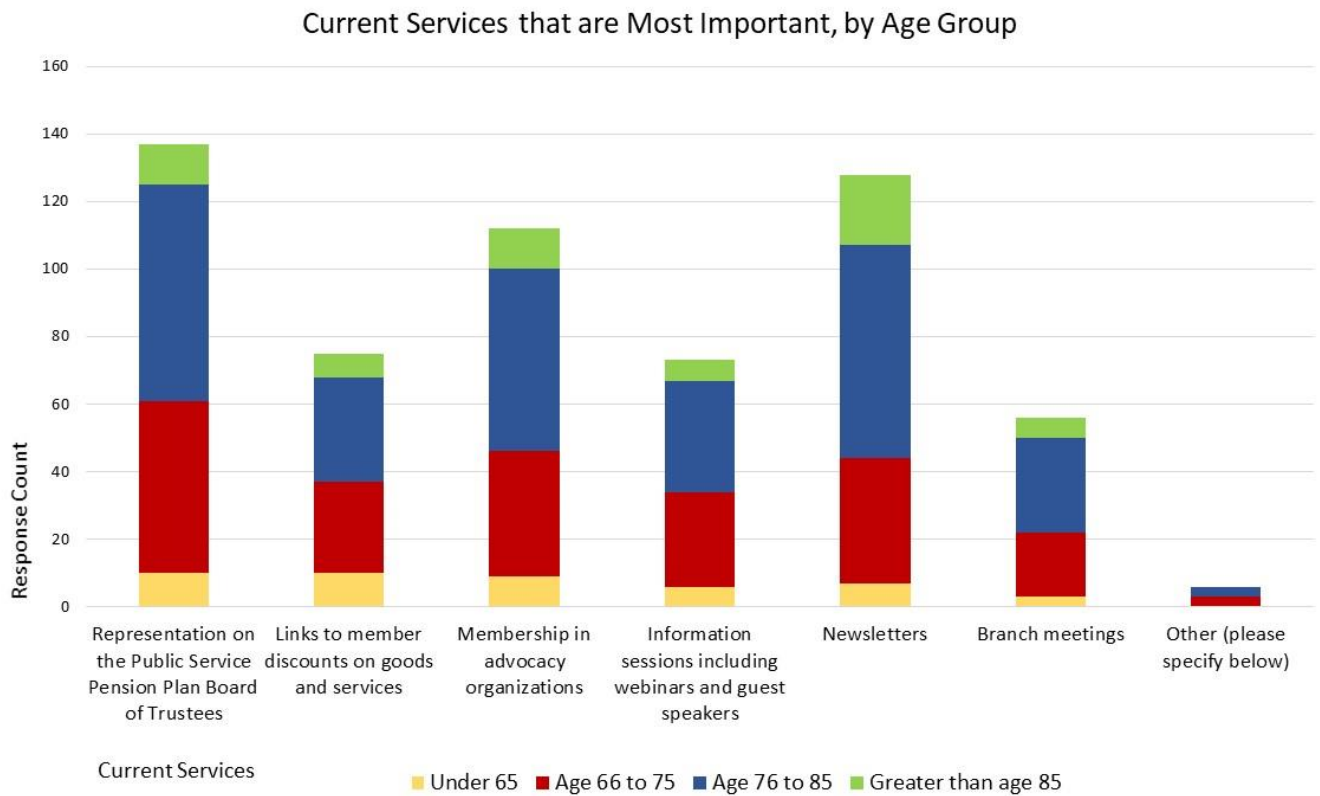
SUMMARY OF KEY FINDINGS

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*. 72.02% of survey respondents from this branch selected this service.

Another top service was *Newsletters*, selected by 68.39% of respondents.

Chart 1



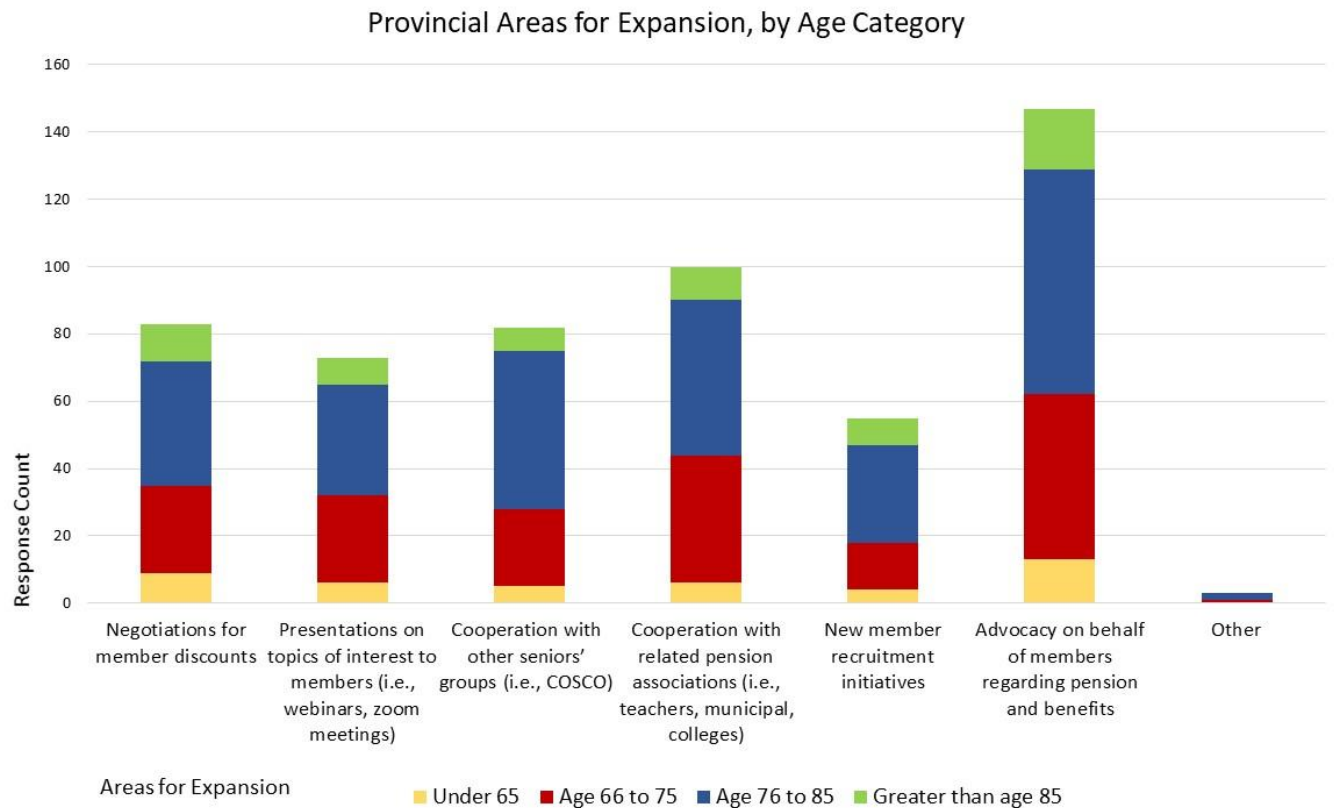
	< 65	66 to 75	76 to 85	> 85	Total
Representation on the Public Service Pension Plan Board of Trustees	10	51	64	12	137
Links to member discounts on goods and services	10	27	31	7	75
Membership in advocacy organizations	9	37	54	12	112
Information sessions including webinars and guest speakers	6	28	33	6	73
Newsletters	7	37	63	21	128
Branch meetings	3	19	28	6	56
Other	0	3	3	0	6
Total	45	202	276	64	587

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 78.24% of respondents from this branch.

The second most-selected option was *Cooperation with related pension associations*, selected by 52.85% of respondents from this branch.

Chart 2



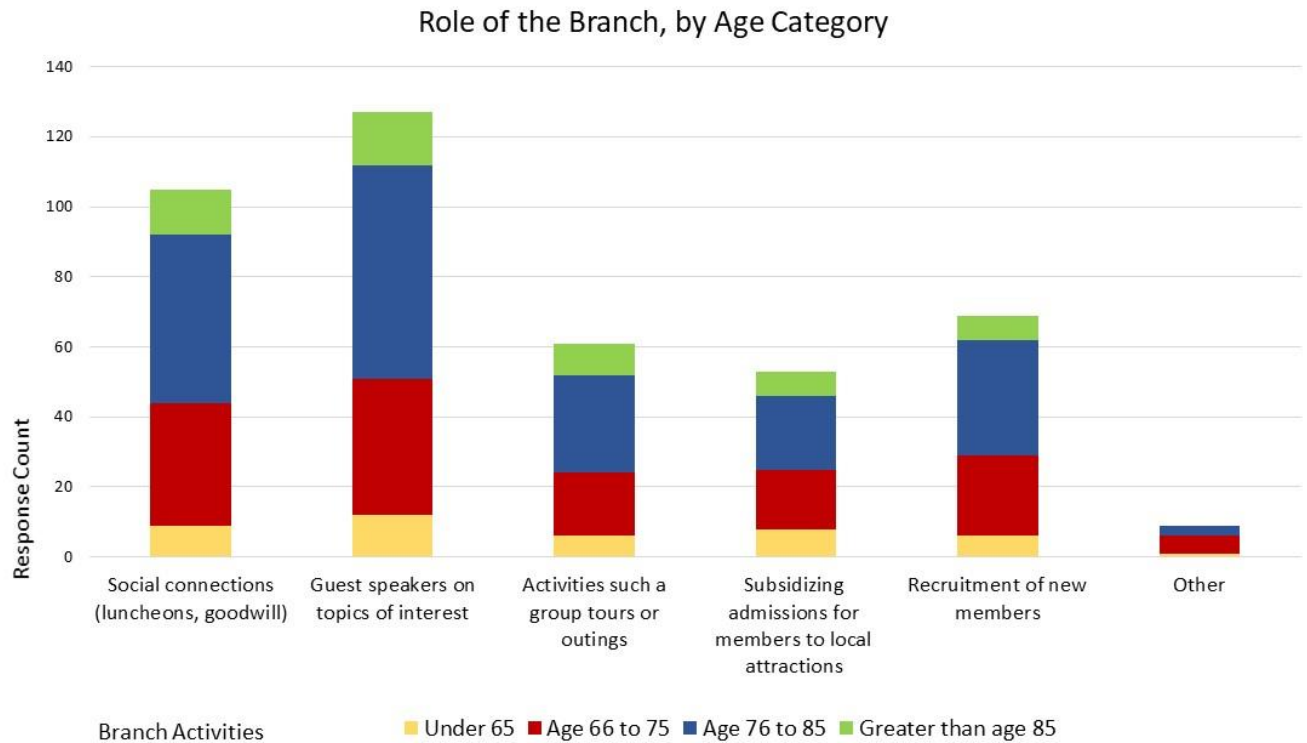
	< 65	66 to 75	76 to 85	> 85	Total
Negotiations for member discounts	9	26	37	11	83
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	6	26	33	8	73
Cooperation with other seniors' groups (i.e., COSCO)	5	23	47	7	82
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	6	38	46	10	100
New member recruitment initiatives	4	14	29	8	55
Advocacy on behalf of members regarding pension and benefits	13	49	67	18	147
Other	0	1	2	0	3
Total	43	177	261	62	543

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 67.36% of respondents from this branch.

The second most-selected option was *Social connections (luncheons, goodwill)*, selected by 55.96% of respondents from this branch.

Chart 3



	< 65	66 to 75	76 to 85	> 85	Total
Social connections (luncheons, goodwill)	9	35	48	13	105
Guest speakers on topics of interest	12	39	61	15	127
Activities such as group tours or outings	6	18	28	9	61
Subsidizing admissions for members to local attractions	8	17	21	7	53
Recruitment of new members	6	23	33	7	69
Other	1	5	3	0	9
Total	42	137	194	51	424

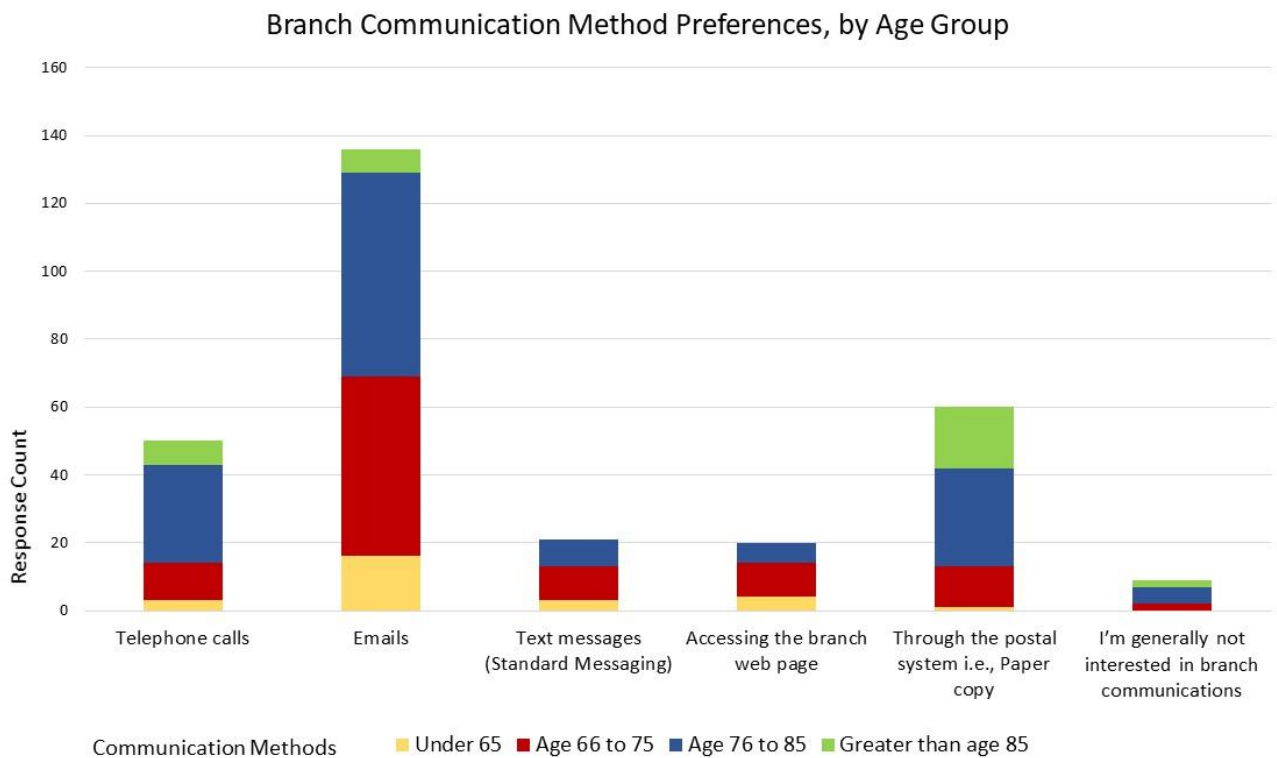
3. Communication Preferences

Overall, the most popular method of receiving branch communications is *Email*. This option was selected by 72.02% 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 31.61% 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	3	11	29	7	50
Emails	16	53	60	7	136
Text messages (Standard Messaging)	3	10	8	0	21
Accessing the branch web page	4	10	6	0	20
Through the postal system i.e., Paper copy	1	12	29	18	60
I'm generally not interested in branch communications	0	2	5	2	9
Total	27	98	137	34	296

Chart 5

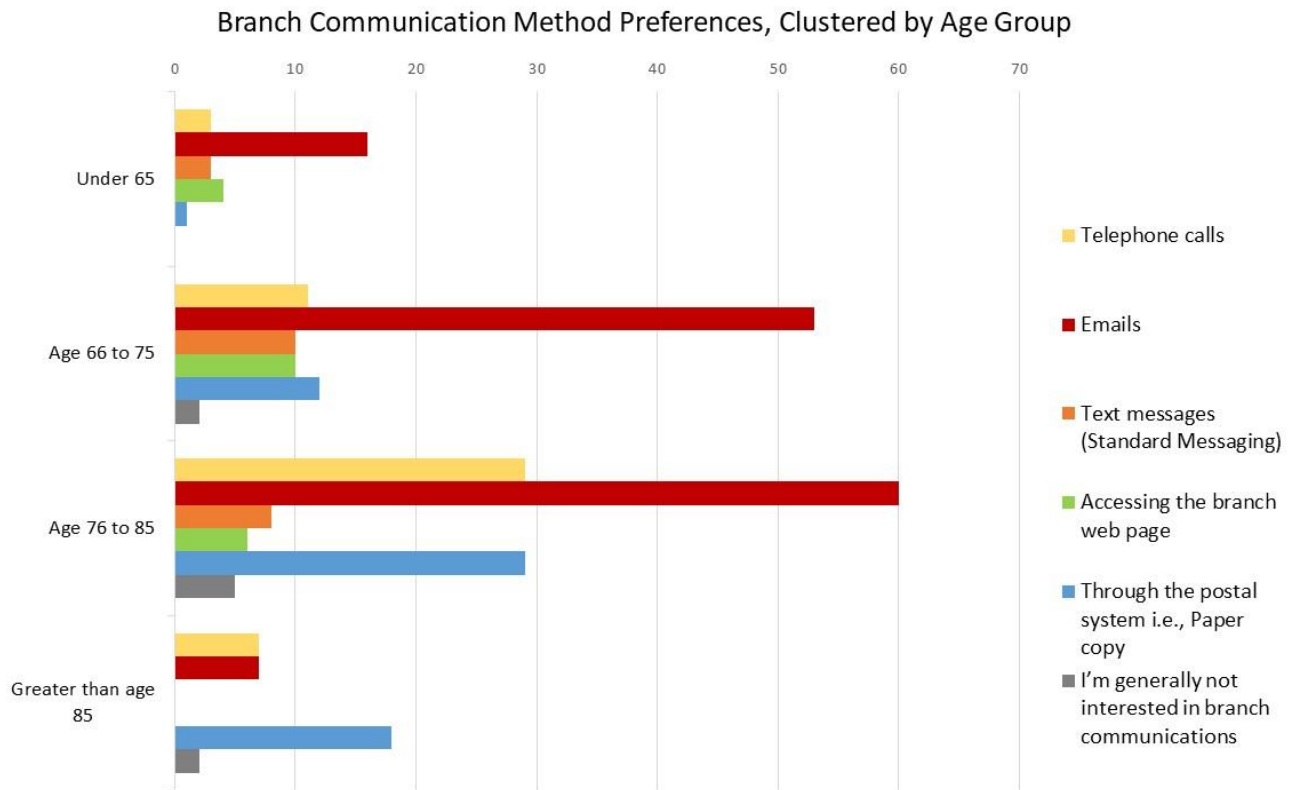
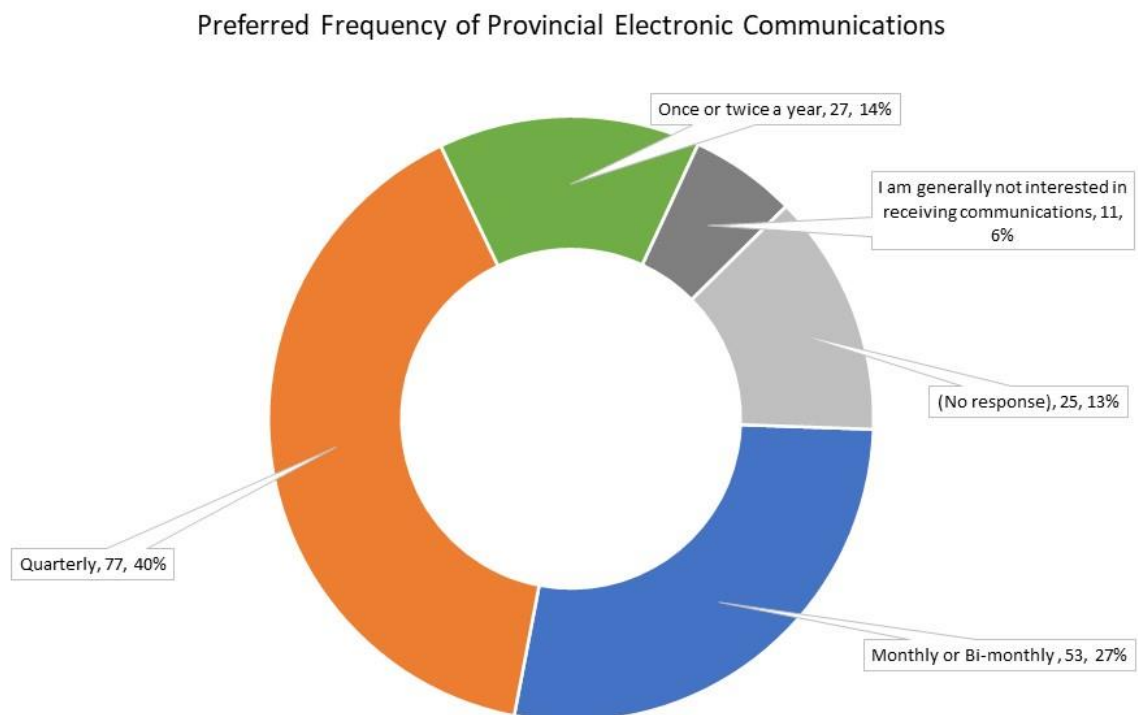


Chart 6



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	16	8.29%
Age 66 to 75	61	31.61%
Age 76 to 85	85	44.04%
Greater than age 85	27	13.99%
(No response)	4	2.07%

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

Response	Number	Percentage
New Westminster & District (Branch 800)	193	100.00%

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

Response	Number	Percentage
5K2	1	0.52%
S7N	1	0.52%
T1K	2	1.04%
V0H	1	0.52%
V2A	4	2.07%
V2X	7	3.63%
V3 (user input error)	1	0.52%
V3A	1	0.52%
V3B	21	10.88%
V3C	2	1.04%
V3E	2	1.04%
V3H	13	6.74%
V3J	11	5.70%
V3K	10	5.18%
V3L	12	6.22%
V3M	12	6.22%
V3N	14	7.25%
V3R	3	1.55%
V3S	2	1.04%
V3T	1	0.52%
V3V	1	0.52%
V3W	2	1.04%
V3Y	5	2.59%
V3Z	2	1.04%
V4A	1	0.52%

Response	Number	Percentage
V4C	8	4.15%
V4E	3	1.55%
V4N	3	1.55%
V5A	10	5.18%
V5B	4	2.07%
V5C	1	0.52%
V5E	2	1.04%
V5G	1	0.52%
V5H	7	3.63%
V5K	1	0.52%
V5S	1	0.52%
V6G	2	1.04%
V6H	1	0.52%
V7C	1	0.52%
V7M	1	0.52%
V8K	1	0.52%
(No response)	14	7.25%

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	53	27.46%
I wanted social contact with former coworkers and fellow retirees	40	20.73%
I saw information about the BCGREA at a preretirement seminar or Pension Life	82	42.49%
I wanted the discounts offered such as travel insurance, hearing aids, etc.	42	21.76%
I wanted to receive updates on pension status	112	58.03%
I wanted to have a representative for my interests on the Pension Board of Trustees	84	43.52%
Other (please specify below)	13	6.74%
(No response)	6	3.11%

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	139	72.02%
Links to member discounts on goods and services	75	38.86%
Membership in advocacy organizations (Council of Senior Citizens' Organizations of BC - COSCO, National Pensioners Federation - NPF, BC Health Coalition)	113	58.55%
Information sessions including webinars and guest speakers	73	37.82%
Newsletters	132	68.39%
Branch meetings	56	29.02%
Other (please specify below)	6	3.11%
(No response)	7	3.63%

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	159	82.38%
No	21	10.88%
(No response)	13	6.74%

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	51	26.42%
Emails	139	72.02%
Text messages (Standard Messaging)	21	10.88%
Accessing the branch web page	20	10.36%
Through the postal system i.e., Paper copy	61	31.61%
I'm generally not interested in branch communications	9	4.66%
(No response)	10	5.18%

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

Response	Number	Percentage
Emails	127	65.80%
Text messages (Standard Messaging)	16	8.29%
Through the BCGREA webpage	22	11.40%
Through the postal system i.e., Paper copy	69	35.75%
I'm generally not interested in provincial communications	9	4.66%
(No response)	7	3.63%

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

Response	Number	Percentage
Emails	106	54.92%
Paper copy	91	47.15%
Posting on BCGREA website	18	9.33%
I'm generally not interested in provincial newsletters	2	1.04%
(No response)	7	3.63%

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

Response	Number	Percentage
Monthly or Bi-monthly	53	27.46%
Quarterly	77	39.90%
Once or twice a year	27	13.99%
I'm generally not interested in receiving communications	11	5.70%
(No response)	25	12.95%

Branch Operations

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

Response	Number	Percentage
Regularly	37	19.17%
Occasionally	26	13.47%
Rarely	33	17.10%
Never	89	46.11%
(No response)	8	4.15%

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

Response	Number	Percentage
Yes	59	30.57%
No	124	64.25%
(No response)	10	5.18%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	5	31.25%
	No	11	68.75%
66 to 75	Yes	22	36.07%
	No	35	57.38%
76 to 85	Yes	27	31.76%
	No	55	64.71%
> 85	Yes	5	18.52%
	No	19	70.37%

*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)	108	55.96%
Guest speakers on topics of interest	130	67.36%
Activities such a group tours or outings	62	32.12%
Subsidizing admissions for members to local attractions	54	27.98%
Recruitment of new members	70	36.27%
Other (please specify below)	9	4.66%
(No response)	37	19.17%

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	83	43.01%
Presentations on topics of interest to members (i.e., webinars, zoom meetings)	73	37.82%
Cooperation with other seniors' groups (i.e., COSCO)	83	43.01%
Cooperation with related pension associations (i.e., teachers, municipal, colleges)	102	52.85%
New member recruitment initiatives	56	29.02%
Advocacy on behalf of members regarding pension and benefits	151	78.24%
Other (please specify below)	3	1.55%
(No response)	15	7.77%

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	138	71.50%
No	46	23.83%
(No response)	9	4.66%

Responses by Age Group:

Age Group	Response	Number	Percentage*
< 65	Yes	13	81.25%
	No	3	18.75%
66 to 75	Yes	38	62.30%
	No	18	29.51%
76 to 85	Yes	62	72.94%
	No	21	24.71%
> 85	Yes	21	77.78%
	No	4	14.81%

*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.