

BC Government Retired Employees Association General Members Survey 2025

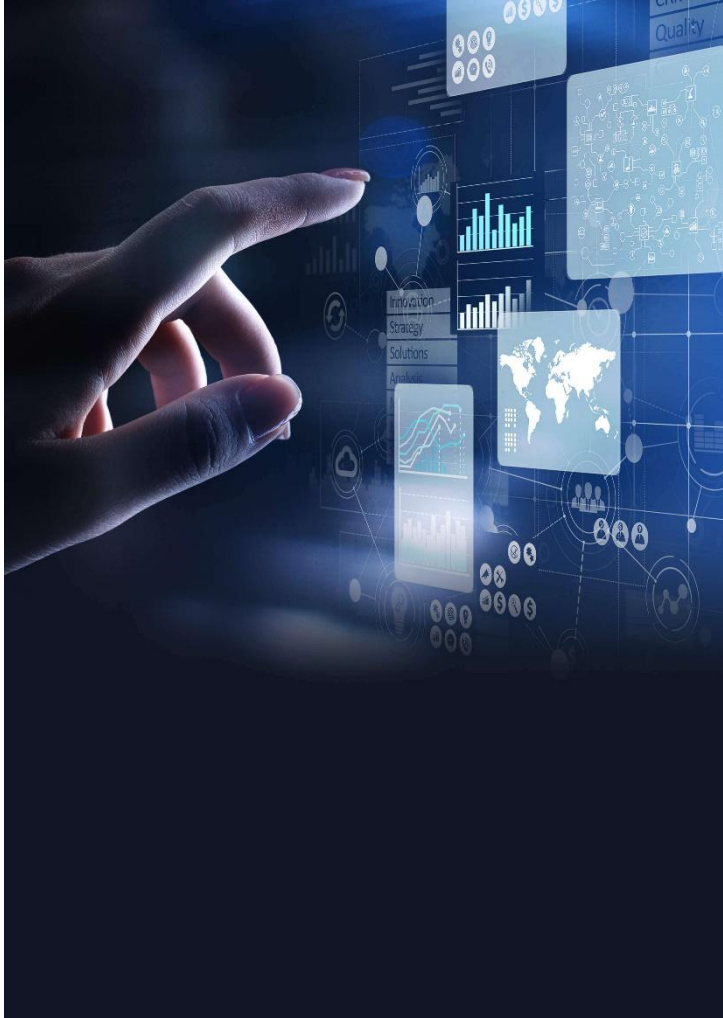
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April 2025

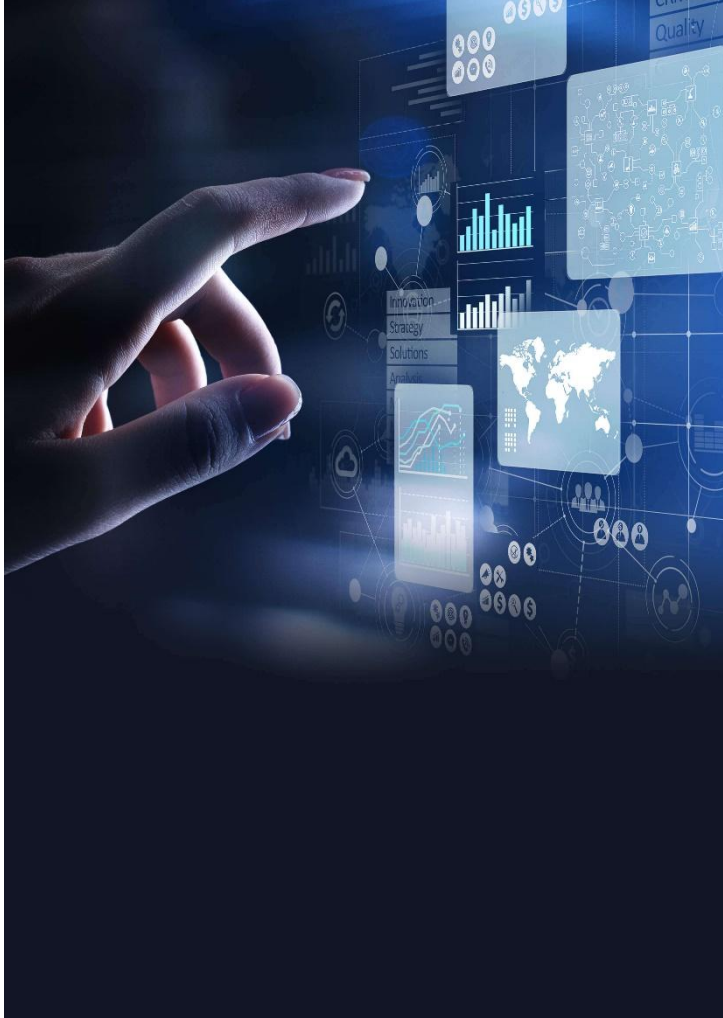


Agenda



- ❖ BCGREA Members Survey Summary
- ❖ Results by Question
- ❖ Suggested Next Steps
- ❖ Questions and (*hopefully*) Answers

Why did we do a Survey for BCGREA?



Last survey of the entire BCGREA Membership was [2021/2022](#).

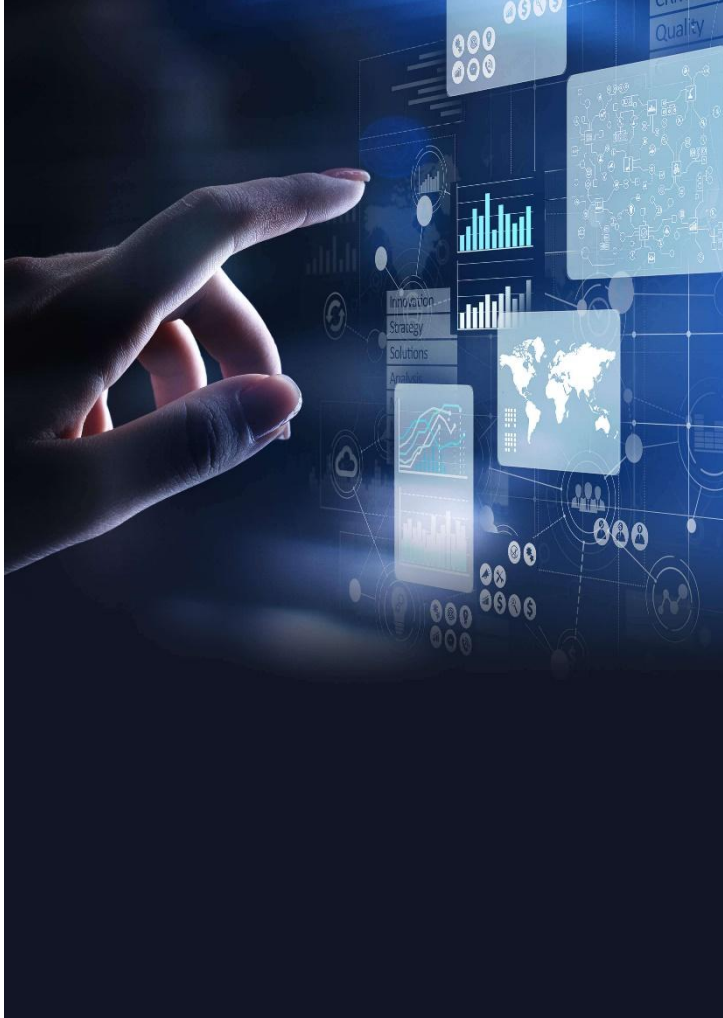
That same year, the BCGREA was given the opportunity to [reach out](#) to retirees through the [Pension Board](#), letting them know that the association was available to support them in retirement.

As a result, the BCGREA grew by nearly [50%](#), but the Table Officers couldn't be certain that the [new members](#) shared the same [needs](#) and [views](#) as those who had joined earlier.

The decision was made to conduct a [second general survey](#) of the BCGREA membership to ensure that both [new](#) and [longstanding](#) members were being [well served](#) by the association.



Survey Summary



Full Survey Overview

Survey Launched: **March 7th, 2025**

Survey Closed: **March 28th, 2025**

Total Population: **8,683**

Sample Size: **2,794**

Overall Response Rate: **32.17%**

Overall Confidence Level: **0.95** (*19 times out of 20*)

Overall Confidence Interval: **+/- 1.53** (*Statistically Significant*)



Survey Summary



Understanding Confidence Levels and Confidence Intervals

- **Confidence Level** (95%) means we're **95% sure** the results reflect the views of the whole group—not just the people who responded.
- **Confidence Interval** (also called the *margin of error*) shows **how much the results could vary**. A smaller interval means more precise results. A standard working assumption is that a margin of error at or **below 5.0** is statistically significant and accurate enough for all statistical math.
- **Example:** If a poll says **60% support an idea**, with a **±3% margin of error** and a **.95 confidence level**, it means we are 95% sure that the real number is between **57%** and **63%**.



BCGRE data is **razor accurate!**

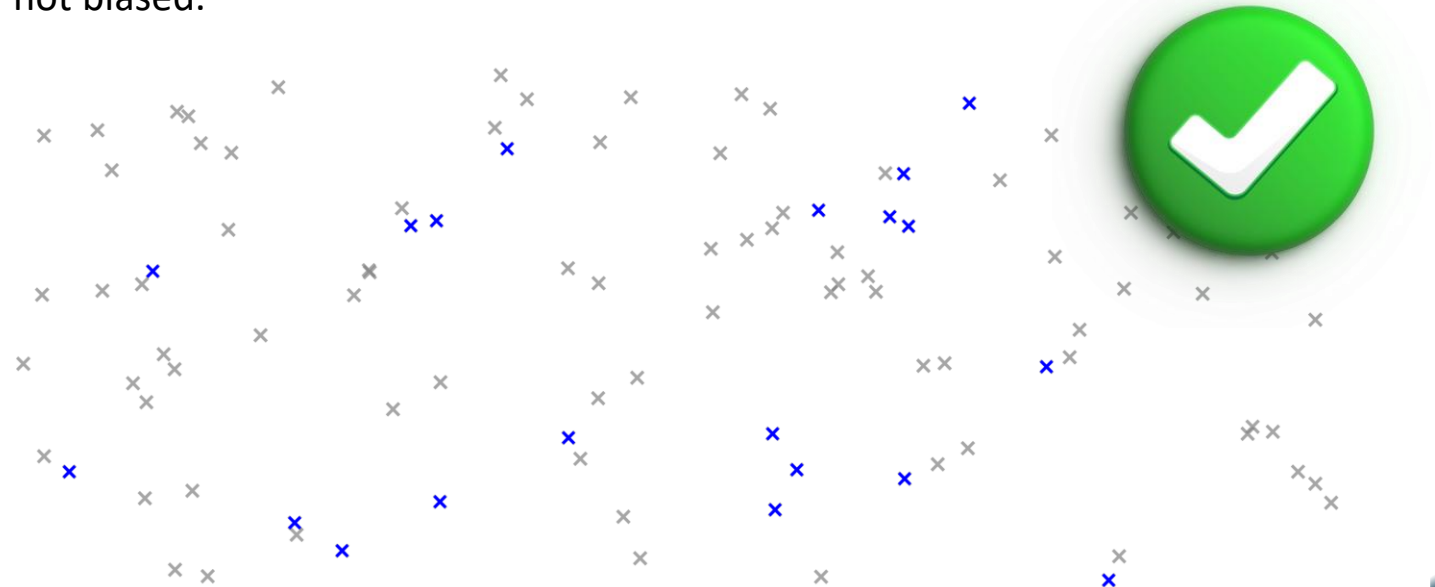
95% sure any value from the survey is within **±1.53%** of the real number

Survey Summary



How do we know this represents the full membership

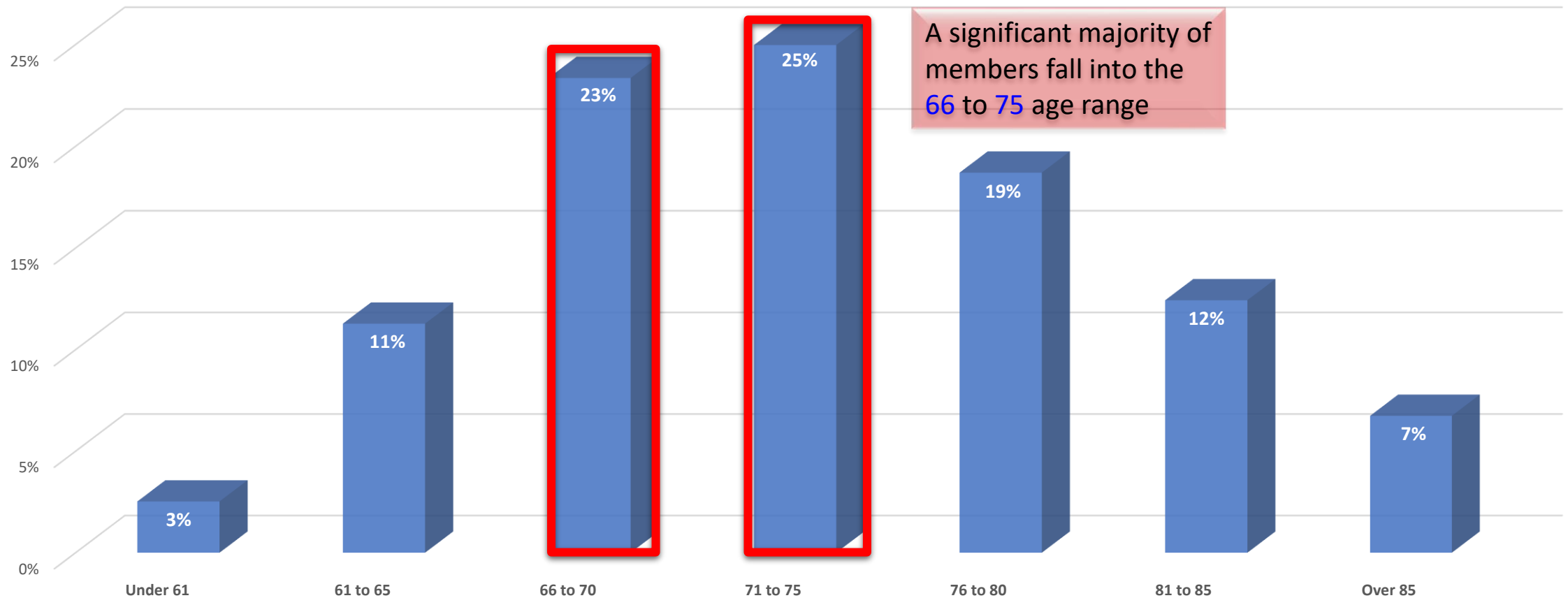
- **Population:** This is the **entire group** you want to understand—every BCGREA member, for example.
- **Sample:** A **smaller group** selected from the population. If chosen well, it represents the whole group's opinions or behaviors.
- **Why It Works:** We can make **accurate generalizations** from the sample to the population using statistics—as long as the sample is large enough and not biased.



Results by Question

Section: *About You*

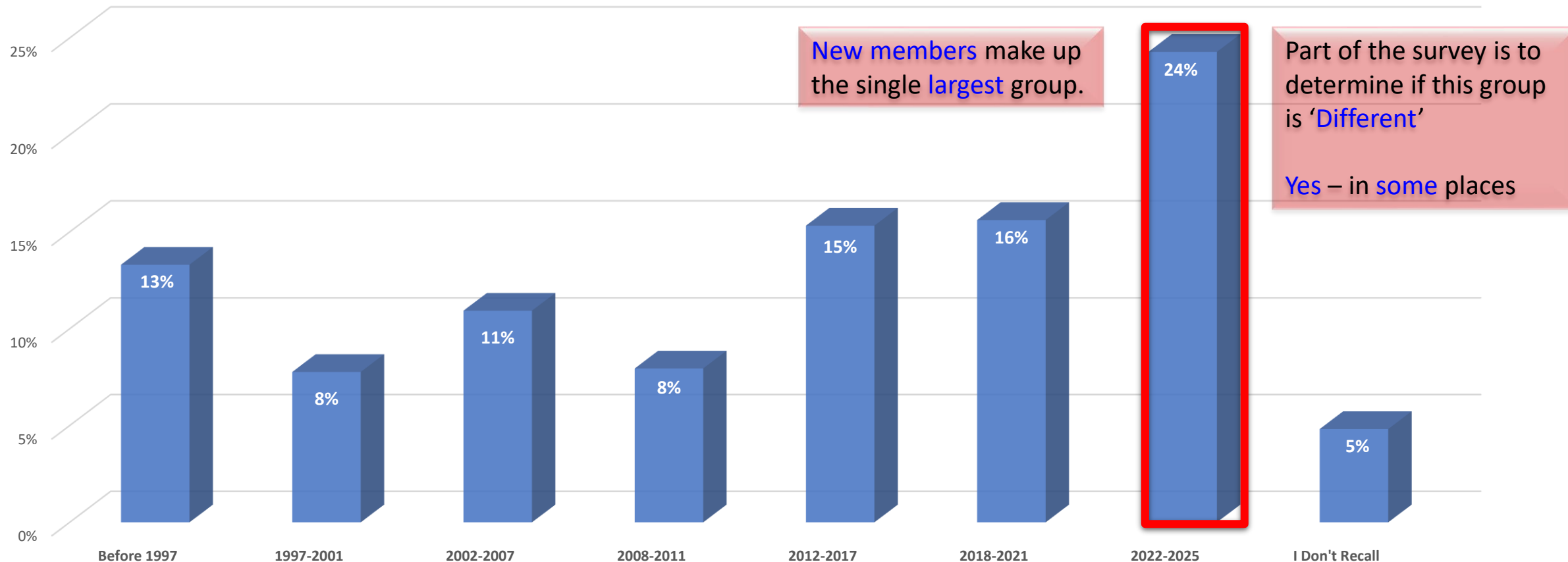
1. My age falls within the following group:



Results by Question

Section: *About You*

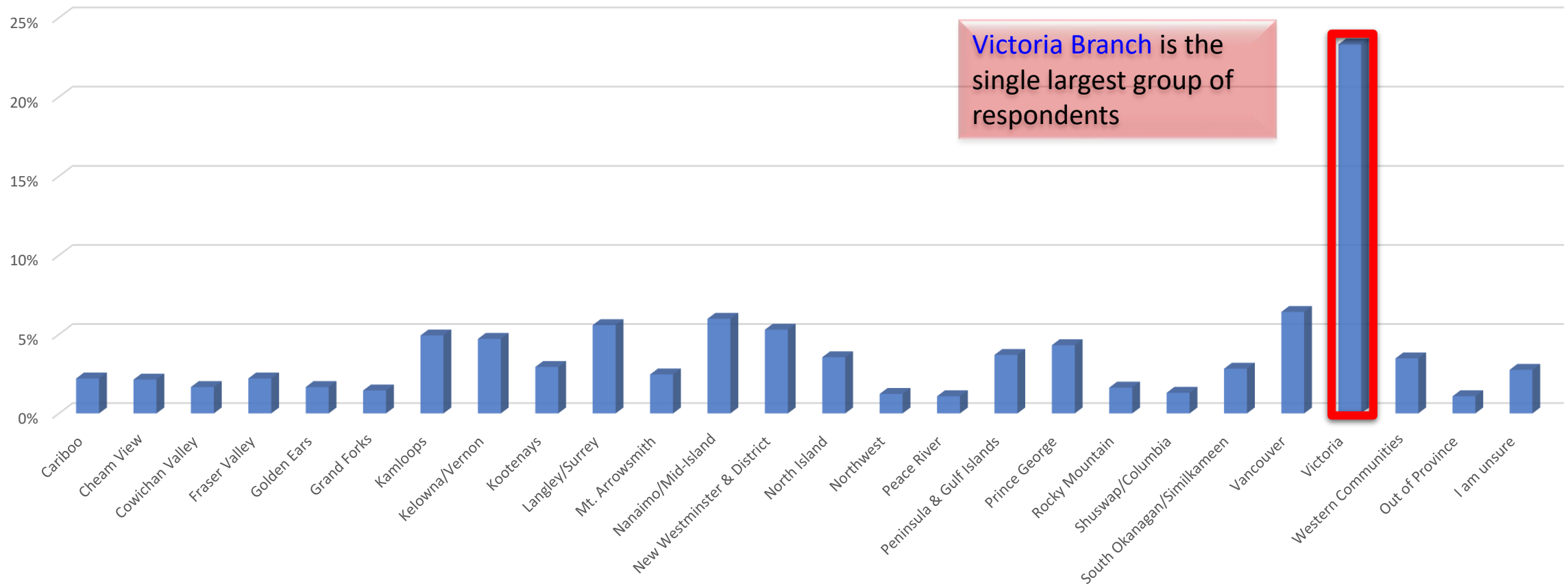
2. I believe I joined the BCGREA in:



Results by Question

Section: *About You*

4. I am a member of the following branch of the BCGREA:



5. I or my spouse made most of my/their pension contributions while working for:

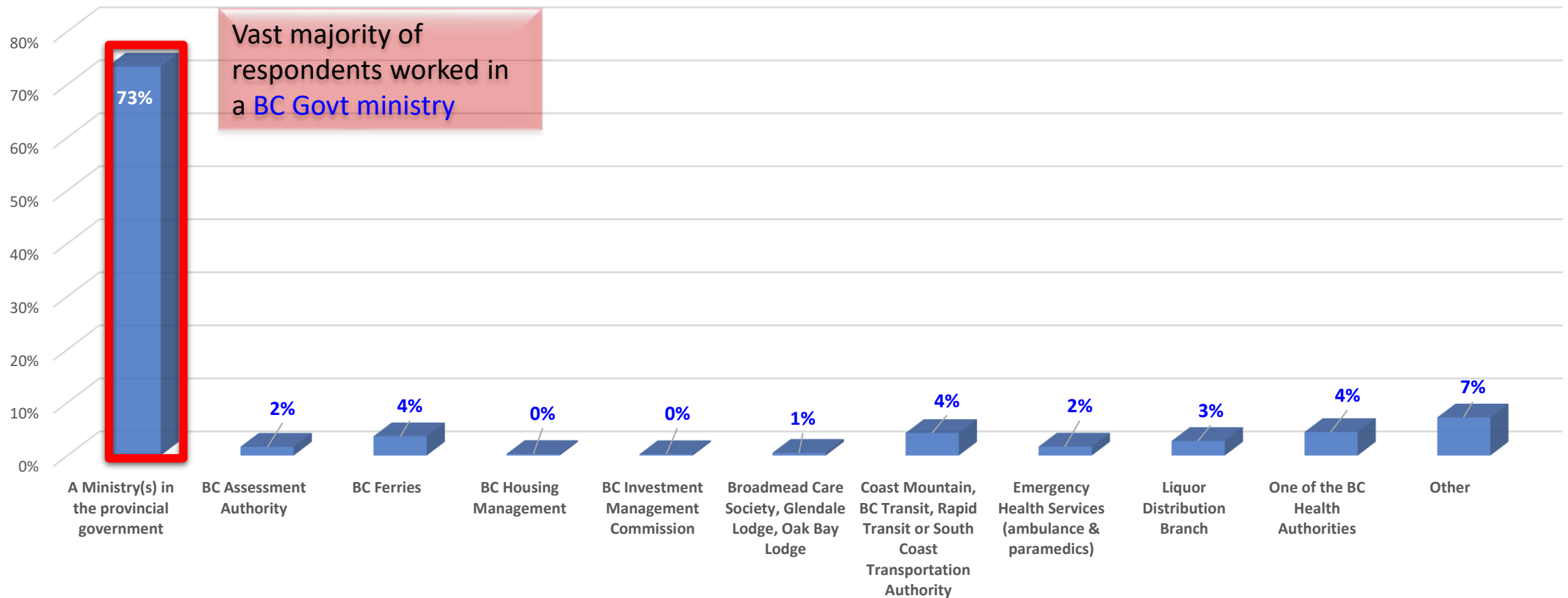





Chart Guide



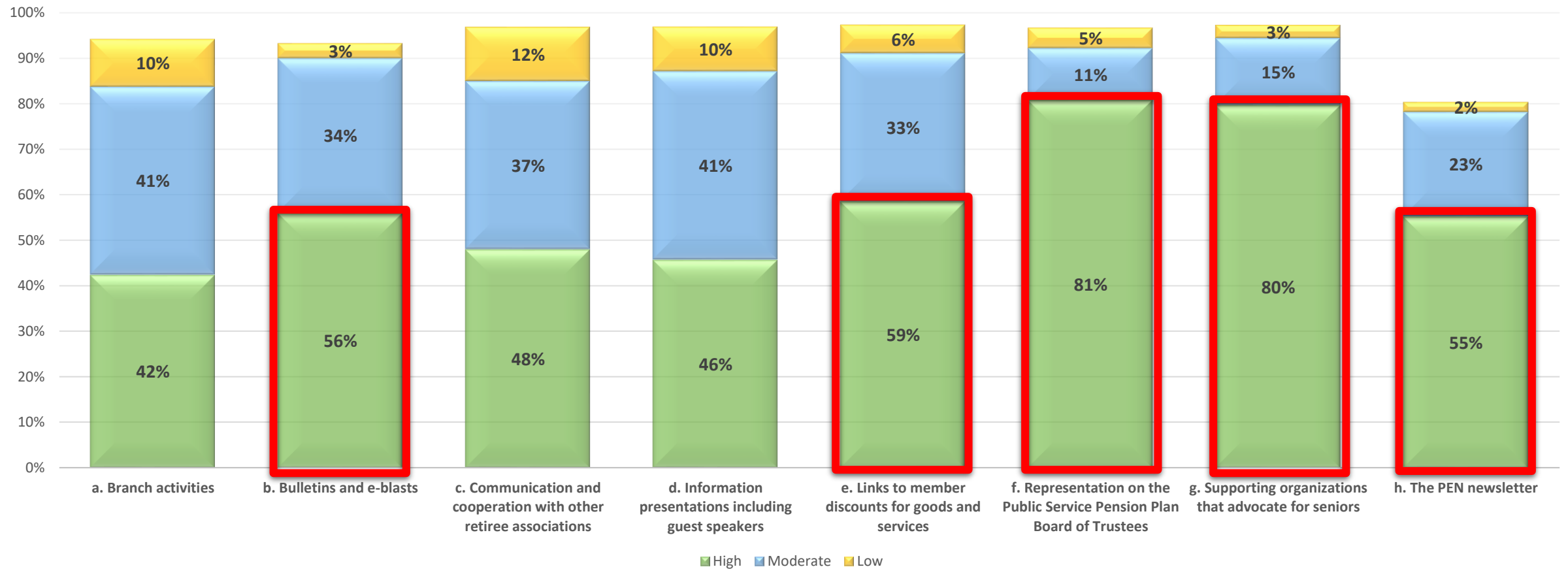
Understanding Charts on the Following Pages:

- Most charts on the following pages are [data condensed](#).
- Values from [two categories](#) combined into a [single Net value](#).
- **Example:**
 -  [Extremely Important](#) + [Highly Important](#) = [High Importance](#)
 -  [Moderately Important](#) + [Slightly Important](#) = [Moderate Importance](#)
 -  [Not Important](#) + [No Opinion](#) = [Low Importance](#)
- Including [No Opinion](#) in the [Low Importance](#) category helps reflect the fact that these responses indicate a [lack of engagement](#) or [perceived relevance](#).
- Leave out the [Other](#) category, which can be misleading due to [missing data](#), and whose primary value is [qualitative](#).

Results by Question

Section: *Member Priorities*

6. I would rate the following services provided by the BCGREA, using the following scale:

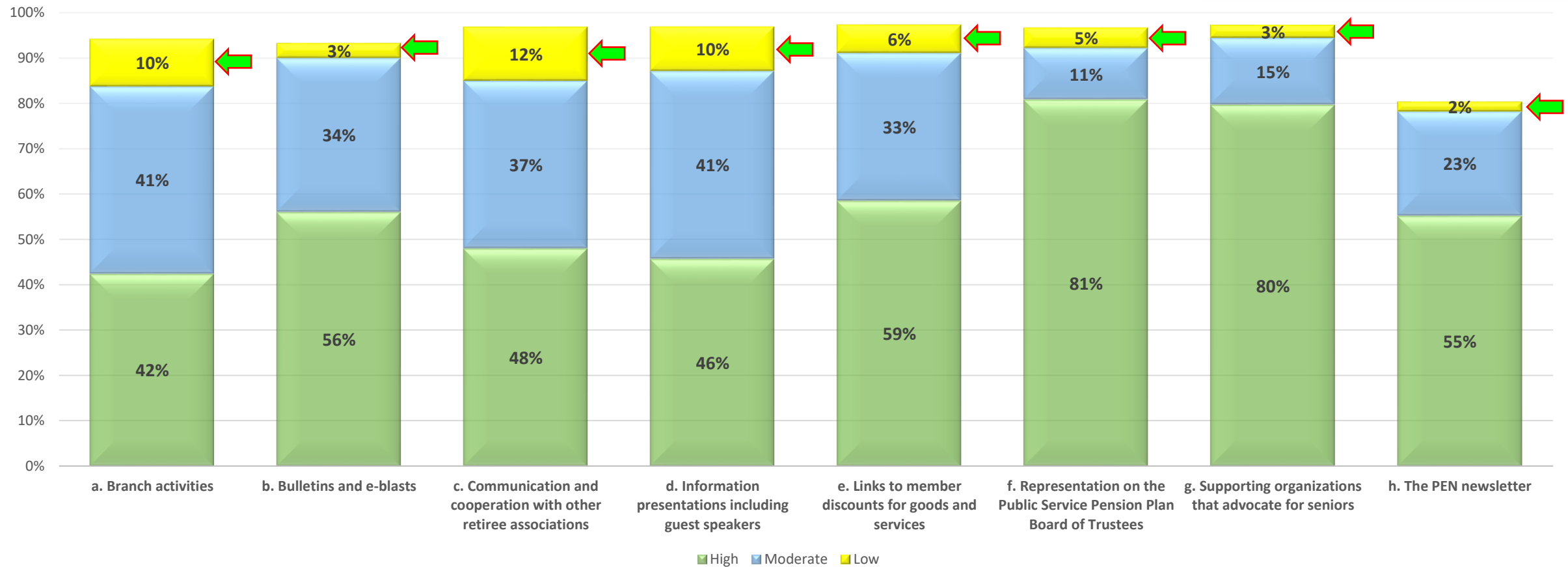


Results by Question

Section: *Member Priorities*

6. I would rate the following services provided by the BCGREA, using the following scale:

All services offered by the BCGREA are **valuable** to the **majority** of its members



Results by Question

Section: *Member Priorities*

6. I would rate the following services provided by the BCGREA, using the following scale:



Links to member discounts for goods and services		
5: Extremely Important		
pre-2022	post-2022	Delta
23%	31%	+8%

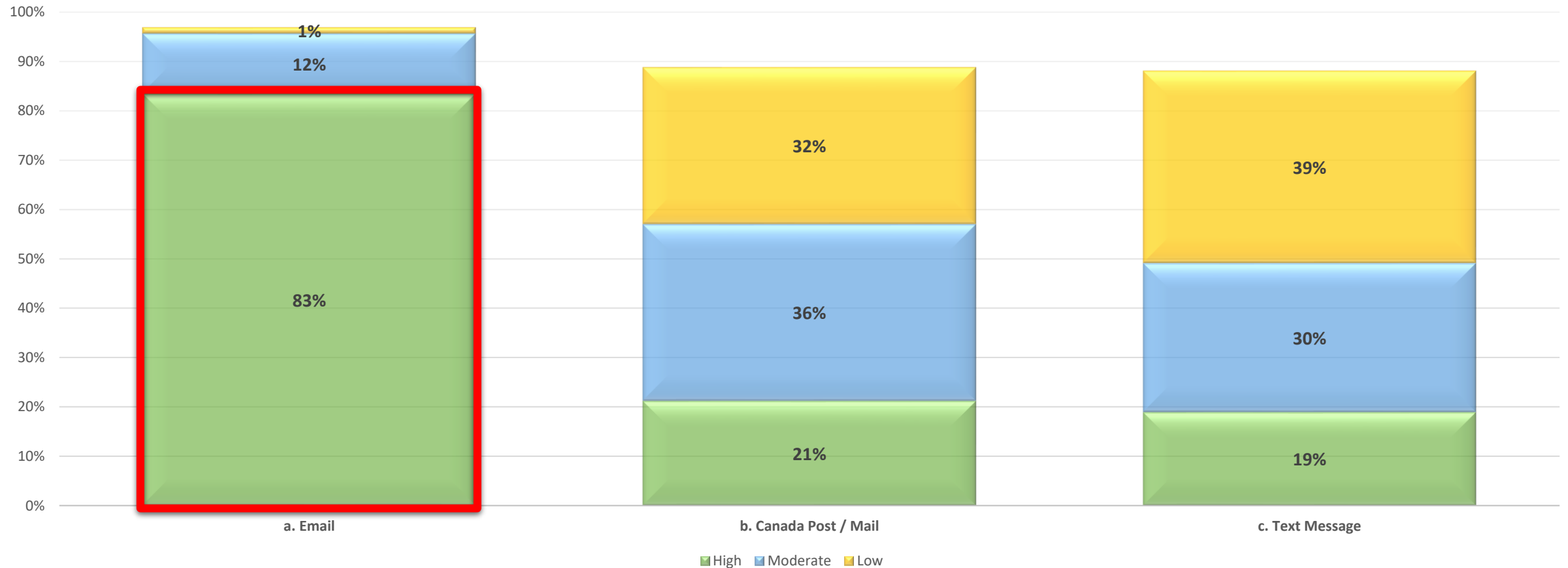
The PEN newsletter		
3: Moderately Important		
pre-2022	post-2022	Delta
17%	28%	+11%

Results by Question

Section: *Communications*

7. I would rate my preferred methods of receiving communications from the association using the following scale:

Email is it – the King of Communications

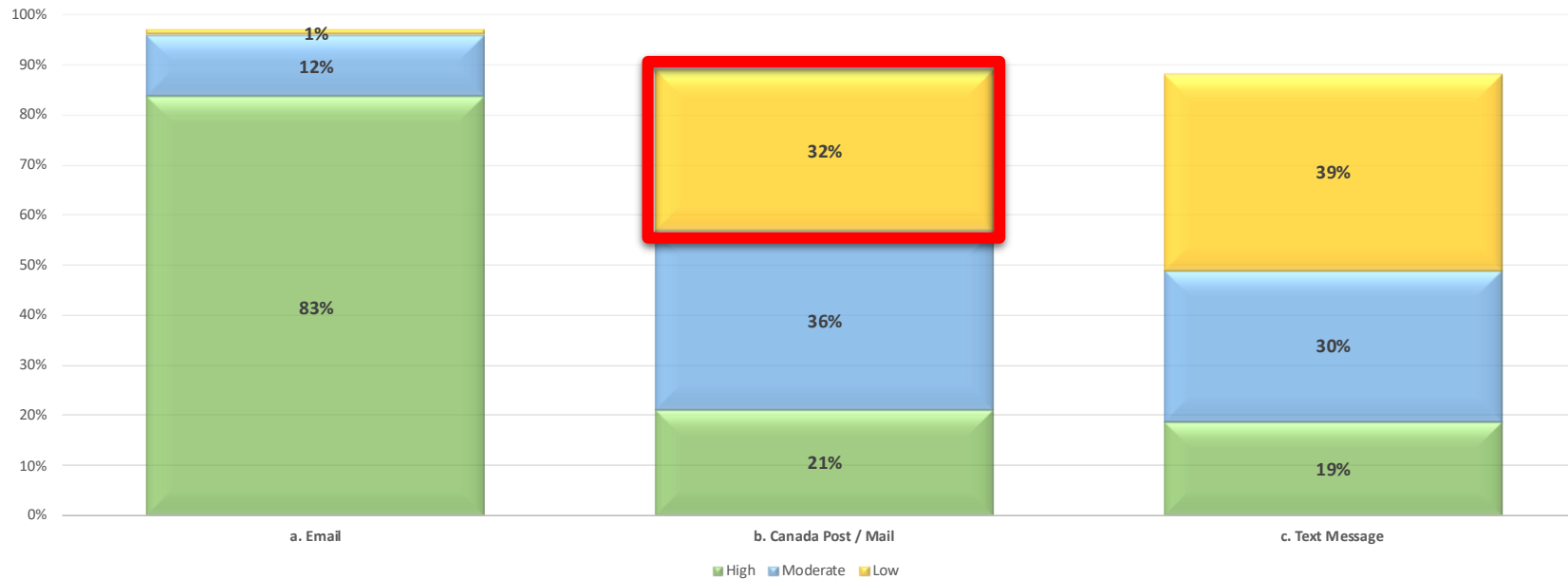


Results by Question

Section: *Communications*

7. I would rate my preferred methods of receiving communications from the association using the following scale:

Canada Post / Mail		
1: Not Important at All		
pre-2022	post-2022	Delta
26%	35%	+9%

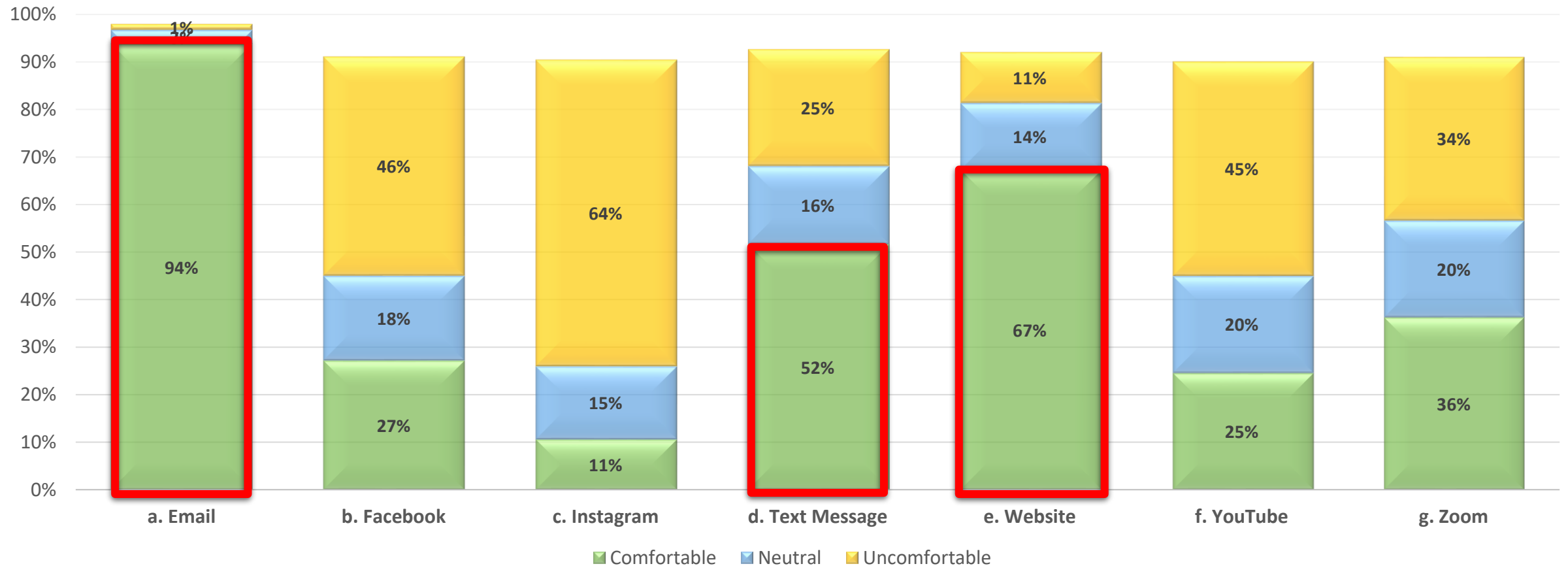


Results by Question

Section: *Communications*

9. I would rate my comfort level with the following methods of communication using the following scale:

Email is it – the King of Communications



Results by Question

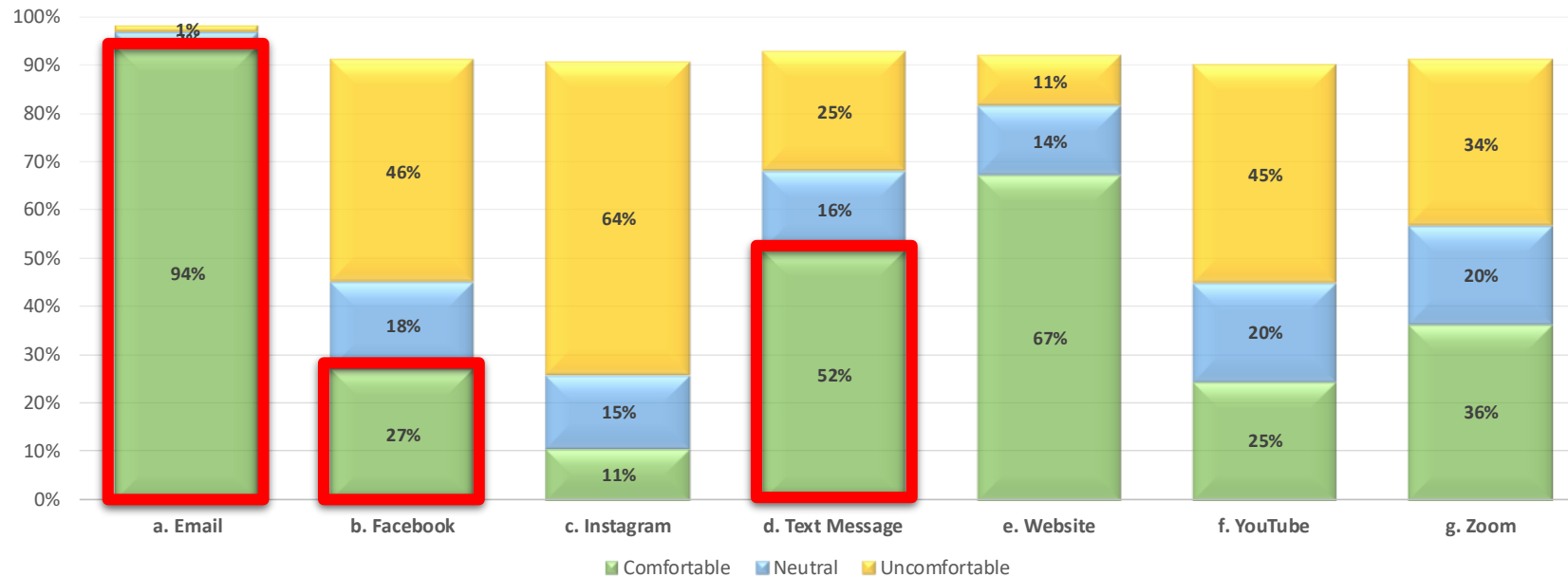
Section: *Communications*

9. I would rate my comfort level with the following methods of communication using the following scale:

Email		
5: Very Comfortable		
pre-2022	post-2022	Delta
71%	80%	+9%

Facebook		
5: Very Comfortable		
pre-2022	post-2022	Delta
12%	19%	+7%

Text Message		
5: Very Comfortable		
pre-2022	post-2022	Delta
28%	38%	+10%



Results by Question

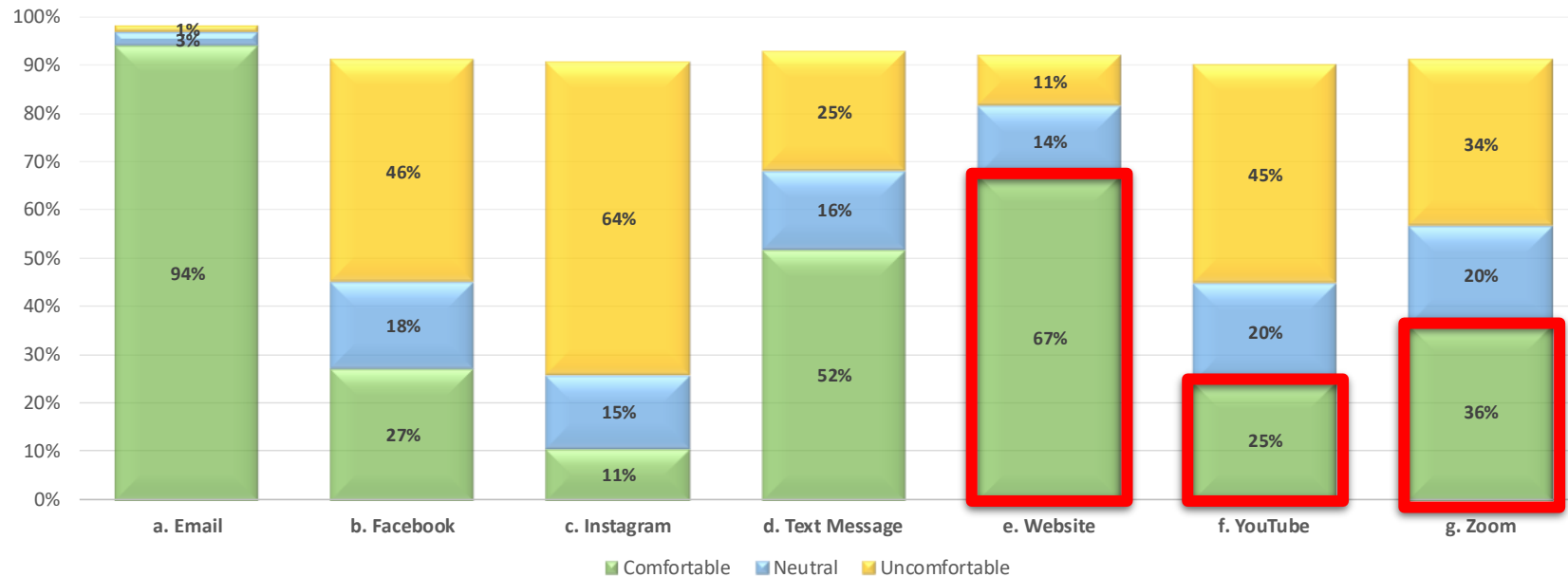
Section: *Communications*

9. I would rate my comfort level with the following methods of communication using the following scale:

Websites		
5: Very Comfortable		
pre-2022	post-2022	Delta
33%	47%	+14%

YouTube		
5: Very Comfortable		
pre-2022	post-2022	Delta
10%	18%	+8%

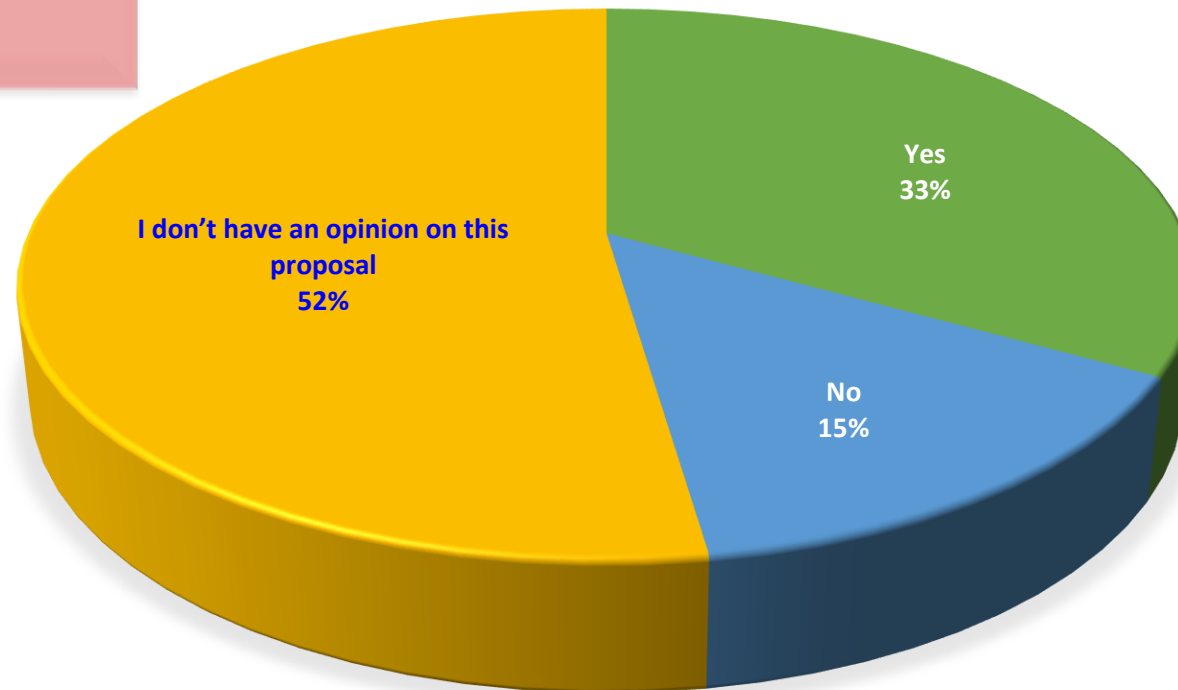
Zoom		
5: Very Comfortable		
pre-2022	post-2022	Delta
15%	22%	+7%



New members who joined during or after 2022 are statistically more comfortable with communications technology than members who joined prior to 2022

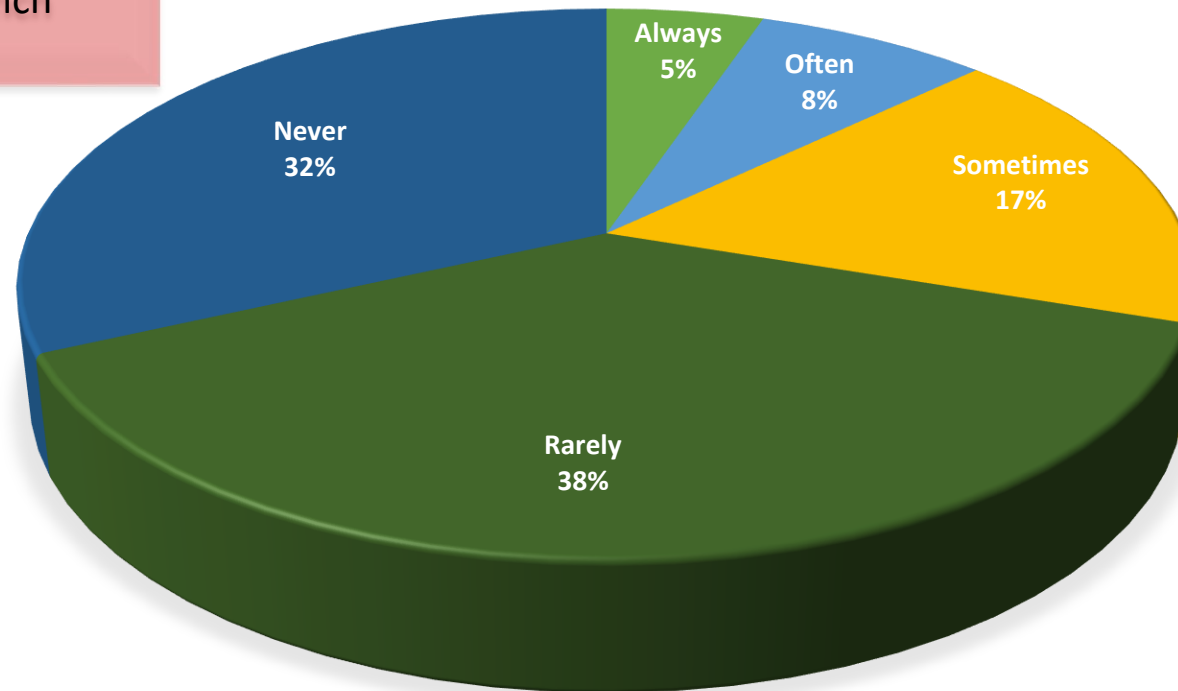
11. I support having a members only social media platform page to allow members to seek out and reconnect with other members.

Of those members who **have an opinion** about establishing a social media platform page, **69%** are **in favour**.

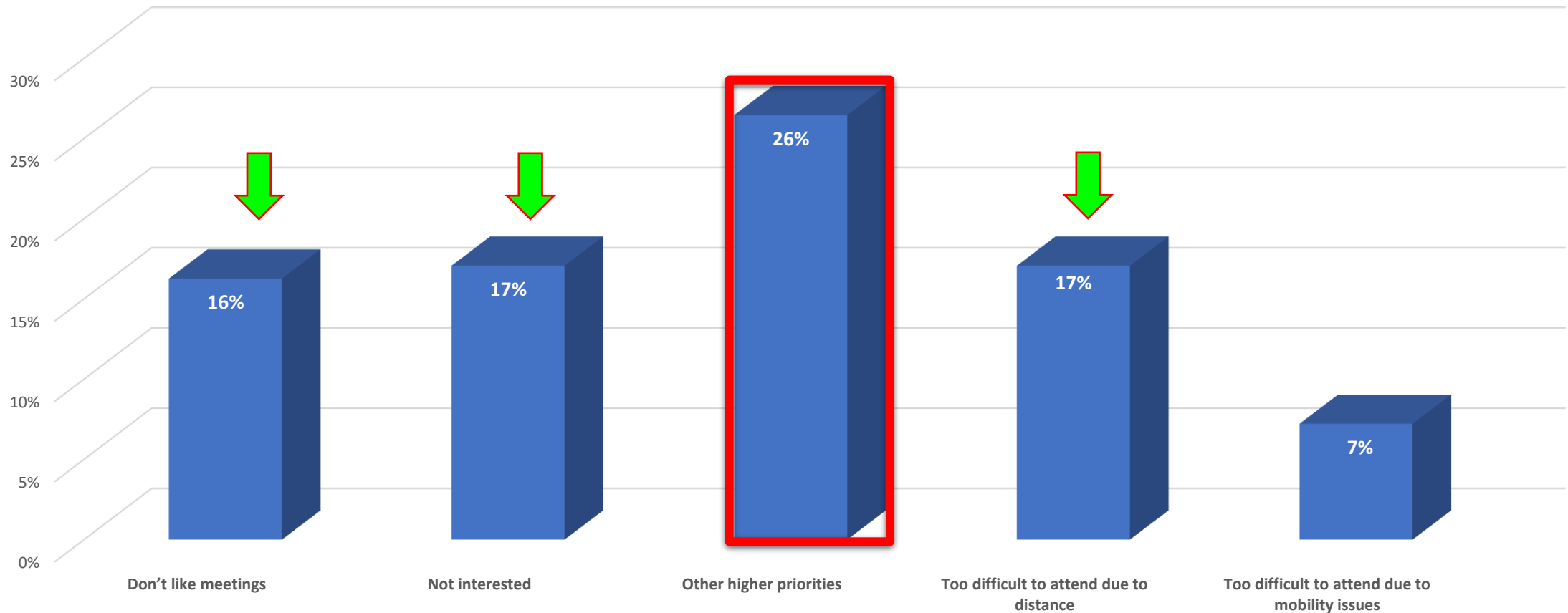


12. I participate in branch activities.

A full 70% of members **rarely** or **never** participate in branch activities



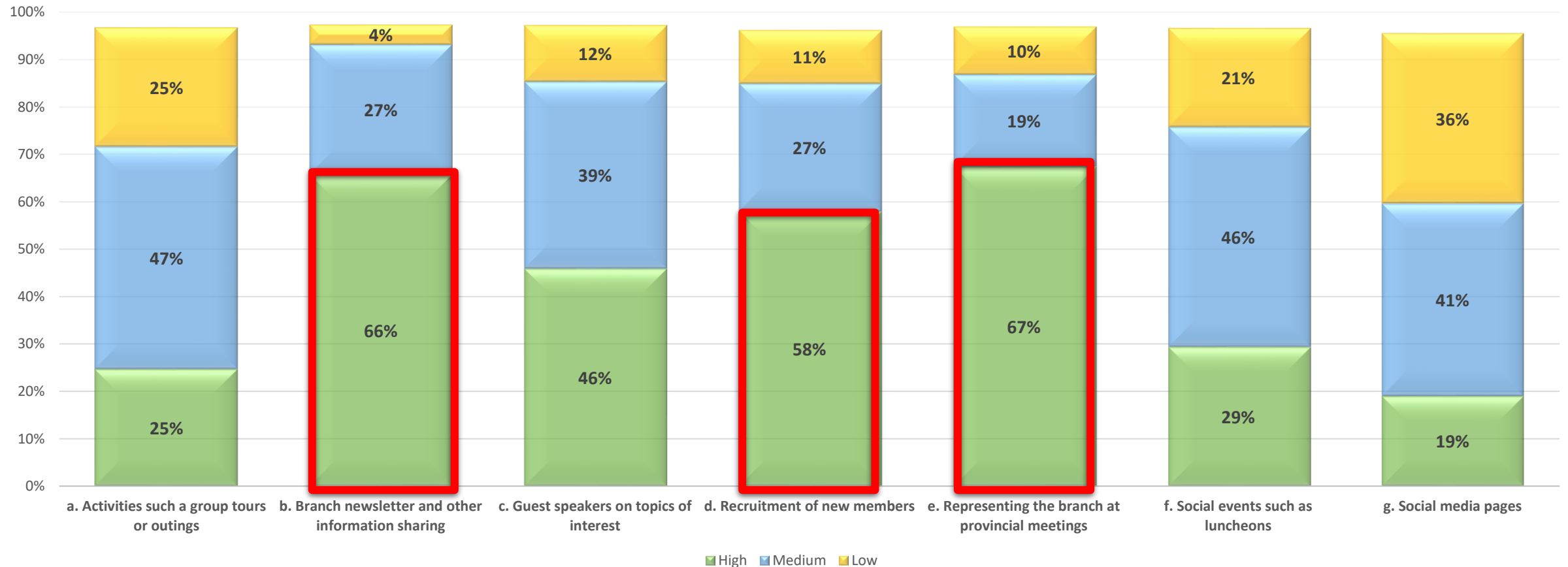
13. If you never participate in branch activities, could you please indicate why not?



Results by Question

Section: *Branch Operations*

14. I would rate the value of the branch providing the following services using the following scale:

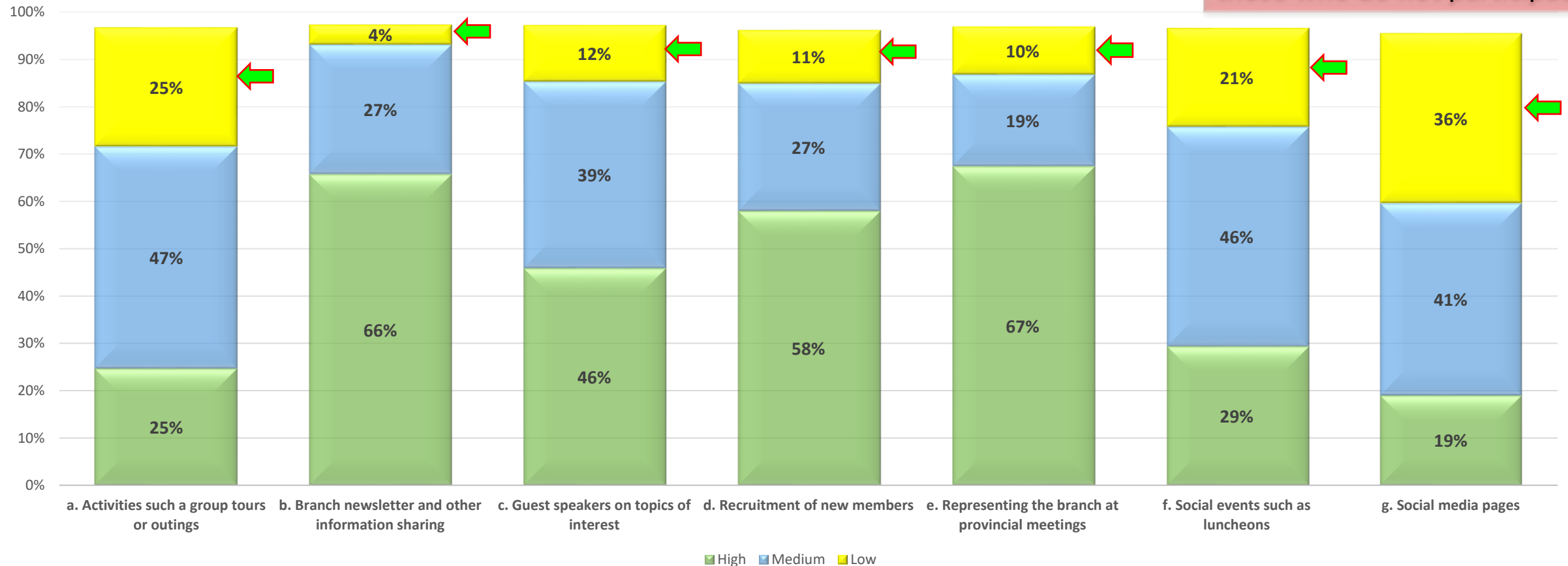


Results by Question

Section: *Branch Operations*

14. I would rate the value of the branch providing the following services using the following scale:

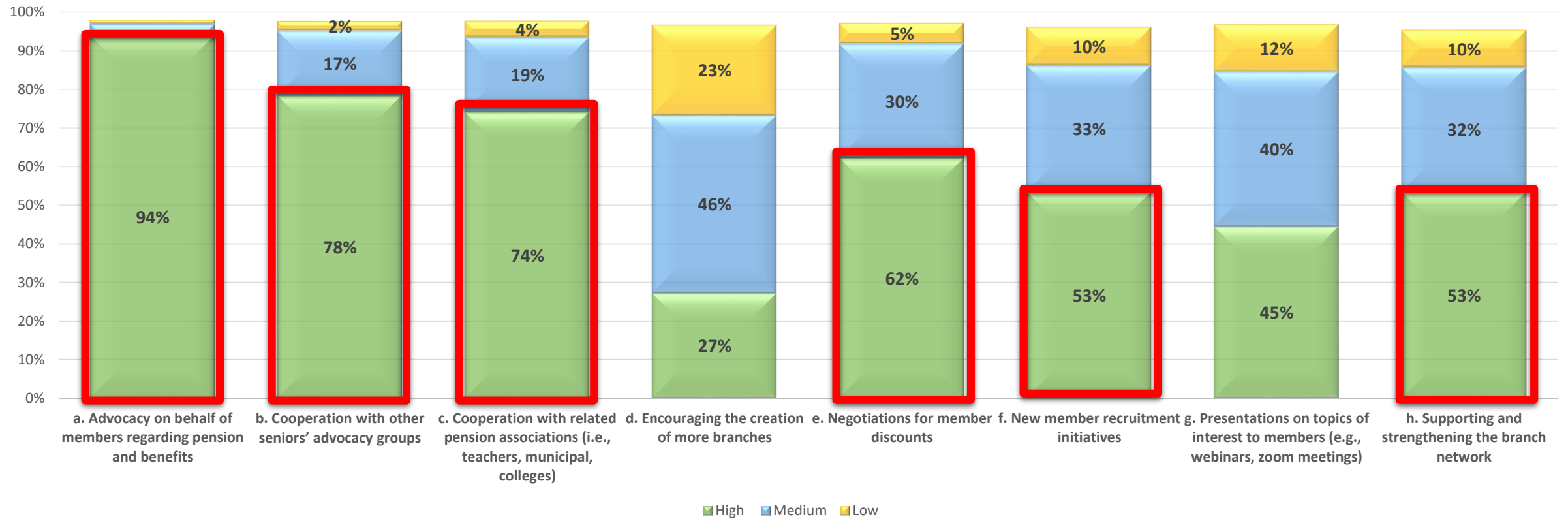
Branch services are perceived as **valuable** by the **majority** of **members**, including among those who do not participate



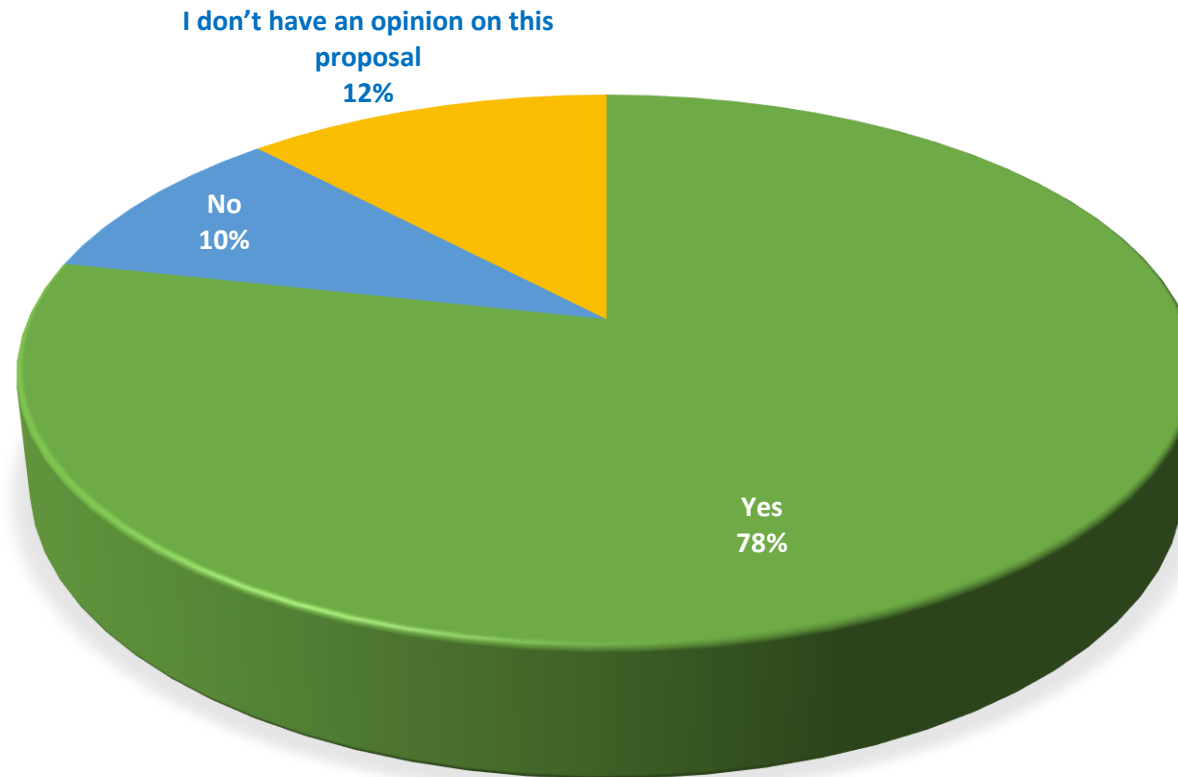
Results by Question

Section: *Association Priorities*

16. I would rate the value of the BCGREA provincial body focusing its efforts and resources on the following areas using the following scale:



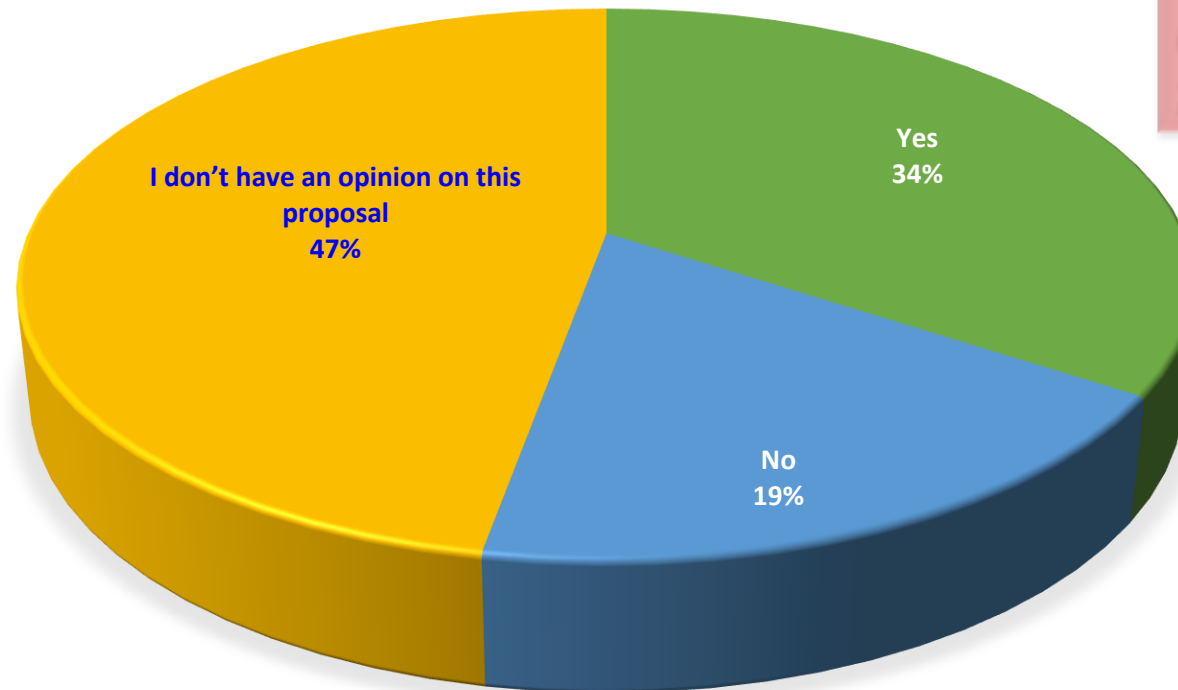
18. If an increase in membership fees is required to continue operations, I support a \$5 per year increase.



Vast **majority** of members approve of a **\$5** increase in annual fees

Consistent with **value proposition** at both branch and provincial levels

19. I support the proposal to change the name of the BCGREA:



Of those members who **have an opinion** about a name change, **64%** are **in favour** and provided **288** name suggestions.

Suggested Next Steps



Reflect and Discuss

What were the key messages to you? Were there any surprises?

Align Decision-Making

How do you set priorities as an organization? Do your recent decisions align with the direction your members have indicated?

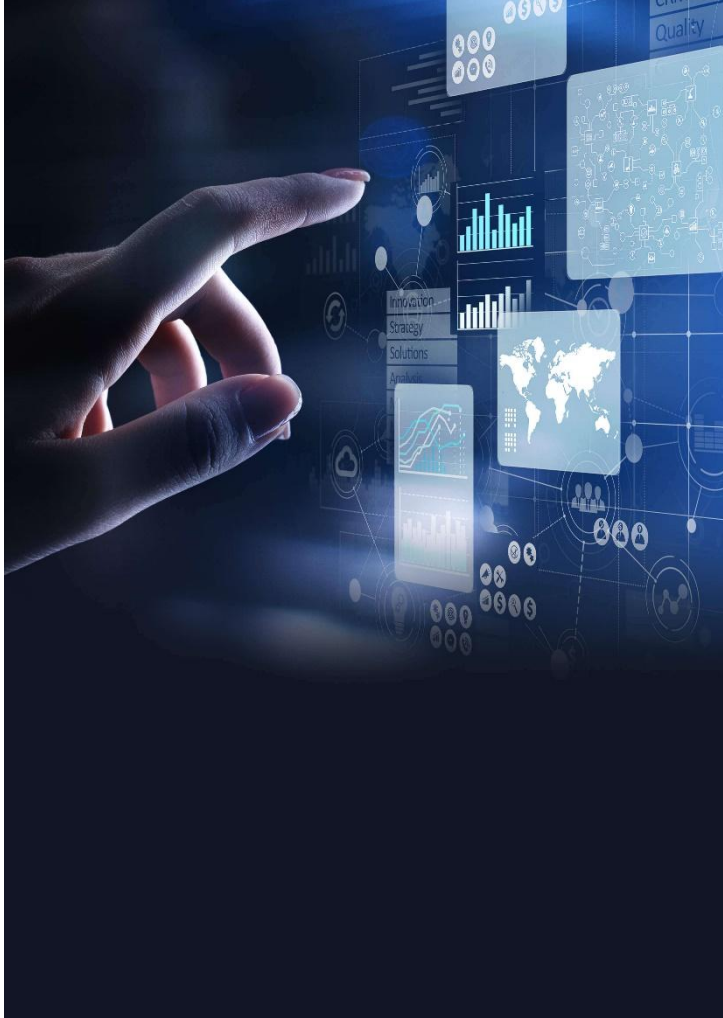
Communicate

How can you close the loop with your members, and let them know that you are listening to their feedback?

Dig Deeper

Data here is very rich and can easily provide much deeper insight than what we were able to present here.

Questions and Answers



Contact Us

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