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British Columbia Government Retired Employees' Association

2025 General Members Survey

April 2025



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PROJECT OVERVIEW

SUMMARY REPORT INFORMATION

Company Name:	<i>BC Government Retired Employees' Association.</i>
Division Name:	<i>All divisions</i>
Survey Start:	<i>March 7, 2025</i>
Survey End:	<i>March 28, 2025</i>
Report Date:	<i>April 11, 2025</i>

SUMMARY STATISTICAL INFORMATION

Survey Population:	<i>8,683</i>
Sampling Method:	<i>Online survey using census distribution; no sampling methods used.</i>
Responses:	<i>2,794</i>
Response Rate:	<i>32.17%</i>
Confidence Level:	<i>.95</i>
Confidence Interval:	<i>+/- 1.53 points 19 times out of 20 – meets test of statistical significance.</i>
Main Research Question:	<i>What are the main priorities for BCGREA members for communication preferences, branch engagement, and provincial advocacy.</i>

The *2025 BCGREA Member Survey* is a province-wide consultation intended to gather feedback from members of the British Columbia Government Retired Employees' Association (BCGREA). It aims to assess members' views on the association's services, communications, and future direction, particularly in light of a 50% growth in membership since the last survey. Topics include member priorities, communication preferences, branch engagement, provincial advocacy, potential name change, and support for a fee increase. Responses will guide strategic planning and ensure the association remains responsive to the evolving needs of its diverse membership.

The survey ran from March 7 to March 28, 2025. It was conducted entirely online and used a census-style that did not rely on sampling methods. A total of **2,794** members responded out of a provincial membership of **8,683**, resulting in a completion rate of **32.17%**. This yields a margin of error of **±1.53** percentage points, 19 times out of 20. The survey results comfortably meet the statistical thresholds required to be considered accurate and representative of the BCGREA's provincial membership.

The survey on which these results are based was fully anonymous and featured a mix of single-response and "select all that apply" quantitative questions, most of which included an "Other" option to capture additional input. One open-ended qualitative question was also included at the end of the survey. Data was collected through a secure research server accessible only to authorized staff at CDR Business Diagnostics.

All responses are presented in aggregate form to preserve anonymity, in accordance with provincial and federal privacy legislation and research ethics guidelines. The collection and management of all survey data complied with the standards outlined in the *Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans*.

If you have any questions about this report, please email CollegiateDigital@protonmail.com

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 responses this represents.

About You

1. My age falls within the following group:

Response	Number	Percentage
Under 61	70	2.52%
61 to 65	313	11.28%
66 to 70	648	23.35%
71 to 75	693	24.97%
76 to 80	519	18.70%
81 to 85	345	12.43%
Over 85	187	6.74%

2. I believe I joined the BCGREA in:

Response	Number	Percentage
Before 1997	370	13.31%
1997-2001	216	7.77%
2002-2007	304	10.94%
2008-2011	221	7.95%
2012-2017	426	15.32%
2018-2021	434	15.61%
2022-2025	675	24.28%
I Don't Recall	134	4.82%

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

Postal code table removed to enhance readability and reduce printing length.

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

Response	Number	Percentage
Cariboo (Quesnel, Williams Lake, 100 Mile House) (Branch 1700)	61	2.21%
Cheam View (Chilliwack, Agassiz, Hope) (Branch 2000)	59	2.14%
Cowichan Valley (Branch 2600)	46	1.67%
Fraser Valley (Abbotsford) (Branch 100)	61	2.21%
Golden Ears (Maple Ridge) (Branch 2400)	46	1.67%
Grand Forks (Branch 400)	40	1.45%
Kamloops (Branch 500)	136	4.93%
Kelowna/Vernon (Branch 1500)	130	4.72%
Kootenays (Nelson) (Branch 700)	81	2.94%
Langley/Surrey (Branch 2100)	154	5.59%
Mt. Arrowsmith (Parksville/Qualicum) (Branch 2300)	68	2.47%
Nanaimo/Mid-Island (Branch 600)	165	5.98%

Response	Number	Percentage
New Westminster & District (Branch 800)	146	5.30%
North Island (formerly Comox Valley) Branch 200	98	3.55%
Northwest (Terrace, Smithers, Prince Rupert) (Branch 1900)	34	1.23%
Peace River (Dawson Creek) (Branch 1400)	30	1.09%
Peninsula & Gulf Islands (Branch 2500)	102	3.70%
Prince George (Branch 1600)	119	4.32%
Rocky Mountain (Cranbrook) (Branch 300)	45	1.63%
Shuswap/Columbia (Salmon Arm) (Branch 1000)	36	1.31%
South Okanagan/Similkameen (Penticton) (Branch 900)	78	2.83%
Vancouver (Branch 1100)	177	6.42%
Victoria (Branch 1200)	643	23.32%
Western Communities (Langford) (Branch 2700)	96	3.48%
Out of Province (Branch 5000)	30	1.09%
I am unsure of which branch I am a member of.	76	2.76%

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

Response	Number	Percentage
A Ministry(s) in the provincial government	2002	73.36%
BC Assessment Authority	45	1.65%
BC Ferries	99	3.63%
BC Housing Management	8	0.29%
BC Investment Management Commission	7	0.26%
Broadmead Care Society, Glendale Lodge, Oak Bay Lodge	14	0.51%
Coast Mountain, BC Transit, Rapid Transit or South Coast Transportation Authority	116	4.25%
Emergency Health Services (ambulance & paramedics)	46	1.69%
Liquor Distribution Branch	75	2.75%
One of the BC Health Authorities	121	4.43%
Other	196	7.18%

If you chose 'Other', please tell us where you worked to accumulate the bulk of your pension contributions.

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

Member Priorities

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

Branch activities:

Response	Number	Percentage
5: Extremely Important	319	11.42%
4: Very Important	868	31.07%
3: Moderately Important	868	31.07%
2: Slightly Important	285	10.20%
1: Not Important at All	118	4.22%
No Opinion	174	6.23%

Bulletins and e-blasts:

Response	Number	Percentage
5: Extremely Important	400	14.32%
4: Very Important	1167	41.77%
3: Moderately Important	787	28.17%
2: Slightly Important	160	5.73%
1: Not Important at All	21	0.75%
No Opinion	72	2.58%

Communication and cooperation with other retiree associations:

Response	Number	Percentage
5: Extremely Important	391	13.99%
4: Very Important	952	34.07%
3: Moderately Important	770	27.56%
2: Slightly Important	261	9.34%
1: Not Important at All	111	3.97%
No Opinion	222	7.95%

Information presentations including guest speakers:

Response	Number	Percentage
5: Extremely Important	334	11.95%
4: Very Important	945	33.82%
3: Moderately Important	899	32.18%
2: Slightly Important	256	9.16%
1: Not Important at All	115	4.12%
No Opinion	159	5.69%

Links to member discounts for goods and services:

Response	Number	Percentage
5: Extremely Important	695	24.87%
4: Very Important	941	33.68%
3: Moderately Important	656	23.48%
2: Slightly Important	253	9.06%
1: Not Important at All	115	4.12%
No Opinion	59	2.11%

Representation on the Public Service Pension Plan Board of Trustees:

Response	Number	Percentage
5: Extremely Important	1453	52.00%
4: Very Important	805	28.81%
3: Moderately Important	250	8.95%
2: Slightly Important	68	2.43%
1: Not Important at All	46	1.65%
No Opinion	80	2.86%

Supporting organizations that advocate for seniors:

Response	Number	Percentage
5: Extremely Important	1209	43.27%
4: Very Important	1017	36.40%
3: Moderately Important	333	11.92%
2: Slightly Important	78	2.79%
1: Not Important at All	34	1.22%
No Opinion	47	1.68%

The PEN newsletter:

Response	Number	Percentage
5: Extremely Important	589	21.08%
4: Very Important	954	34.14%
3: Moderately Important	552	19.76%
2: Slightly Important	91	3.26%
1: Not Important at All	25	0.89%
No Opinion	36	1.29%

Communications

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

Email:

Response	Number	Percentage
5: Extremely Important	1287	46.06%
4: Very Important	1045	37.40%
3: Moderately Important	290	10.38%
2: Slightly Important	49	1.75%
1: Not Important at All	13	0.47%
No Opinion	22	0.79%

Canada Post / Mail:

Response	Number	Percentage
5: Extremely Important	203	7.27%
4: Very Important	390	13.96%
3: Moderately Important	635	22.73%
2: Slightly Important	366	13.10%
1: Not Important at All	784	28.06%
No Opinion	103	3.69%

Text message:

Response	Number	Percentage
5: Extremely Important	170	6.08%
4: Very Important	359	12.85%
3: Moderately Important	536	19.18%
2: Slightly Important	309	11.06%
1: Not Important at All	878	31.42%
No Opinion	209	7.48%

Other:

Response	Number	Percentage
5: Extremely Important	57	2.04%
4: Very Important	70	2.51%
3: Moderately Important	121	4.33%
2: Slightly Important	71	2.54%
1: Not Important at All	298	10.67%
No Opinion	1052	37.65%

8. If other, please tell us your preferred communications method:

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

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

Email:

Response	Number	Percentage
5: Very Comfortable	2048	73.30%
4: Comfortable	570	20.40%
3: Neutral	84	3.01%
2: Uncomfortable	8	0.29%
1: Very Uncomfortable	8	0.29%
No Opinion	18	0.64%

Facebook:

Response	Number	Percentage
5: Very Comfortable	385	13.78%
4: Comfortable	375	13.42%
3: Neutral	498	17.82%
2: Uncomfortable	354	12.67%
1: Very Uncomfortable	623	22.30%
No Opinion	311	11.13%

Instagram:

Response	Number	Percentage
5: Very Comfortable	149	5.33%
4: Comfortable	148	5.30%
3: Neutral	430	15.39%
2: Uncomfortable	384	13.74%
1: Very Uncomfortable	814	29.13%
No Opinion	602	21.55%

Text message:

Response	Number	Percentage
5: Very Comfortable	856	30.64%
4: Comfortable	588	21.05%
3: Neutral	458	16.39%
2: Uncomfortable	183	6.55%
1: Very Uncomfortable	260	9.31%
No Opinion	243	8.70%

Website:

Response	Number	Percentage
5: Very Comfortable	1011	36.18%
4: Comfortable	868	31.07%
3: Neutral	394	14.10%
2: Uncomfortable	61	2.18%
1: Very Uncomfortable	83	2.97%
No Opinion	154	5.51%

YouTube:

Response	Number	Percentage
5: Very Comfortable	337	12.06%
4: Comfortable	350	12.53%
3: Neutral	596	21.33%
2: Uncomfortable	304	10.88%
1: Very Uncomfortable	507	18.15%
No Opinion	448	16.03%

Zoom:

Response	Number	Percentage
5: Very Comfortable	453	16.21%
4: Comfortable	560	20.04%
3: Neutral	570	20.40%
2: Uncomfortable	237	8.48%
1: Very Uncomfortable	327	11.70%
No Opinion	396	14.17%

Other:

Response	Number	Percentage
5: Very Comfortable	50	1.79%
4: Comfortable	32	1.15%
3: Neutral	189	6.76%
2: Uncomfortable	20	0.72%
1: Very Uncomfortable	70	2.51%
No Opinion	1091	39.05%

10. If you chose 'Other', please tell us what other communication method you use, and think should be considered.

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

11. I support having a members only social media platform (e.g. Facebook, BlueSky) page to allow members to seek out and reconnect with other members.

Response	Number	Percentage
Yes	909	33.19%
No	397	14.49%
I don't have an opinion on this proposal	1433	52.32%

Branch Operations

12. I participate in branch activities.

Response	Number	Percentage
Always	142	5.16%
Often	211	7.67%
Sometimes	477	17.34%
Rarely	1044	37.95%
Never	877	31.88%

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

Response	Number	Percentage
Don't like meetings	142	16.27%
Not interested	149	17.07%
Other higher priorities	231	26.46%
Too difficult to attend due to distance	149	17.07%
Too difficult to attend due to mobility issues	63	7.22%
Other	139	15.92%

13a. If other, please tell us what the main barrier to participation is.

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

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

Activities such a group tours or outings:

Response	Number	Percentage
5: Extremely Important	150	5.37%
4: Very Important	541	19.36%
3: Moderately Important	890	31.85%
2: Slightly Important	419	15.00%
1: Not Important at All	356	12.74%
No Opinion	347	12.42%

Branch newsletter and other information sharing:

Response	Number	Percentage
5: Extremely Important	693	24.80%
4: Very Important	1144	40.94%
3: Moderately Important	603	21.58%
2: Slightly Important	161	5.76%
1: Not Important at All	39	1.40%
No Opinion	79	2.83%

Guest speakers on topics of interest:

Response	Number	Percentage
5: Extremely Important	341	12.20%
4: Very Important	941	33.68%
3: Moderately Important	822	29.42%
2: Slightly Important	279	9.99%
1: Not Important at All	99	3.54%
No Opinion	235	8.41%

Recruitment of new members:

Response	Number	Percentage
5: Extremely Important	551	19.72%
4: Very Important	1069	38.26%
3: Moderately Important	591	21.15%
2: Slightly Important	161	5.76%
1: Not Important at All	68	2.43%
No Opinion	247	8.84%

Representing the branch at provincial meetings:

Response	Number	Percentage
5: Extremely Important	904	32.36%
4: Very Important	979	35.04%
3: Moderately Important	417	14.92%
2: Slightly Important	124	4.44%
1: Not Important at All	69	2.47%
No Opinion	215	7.70%

Social events such as luncheons:

Response	Number	Percentage
5: Extremely Important	249	8.91%
4: Very Important	572	20.47%
3: Moderately Important	867	31.03%
2: Slightly Important	428	15.32%
1: Not Important at All	283	10.13%
No Opinion	300	10.74%

Social media pages:

Response	Number	Percentage
5: Extremely Important	104	3.72%
4: Very Important	428	15.32%
3: Moderately Important	739	26.45%
2: Slightly Important	395	14.14%
1: Not Important at All	524	18.75%
No Opinion	478	17.11%

Other:

Response	Number	Percentage
5: Extremely Important	22	0.79%
4: Very Important	32	1.15%
3: Moderately Important	68	2.43%
2: Slightly Important	36	1.29%
1: Not Important at All	66	2.36%
No Opinion	881	31.53%

15. If other, please tell us what branch services you feel are important:

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

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:*****Advocacy on behalf of members regarding pension and benefits:***

Response	Number	Percentage
5: Extremely Important	2069	74.05%
4: Very Important	554	19.83%
3: Moderately Important	74	2.65%
2: Slightly Important	10	0.36%
1: Not Important at All	3	0.11%
No Opinion	23	0.82%

Cooperation with other seniors' advocacy groups:

Response	Number	Percentage
5: Extremely Important	1032	36.94%
4: Very Important	1157	41.41%
3: Moderately Important	413	14.78%
2: Slightly Important	58	2.08%
1: Not Important at All	13	0.47%
No Opinion	55	1.97%

Cooperation with related pension associations (i.e., teachers, municipal, colleges):

Response	Number	Percentage
5: Extremely Important	1022	36.58%
4: Very Important	1048	37.51%
3: Moderately Important	459	16.43%
2: Slightly Important	84	3.01%
1: Not Important at All	28	1.00%
No Opinion	88	3.15%

Encouraging the creation of more branches:

Response	Number	Percentage
5: Extremely Important	226	8.09%
4: Very Important	537	19.22%
3: Moderately Important	911	32.61%
2: Slightly Important	376	13.46%
1: Not Important at All	181	6.48%
No Opinion	468	16.75%

Negotiations for member discounts:

Response	Number	Percentage
5: Extremely Important	834	29.85%
4: Very Important	905	32.39%
3: Moderately Important	651	23.30%
2: Slightly Important	175	6.26%
1: Not Important at All	67	2.40%
No Opinion	82	2.93%

New member recruitment initiatives:

Response	Number	Percentage
5: Extremely Important	483	17.29%
4: Very Important	1011	36.18%
3: Moderately Important	723	25.88%
2: Slightly Important	193	6.91%
1: Not Important at All	62	2.22%
No Opinion	211	7.55%

Presentations on topics of interest to members (e.g., webinars, zoom meetings):

Response	Number	Percentage
5: Extremely Important	372	13.31%
4: Very Important	872	31.21%
3: Moderately Important	853	30.53%
2: Slightly Important	266	9.52%
1: Not Important at All	108	3.87%
No Opinion	233	8.34%

Supporting and strengthening the branch network:

Response	Number	Percentage
5: Extremely Important	467	16.71%
4: Very Important	1027	36.76%
3: Moderately Important	721	25.81%
2: Slightly Important	181	6.48%
1: Not Important at All	63	2.25%
No Opinion	203	7.27%

Other:

Response	Number	Percentage
5: Extremely Important	27	0.97%
4: Very Important	47	1.68%
3: Moderately Important	68	2.43%
2: Slightly Important	28	1.00%
1: Not Important at All	44	1.57%
No Opinion	807	28.88%

17. If other, please tell us what areas you feel are important:

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

Membership Fees

Our annual fees were last increased 16 years ago to the current \$20 per member. Inflation and cost of living adjustments to our pensions have gone up by approximately 40% since then. BCGREA expenses have also increased significantly during this period.

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

Response	Number	Percentage
Yes	2149	78.49%
No	260	9.50%
I don't have an opinion on this proposal	329	12.02%

Association Name

The Public Service Pension Plan (PSPP) has approximately 100 enrolled employers. 48% of the contributing members do not work for the traditional government ministries. All PSPP recipients are eligible to join us, but a significant number are not aware of this. It has been suggested that the BCGREA should change its name to be more inclusive and reflect the varied makeup of its members throughout the broader public sector.

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

Response	Number	Percentage
Yes	940	34.32%
No	507	18.51%
I don't have an opinion on this proposal	1292	47.17%

20. If you answered Yes, you are invited to suggest a name(s) to be considered. This is optional but we welcome your suggestion(s):

Name suggestion table removed to enhance readability and reduce printing length. A full version, including this table, is available upon request.

QUALITATIVE RESULTS

The survey included one final open-ended question, worded as follows:

Is there anything else you would like the BCGREA Directors to know or consider moving forward?

The written responses submitted by survey respondents 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. Statements such as *Not Applicable*, *N/A*, *no* and so on have also been removed.

Member Feedback

Qualitative data removed to enhance readability and reduce printing length. A full version, including all open-ended responses, is available upon request.

APPENDIX 1

The first three digits of my postal code are:

- Postal code table removed to enhance readability and reduce printing length. A full version, including this table, is available upon request.

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.