

GENERATIONAL COHESION SURVEY

**SURVEY RESULTS FOR NUPGE'S COMPONENT
MEMBERS**

WINTER 2018/2019

ABACUS DATA

METHODOLOGY

Online survey

Survey was conducted online with NUPGE component members. Members were invited to participate in the survey through email invitations.

Sample Size

7,883 members

Field dates

November 19th, 2018 to January 23rd, 2019

RESPONDENT DEMOGRAPHIC BREAKDOWN

Component	Total union members	Female	Male	Transgender	Non-binary	Workers of colour	Indigenous	Workers with a disability	Rural	Urban
BCGEU	385	247	118	1	2	62	32	54	313	72
HSABC	247	205	35	0	0	77	11	15	203	44
HSAA	578	449	107	0	1	101	23	41	438	140
SGEU	967	627	305	0	3	149	171	117	708	259
MGEU	299	211	81	1	1	44	59	34	156	143
OPSEU	970	620	316	1	4	198	44	94	773	197
CUBGW	7	0	7	0	0	0	0	0	6	1
NBU	660	467	178	0	1	20	11	29	364	296
PEIUPSE	391	260	117	0	0	11	6	17	185	206
NSGEU	2797	2207	519	0	4	239	143	268	1736	1061
NAPE	582	378	194	0	0	35	63	40	309	273
TOTAL	7883	5671	1977	3	16	936	563	709	5191	2692

*Unweighted

SURVEY THEMES

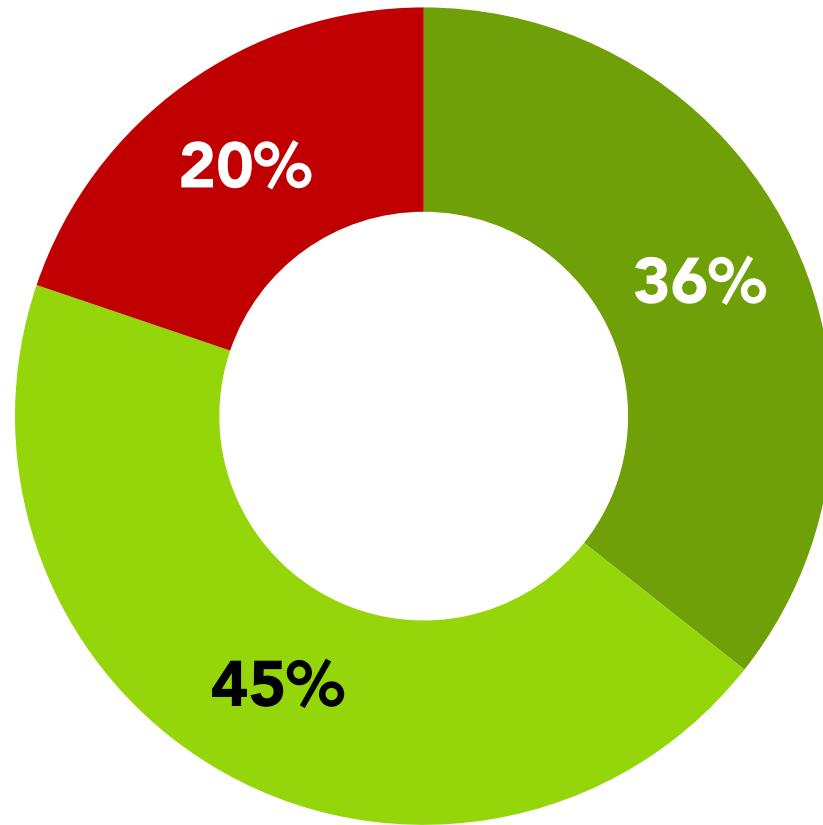
- **In the field, we examined 5 key areas of interest:**
 - **Member satisfaction**
 - **Perception of union dues**
 - **Issue prioritization**
 - **Knowledge of union stance**
 - **Union support outside of the workplace**



MEMBER SATISFACTION

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ENGAGEMENT WITH UNIONS IS HIGH



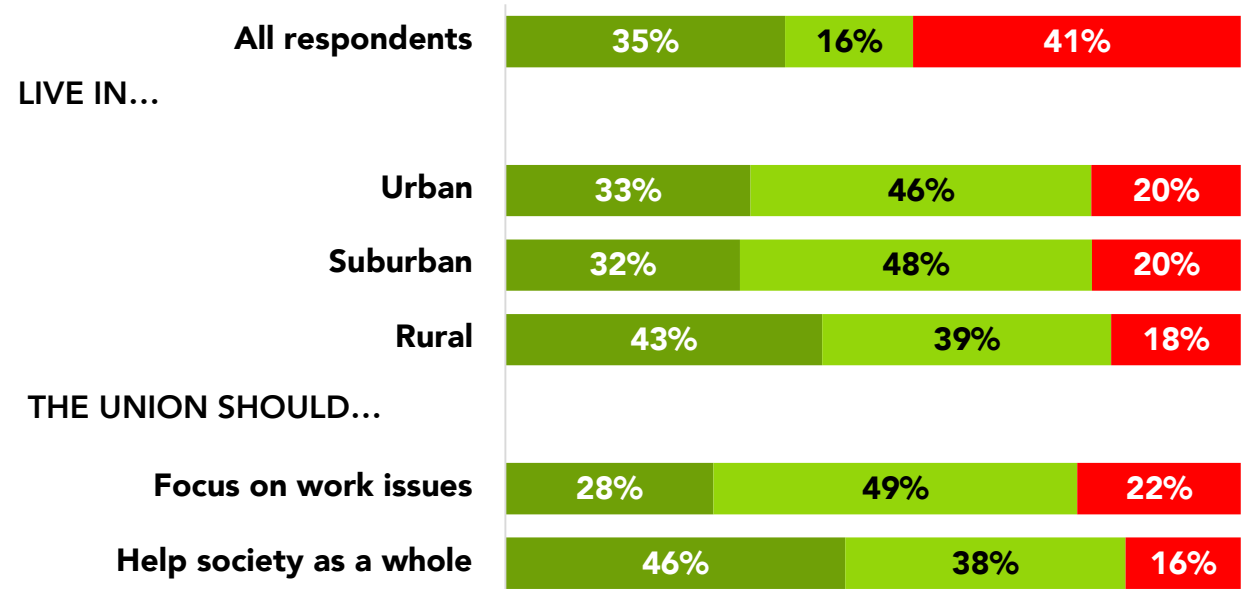
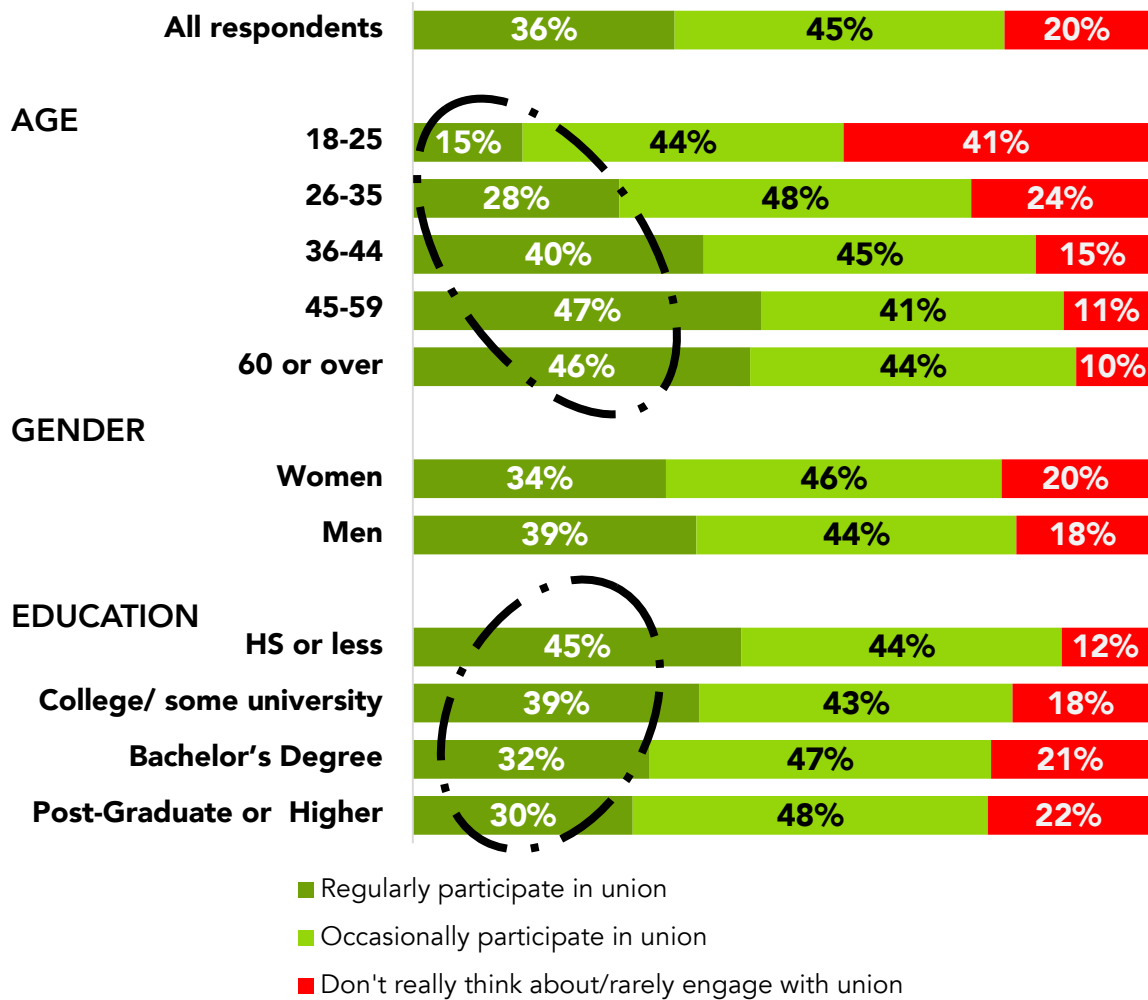
8 out of 10 members say they are active in their union, attending meetings, reading information from their unions, or participate in union committees.

Only 20% rarely engage with their union.

- Regularly participate in union
- Occasionally participate in union
- Don't really think about/rarely engage with union

How active would you say you are in your union?

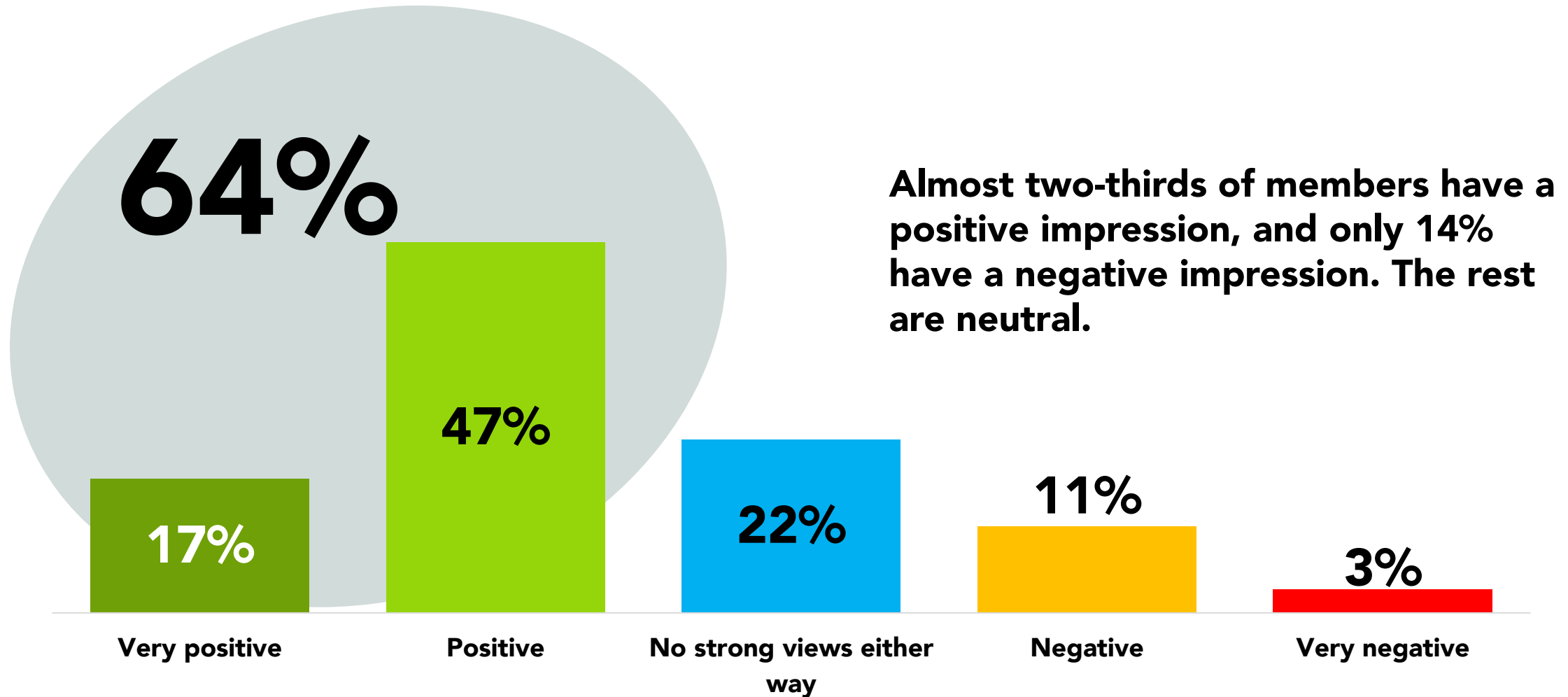
HOW ACTIVE ARE YOU IN YOUR UNION...



Mature members are more engaged compared to younger members, and those with high school education or less are more engaged than their colleagues with more education.

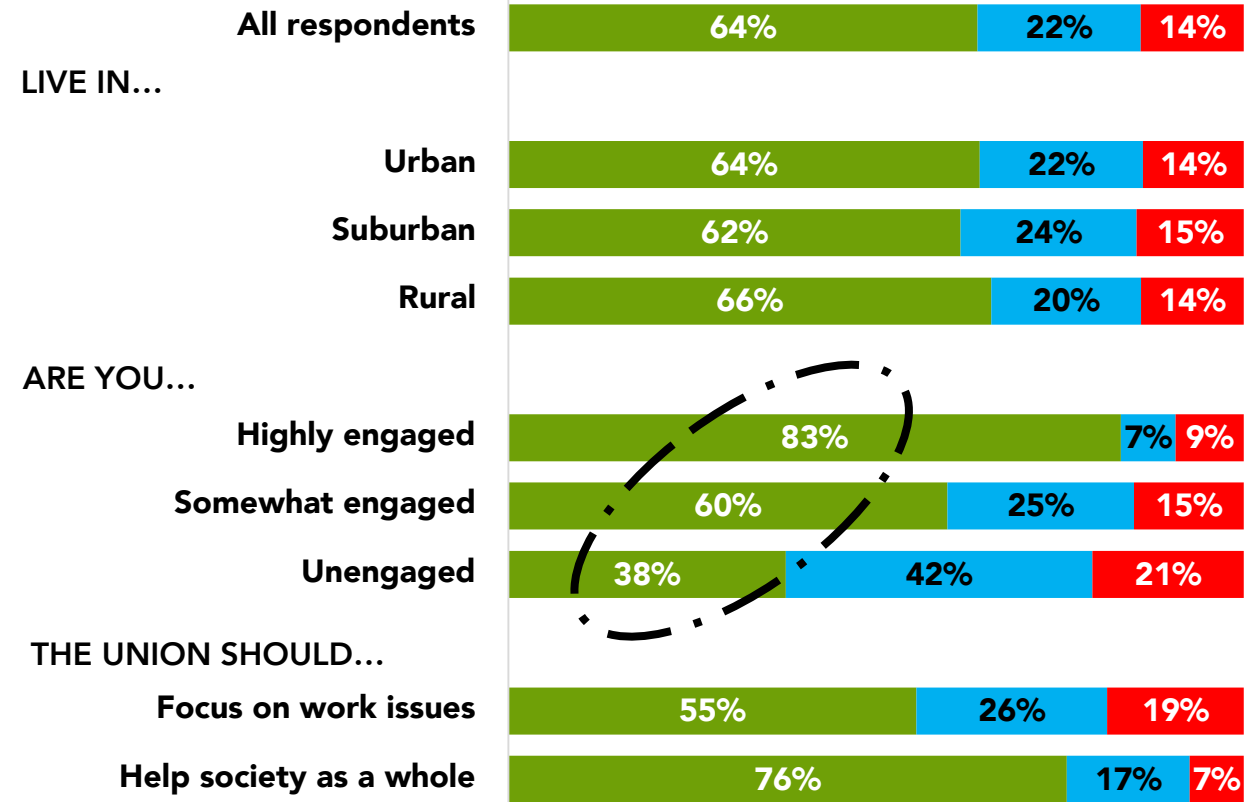
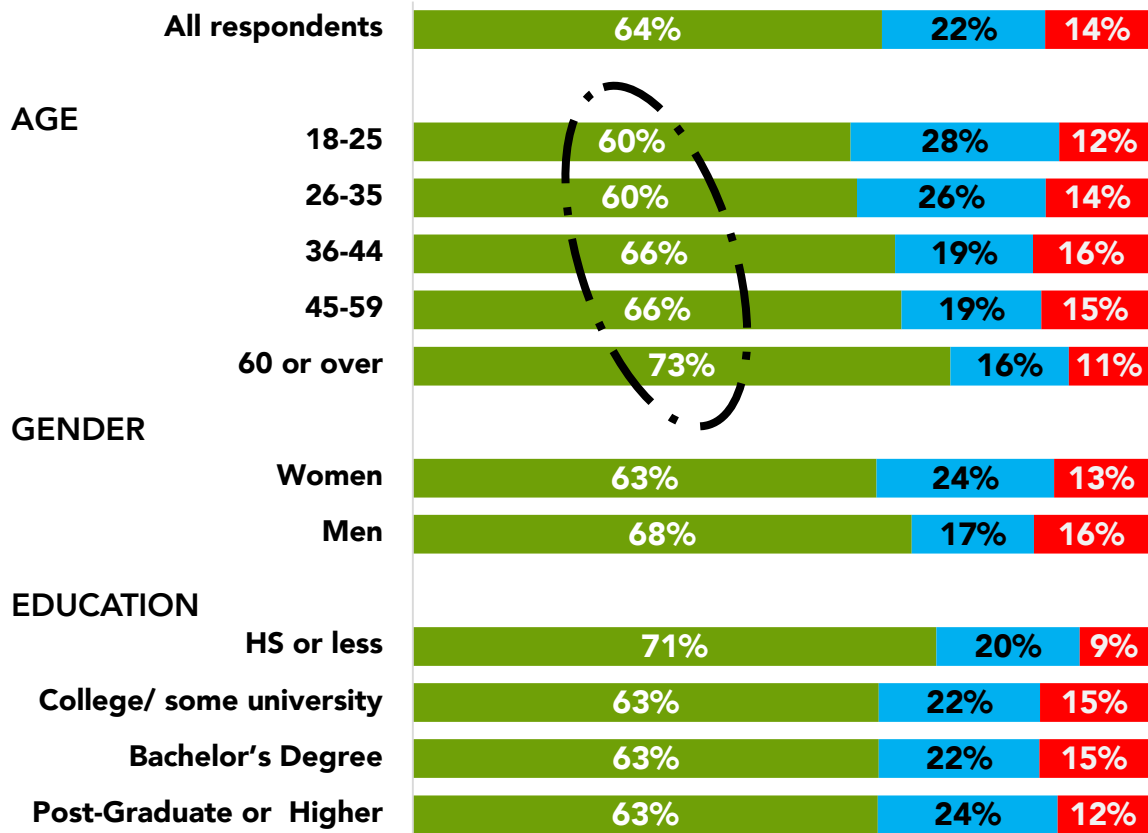
How active would you say you are in your union?

IMPRESSIONS OF THE UNION ARE LARGELY POSITIVE



Generally speaking, do you have a positive or negative impression of your union, or do you not have a view either way?

**Positive impressions vary slightly with age, but are most varied on subjects of engagement and preferred union focus.
While engaged members have a positive impression, unengaged simply don't have an impression at all.**



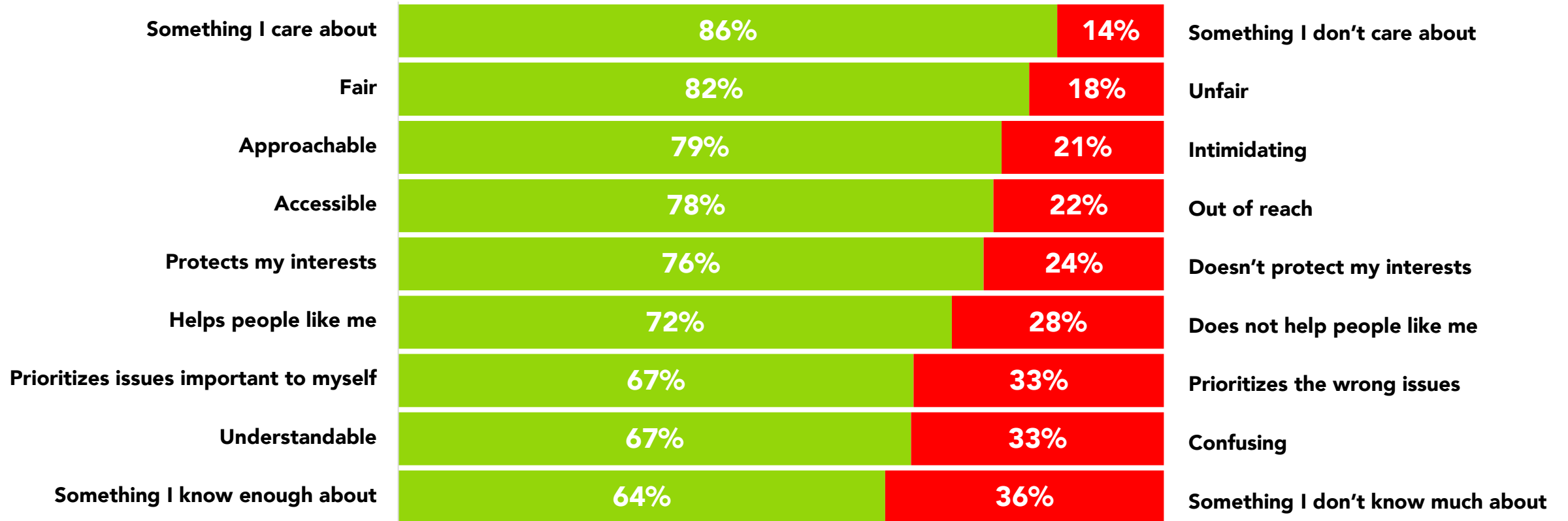
■ Very positive + Positive ■ No strong views either way ■ Very negative + Negative

Generally speaking, do you have a positive or negative impression of your union, or do you not have a view either way?

SUMMARY

- **8 out of 10 members say they are active in their union.**
- **Mature members are more engaged compared to younger members.**
- **Almost two-thirds of members have a positive impression, and only 14% have a negative impression.**
- **Positive impressions vary slightly with age, but are most varied on subjects of engagement and preferred union focus. While engaged members have a positive impression, unengaged simply don't have an impression at all.**

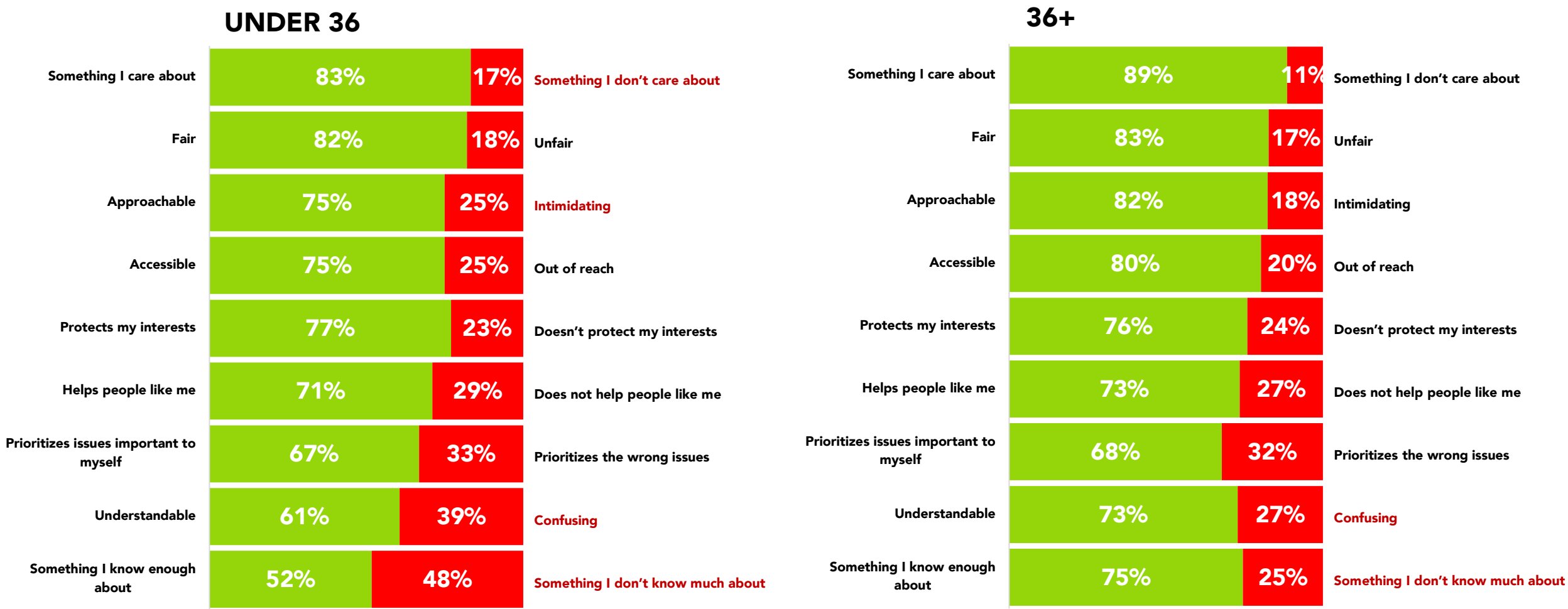
DESCRIBE YOUR UNION AS...



While there is difference in opinions between men and women, there is little difference between ages.

Which of the following words in each pair best describes how you feel about your union?

Both those under and over 36 share similar sentiments, however those under 36 find their union to be more intimidating, confusing and something they do not know or care about.



Which of the following words in each pair best describes how you feel about your union?

SUMMARY

- **A strong majority of members care about their union (~8/10 or more), think it is fair (~8/10 or more), and think it protects their interests (~8/10).**
- **A strong majority thinks unions prioritize the right issues (~7/10), though about 3 in 10 members of all ages think unions prioritize the wrong issues.**
- **Significantly more members under 36 think unions are confusing (39%), and half say they don't know much about their union (48%) compared to only about a quarter of members 36+.**

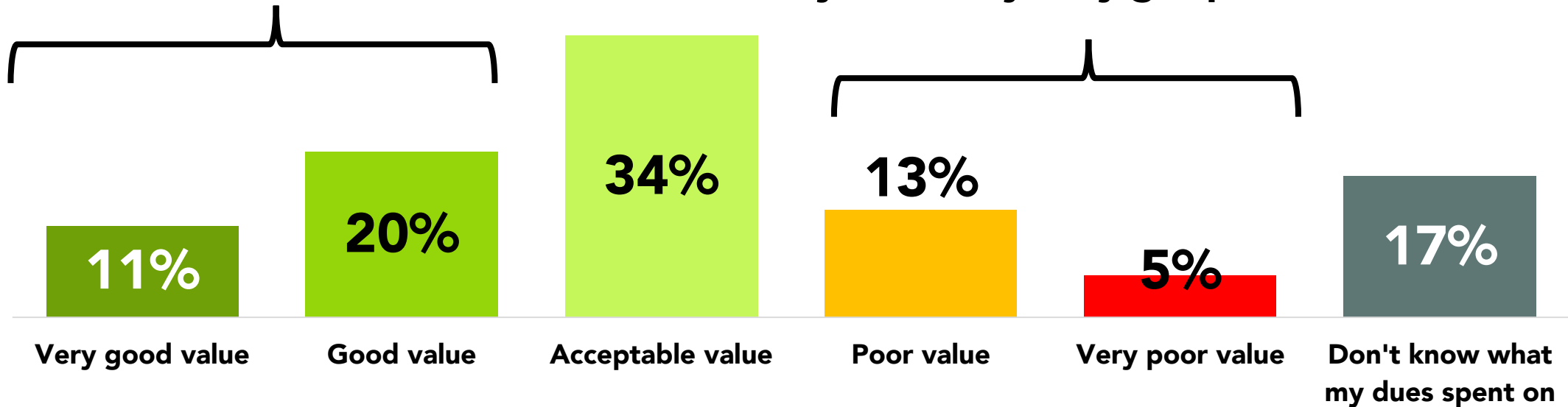
PERCEPTION OF UNION DUES

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ARE THE UNION DUES YOU PAY...

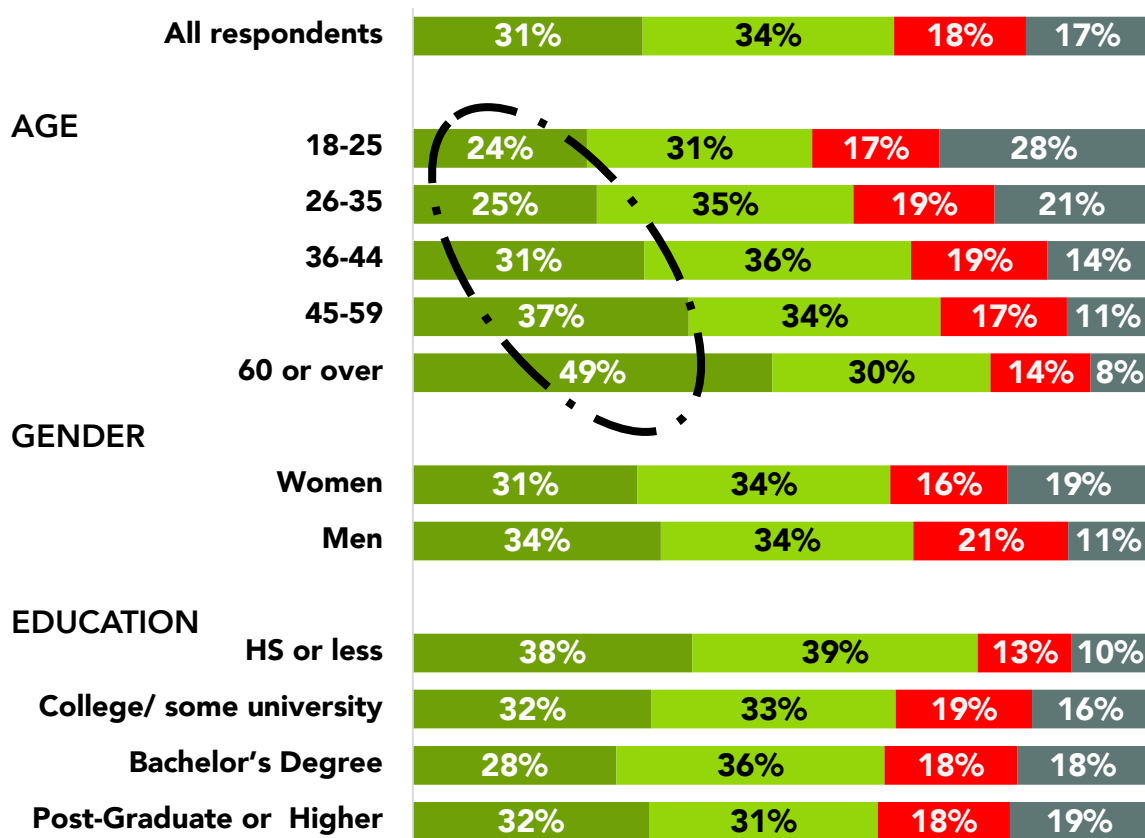
1/3 Say they get good value for their union dues.

Only 1 in 5 say they get poor value.



To what extent are the union dues you pay good value or poor value? Are they a...

Mature members see twice as much value as younger members. The same goes for those who think the union should help society as a whole versus focusing on work issues.



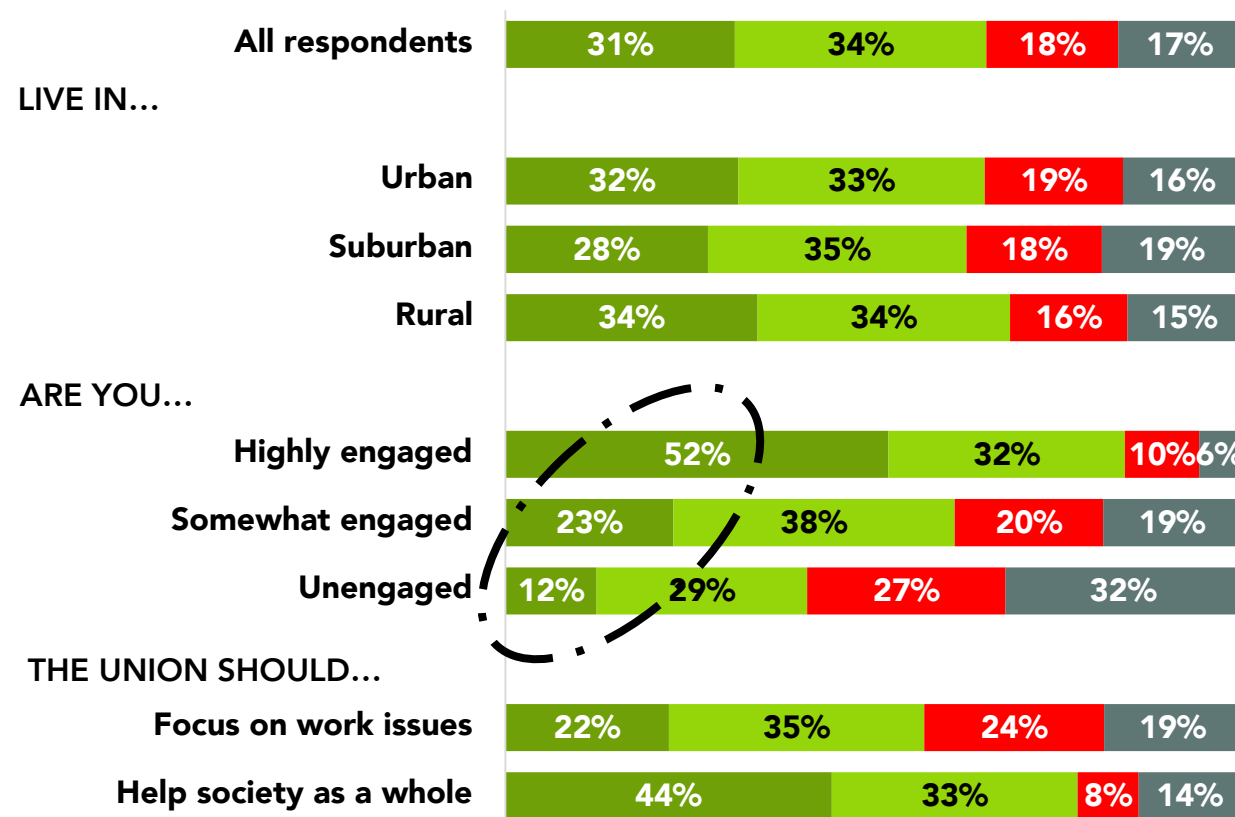
Very good / Good value

Acceptable value

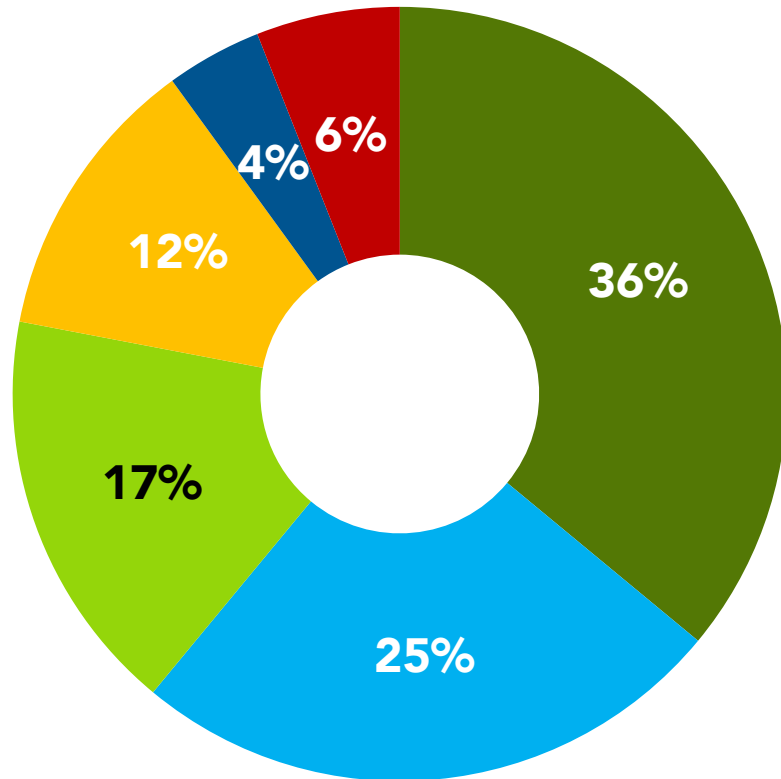
Very poor/poor value

Dont know what my dues are spent on

To what extent are the union dues you pay good value or poor value? Are they a...



ALL MEMBERS GUESS SIMILAR PROPORTIONS FOR THE WAY DUES ARE SPENT



There is little difference in responses between men and women, age, level of engagement, or perceived value of dues.

- Dues spent on helping workers get better pay, benefits and working conditions
- Dues spent mostly on making sure me and my co-workers are treated fairly and equally by our employer
- Dues spent on salaries and administrative costs for union leaders and staff
- Dues spent on lobbying government on public policy (electoral reform, minimum wage increases, trade, etc)
- Dues spent to support political parties or candidates
- Dues spent on other things

Now think about how your union dues are spent by your union. If you had to split up how your dues are currently spent by the union so that the total added up to 100%, what proportion would you put into the following? You can put as little as 0% or as much as 100% into a category but the final tally should add up to 100%.

SUMMARY

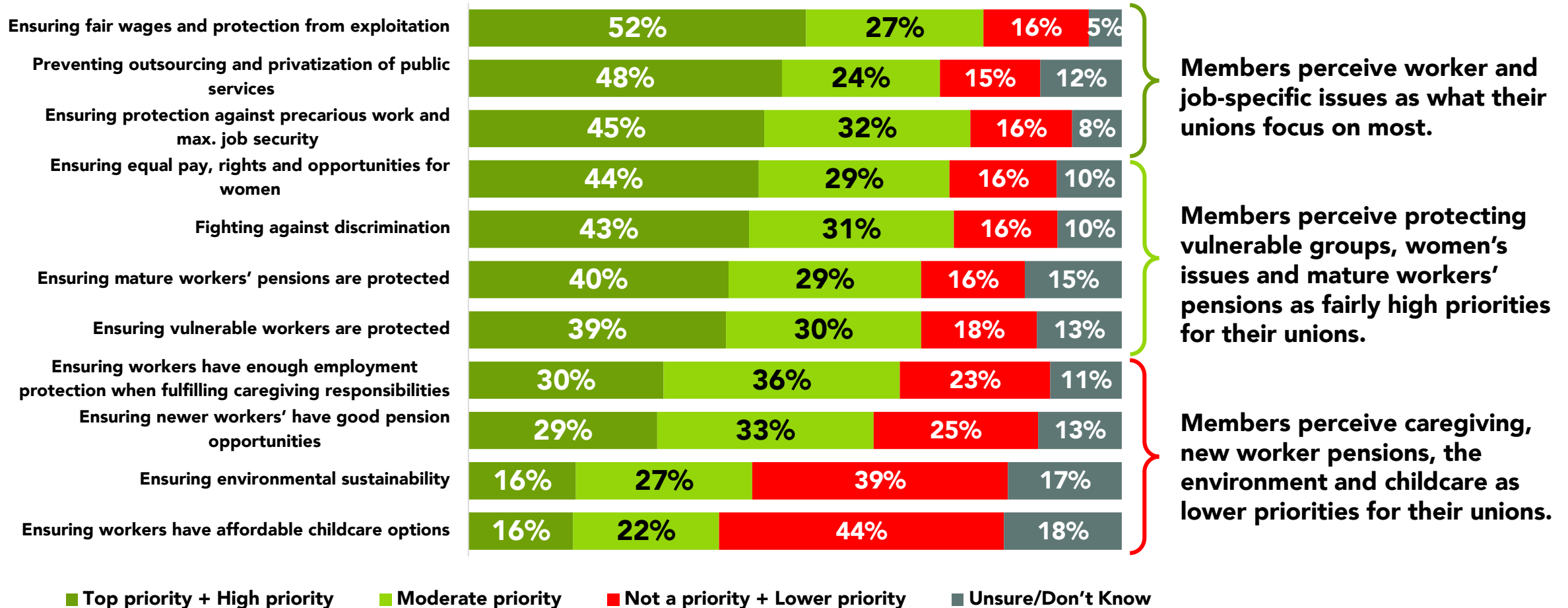
- **Over half (55%) of members under 36 see value in their union dues, however over a quarter do not know what their union dues are spent on.**
- **Only 18% of members think union dues are poor or very poor value.**
- **Seeing the value of dues increases with age as 78% of members 60+ believe they are at least acceptable value.**
- **All members, no matter what age or perceived value of their dues, have very similar average guesses for how dues are spent. In fact, there is little difference between average guesses between men and women, age, or level of engagement.**



ISSUE PRIORITIZATION

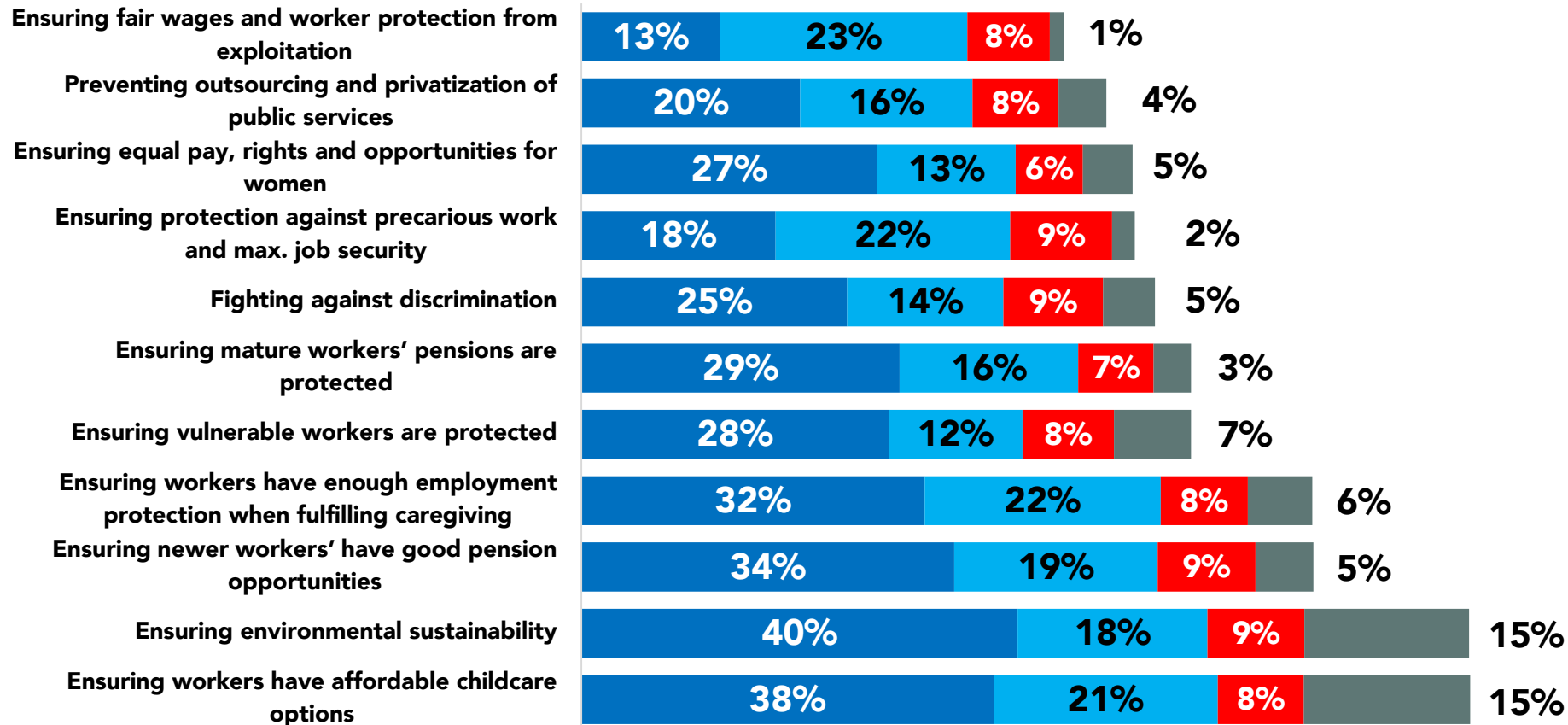
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HOW MUCH PRIORITY DO YOU THINK THE UNION IS PLACING ON THESE ISSUES...



When it comes to your union, how much of a priority do you think it is placing on the following issues: How do you think unions are currently prioritizing the following workplace issues?

WHY ISN'T... A TOP PRIORITY FOR YOUR UNION?



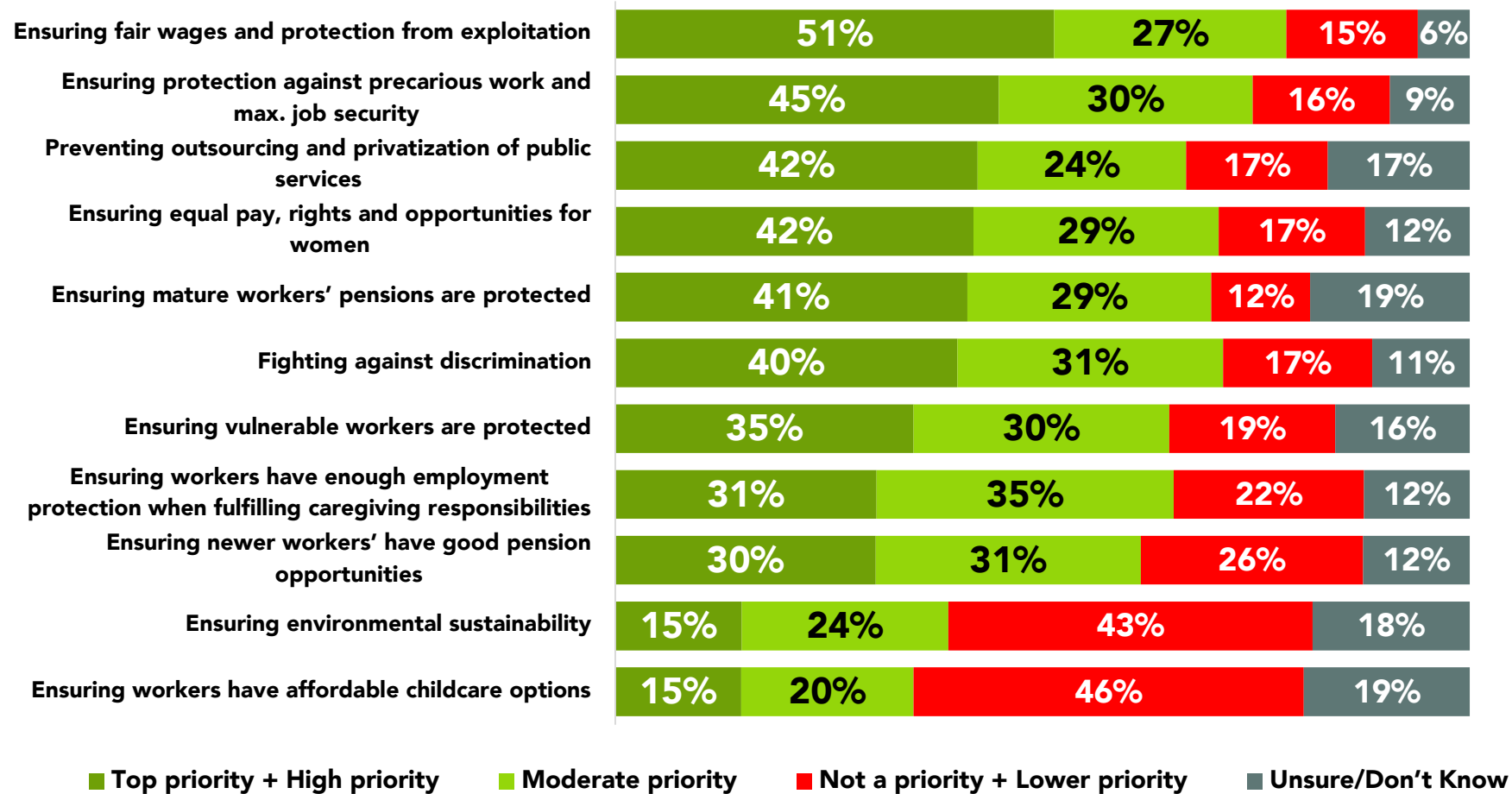
■ I don't see unions even talking about it very much

■ I don't think unions are approaching this issue properly

■ I don't think unions are doing enough about it

■ I don't think unions should worry about this very much anyway

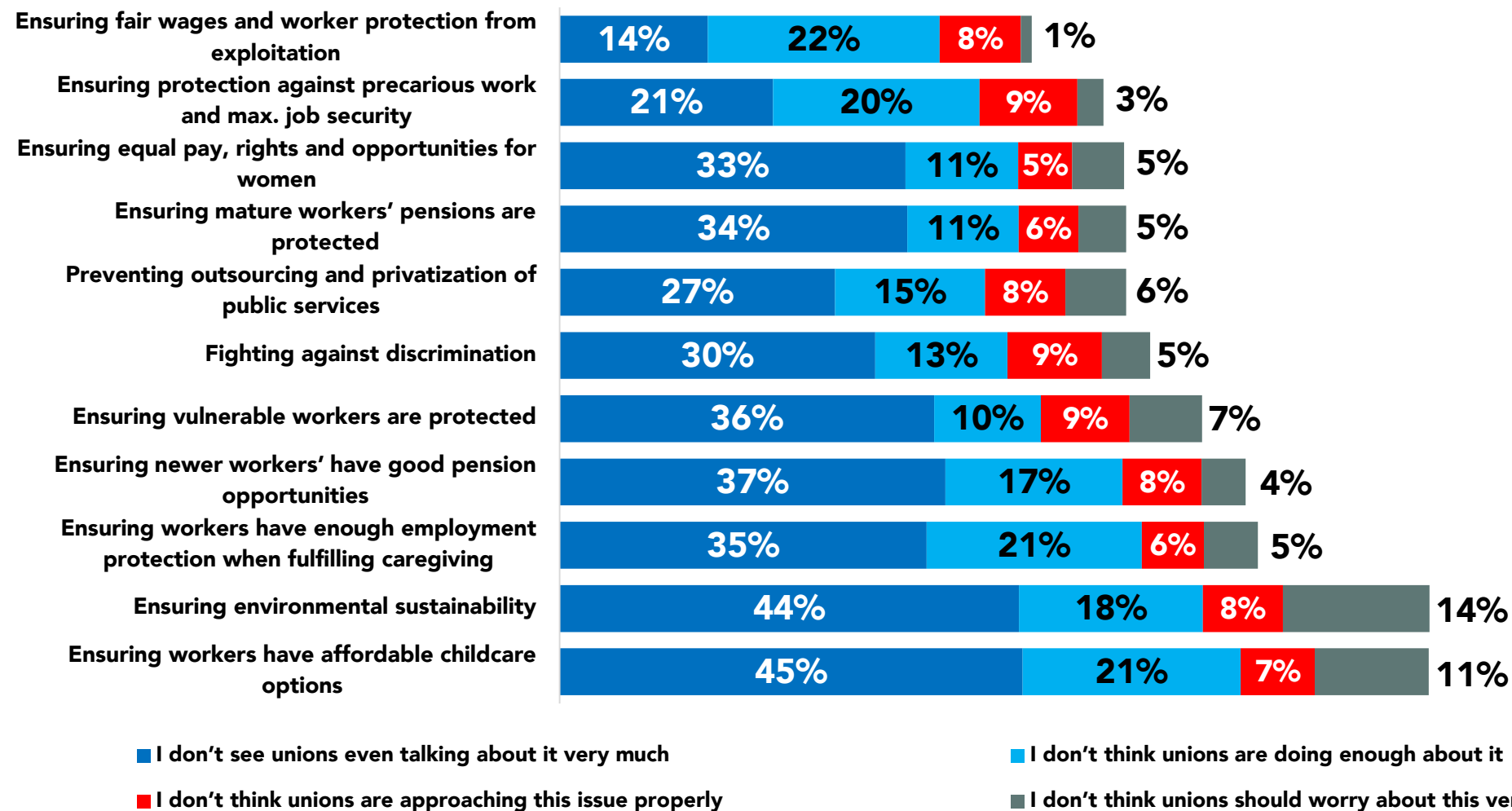
HOW MUCH PRIORITY DO YOU THINK THE UNION IS PLACING ON THESE ISSUES... UNDER 36



When it comes to your union, how much of a priority do you think it is placing on the following issues: How do you think unions are currently prioritizing the following workplace issues?

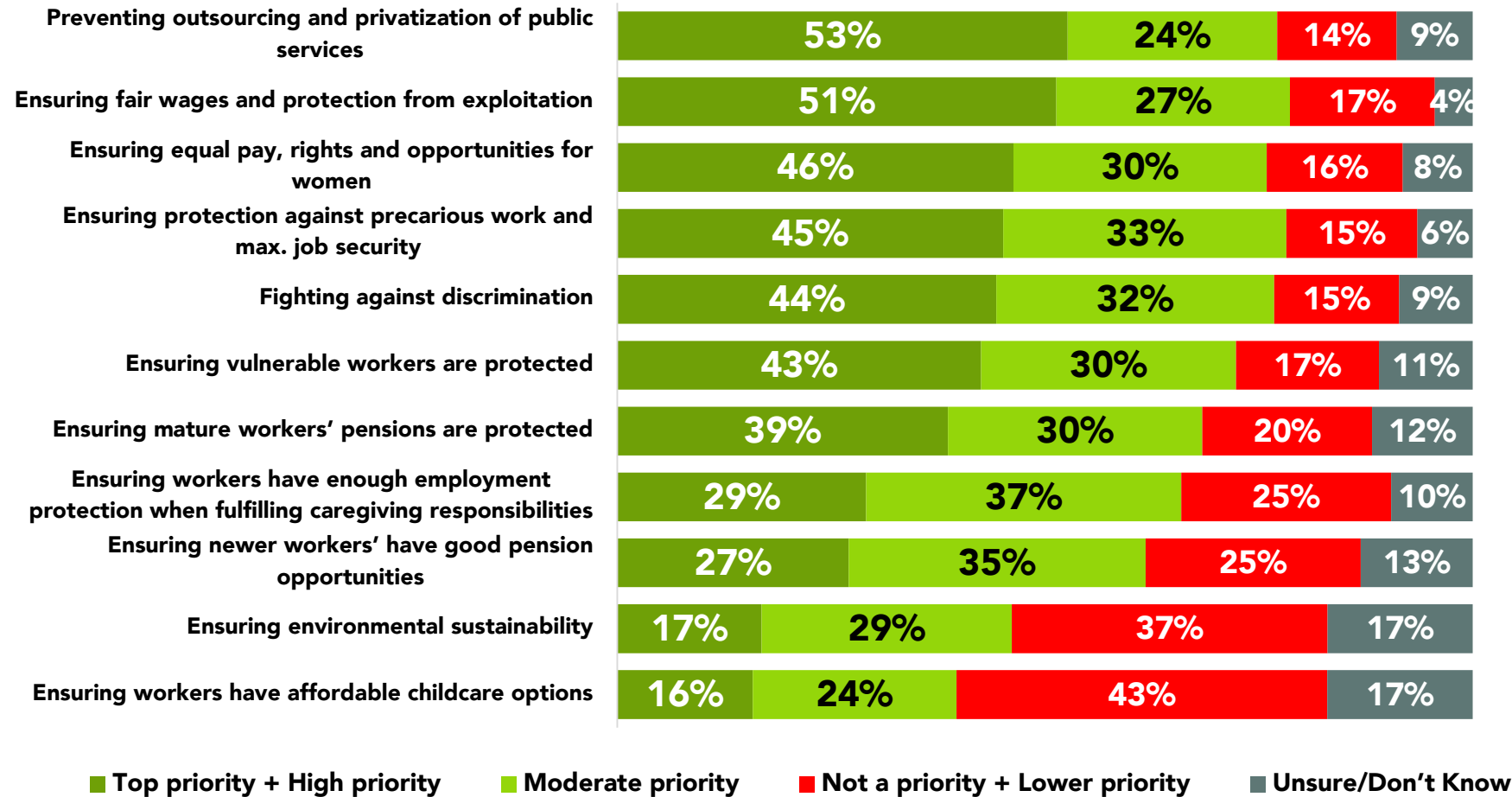
WHY ISN'T... A TOP PRIORITY FOR YOUR UNION?

UNDER 36



What is the most important reason why you think X isn't a top or high priority for unions?

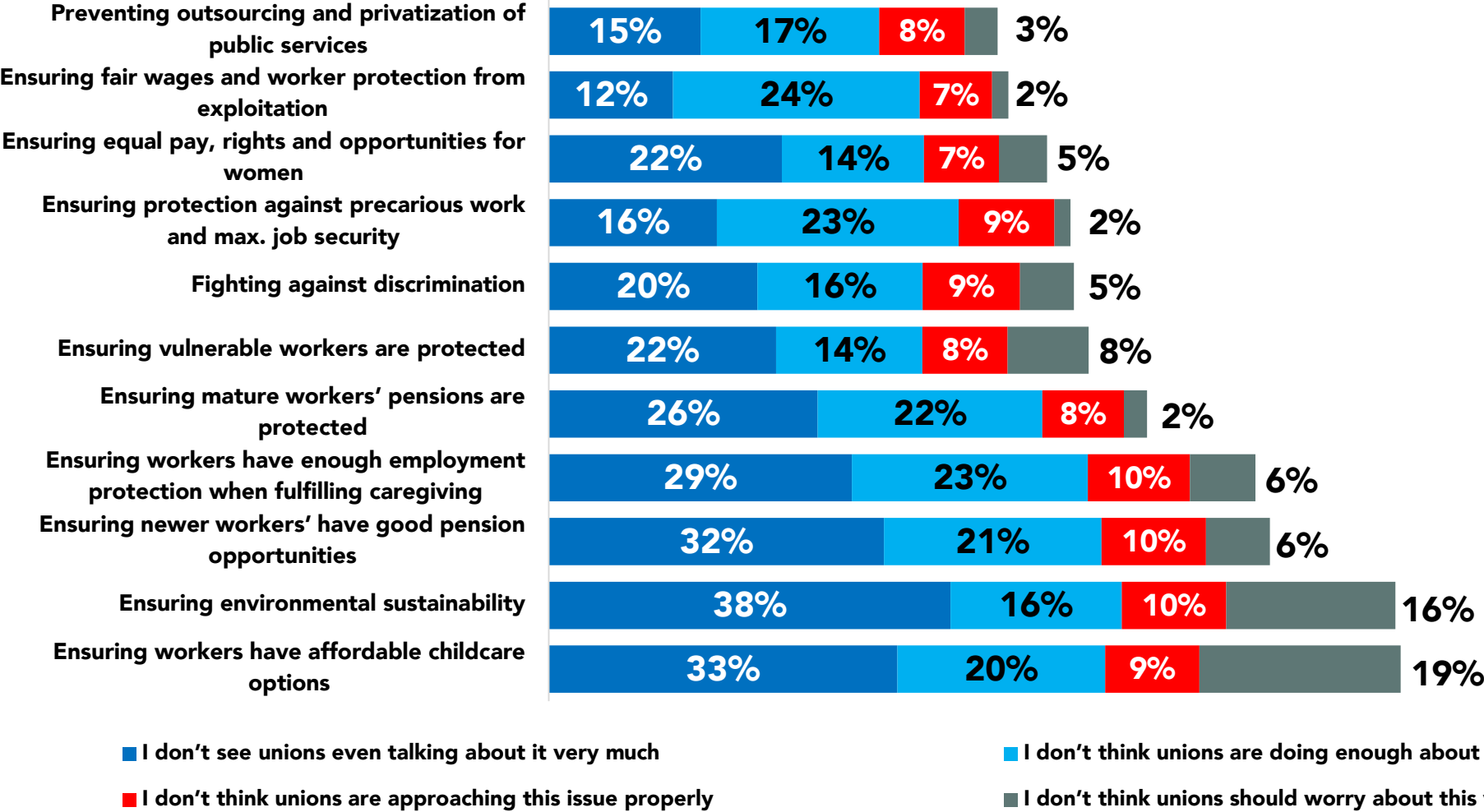
HOW MUCH PRIORITY DO YOU THINK THE UNION IS PLACING ON THESE ISSUES... 36-59



When it comes to your union, how much of a priority do you think it is placing on the following issues: How do you think unions are currently prioritizing the following workplace issues?

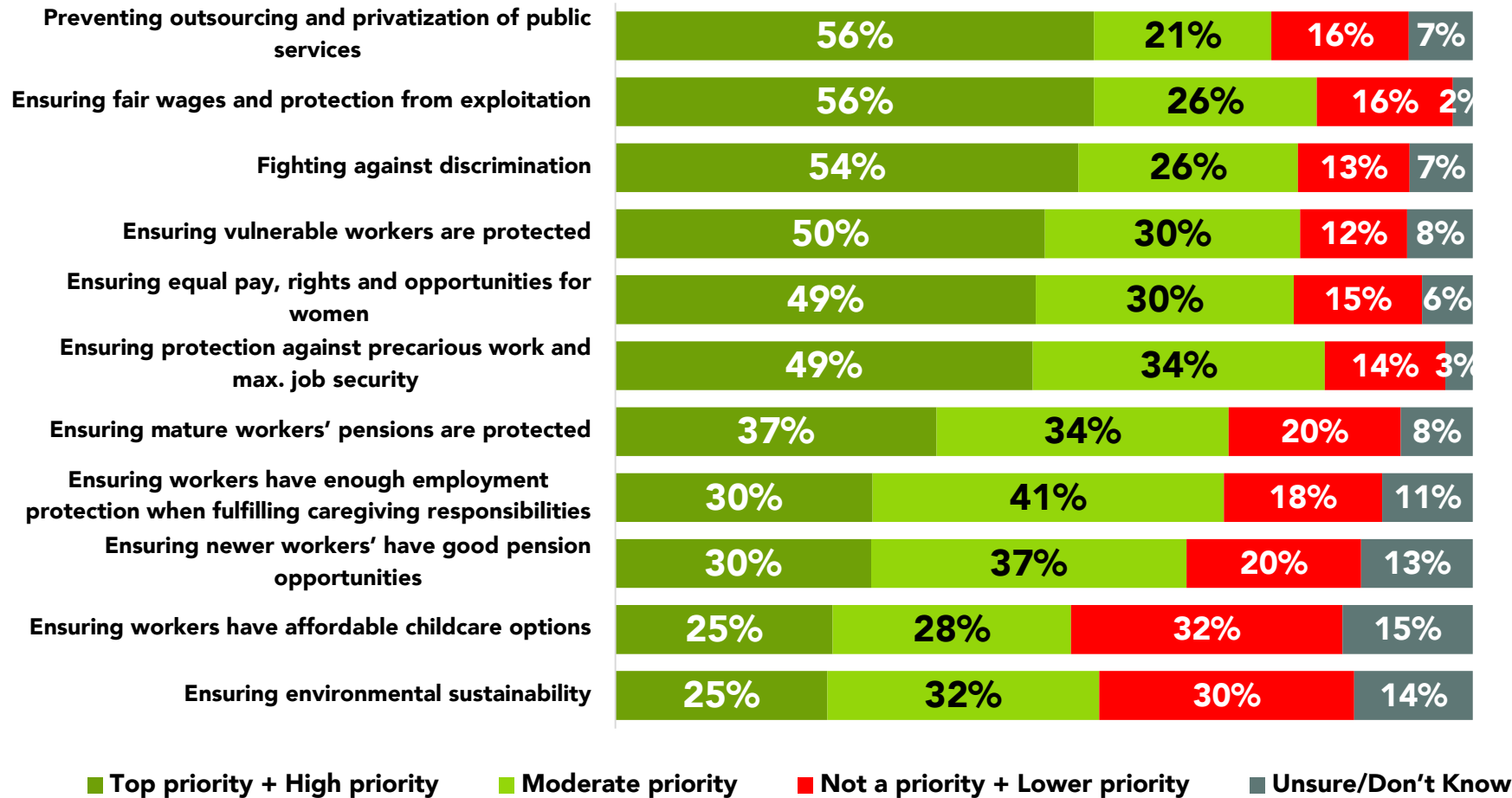
WHY ISN'T... A TOP PRIORITY FOR YOUR UNION?

36-59



What is the most important reason why you think X isn't a top or high priority for unions?

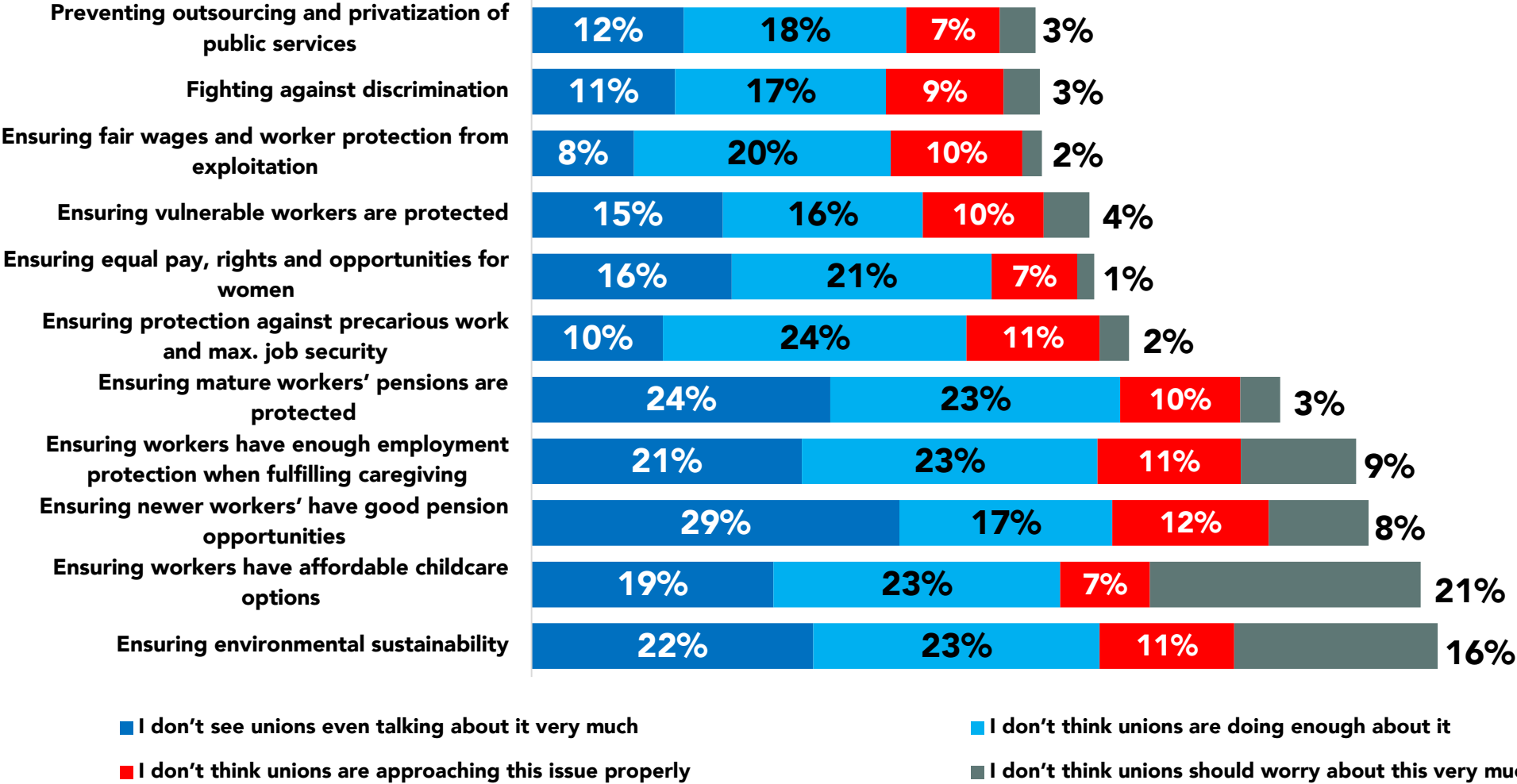
HOW MUCH PRIORITY DO YOU THINK THE UNION IS PLACING ON THESE ISSUES... 60+



When it comes to your union, how much of a priority do you think it is placing on the following issues: How do you think unions are currently prioritizing the following workplace issues?

WHY ISN'T... A TOP PRIORITY FOR YOUR UNION?

60+



SUMMARY

- **Members perceive worker/job-specific issues such as fair wages, maximizing job security and preventing outsourcing as the issues their unions prioritize most.**
- **Members perceive protecting vulnerable groups, fighting discrimination, women's pay/rights and mature workers' pensions as fairly high priorities for their unions.**
- **Members perceive caregiving, new worker pensions, the environment and childcare as lower priorities for their unions.**

TOP 5 ISSUES...

ALL AGE GROUPS

Ensuring workers receive a fair wage for their work and are protected from exploitation

85%

Ensuring protection against precarious work and max. job security

67%

Ensuring workers have enough employment protections and options when fulfilling family or community caregiving responsibilities

55%

Preventing outsourcing and privatization of public services

54%

Ensuring equal pay, rights and opportunities for women

52%

Ensuring mature workers pensions are protected

45%

Ensuring newer workers have good pension opportunities

41%

Fighting against discrimination

28%

Ensuring workers have affordable childcare options

27%

Ensuring vulnerable workers are protected

24%

Ensuring environmental sustainability

21%

Work and job-specific issues are the highest priorities for a clear majority of members, but so are women's pay/rights and employee protections during caregiving responsibilities.

Pensions for both mature and newer workers are highest priorities for over 4 in 10 members.

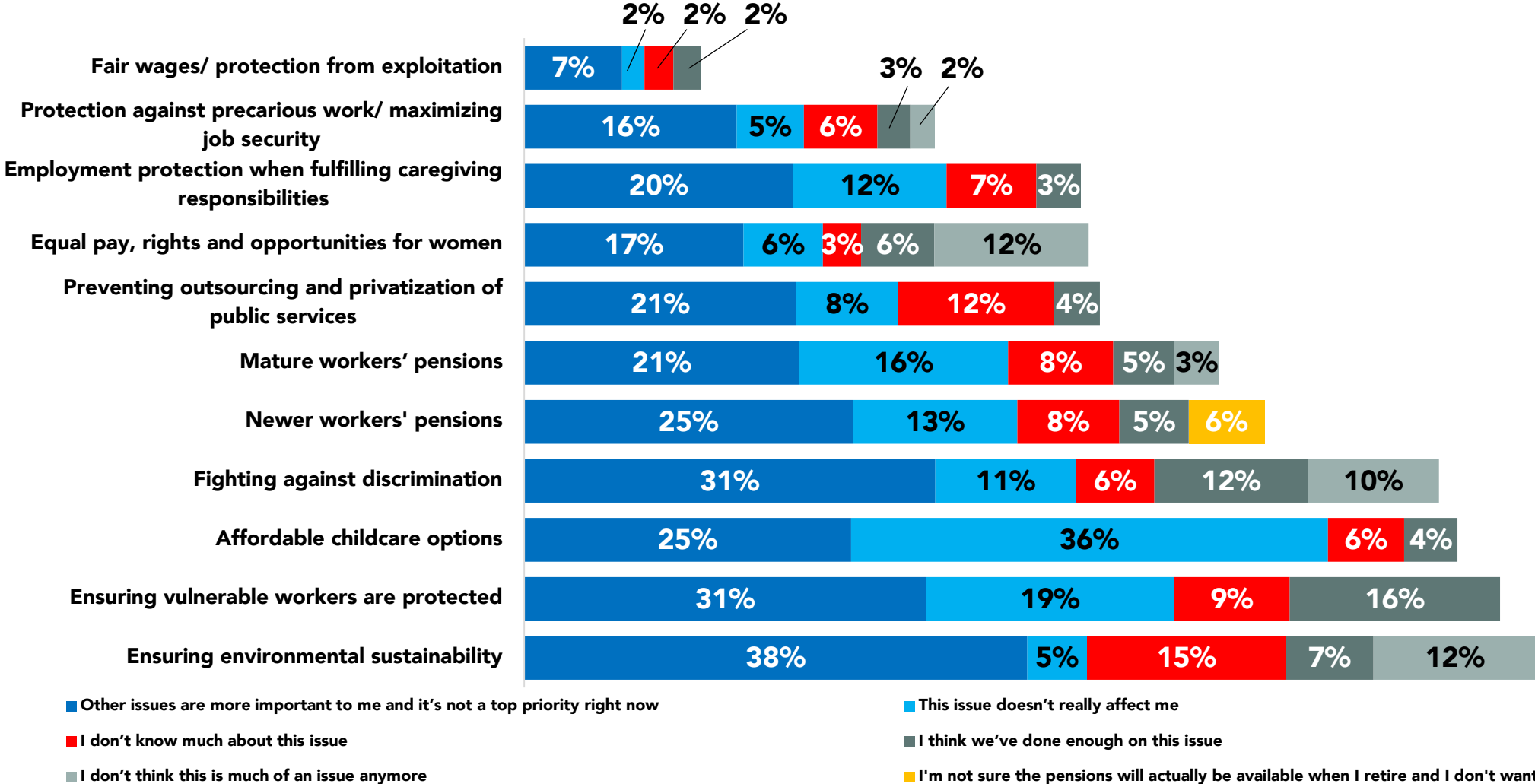
Broader, less job-specific issues such as fighting discrimination, childcare, protecting the vulnerable and the environment are lower priority issues to most members.

Thinking about workplace issues, the top 5 most important to you personally?

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WHY ISN'T... A TOP PRIORITY FOR YOU?

ALL AGE GROUPS

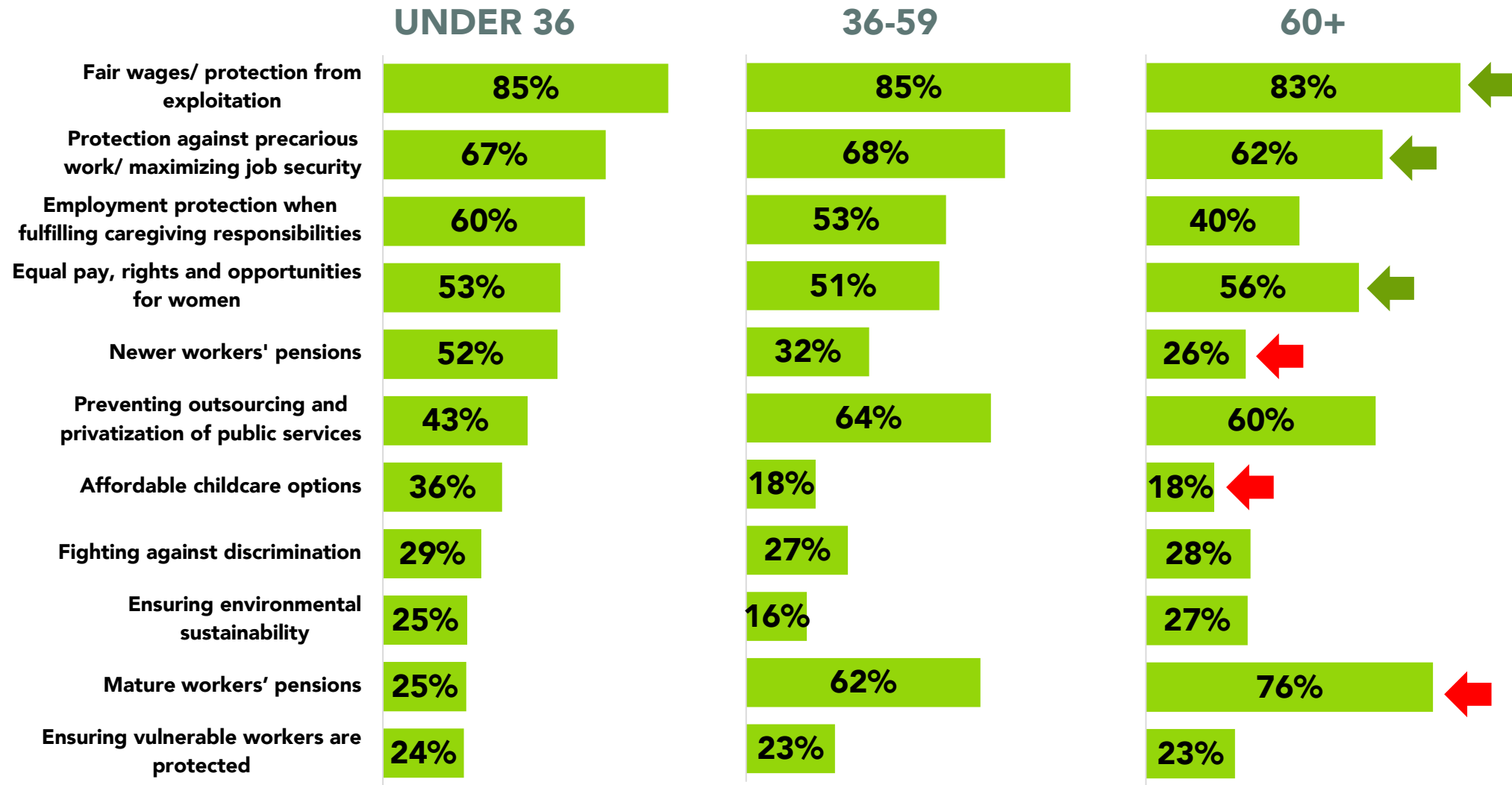


What is the most important reason why X isn't a top 5 priority issue for you?

SUMMARY

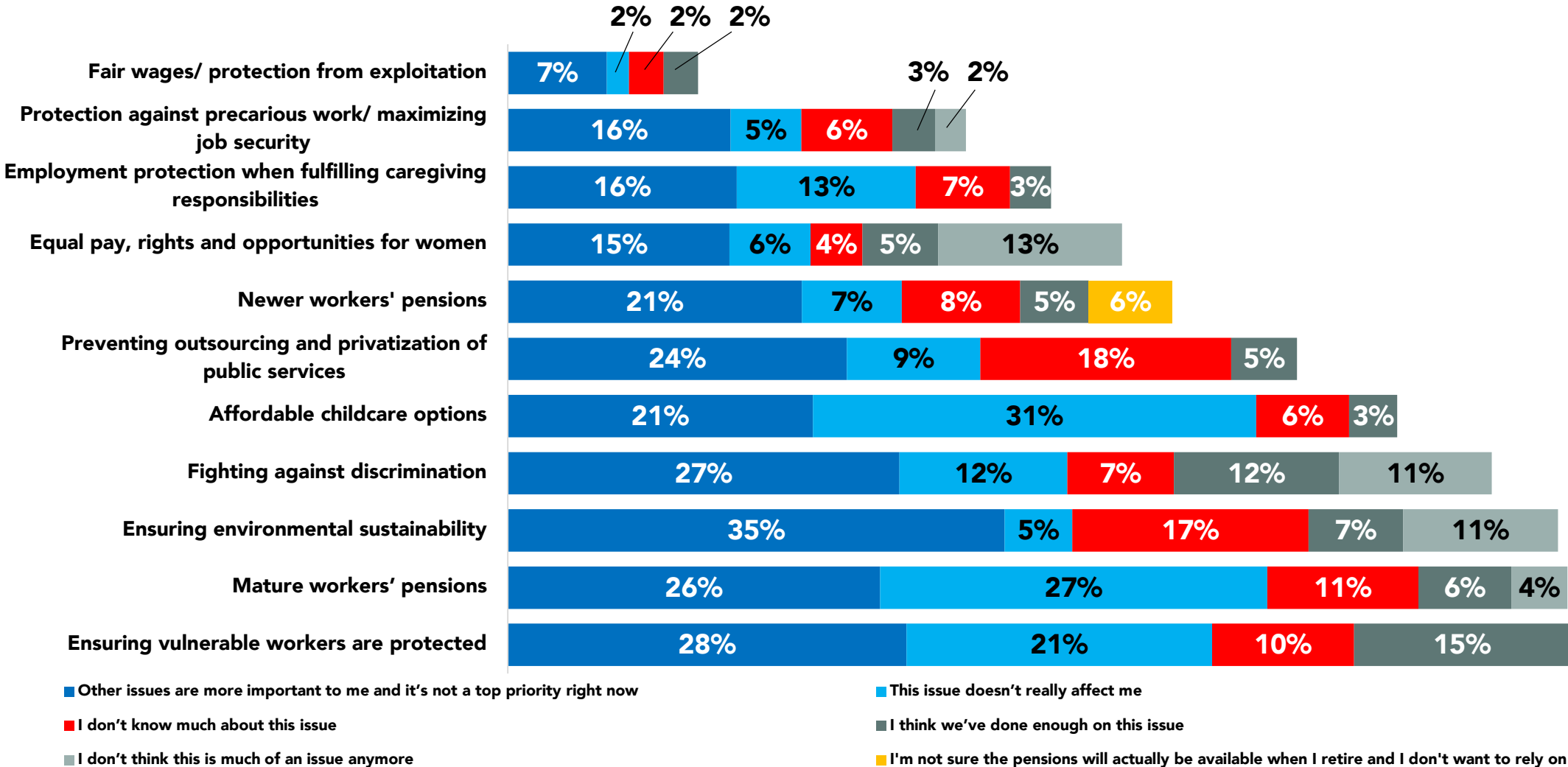
- **Work and job-specific issues are the highest priorities for a clear majority of members, but so are women's pay/rights and employee protections during caregiving responsibilities.**
- **Pensions for both mature and newer workers are highest priorities for over 4 in 10 members.**
- **Broader, less job-specific issues such as fighting discrimination, childcare, protecting the vulnerable and the environment are lower priority issues to most members.**

PRIORITIES FOR DIFFERENT AGE GROUPS



WHY ISN'T... A TOP PRIORITY FOR YOU?

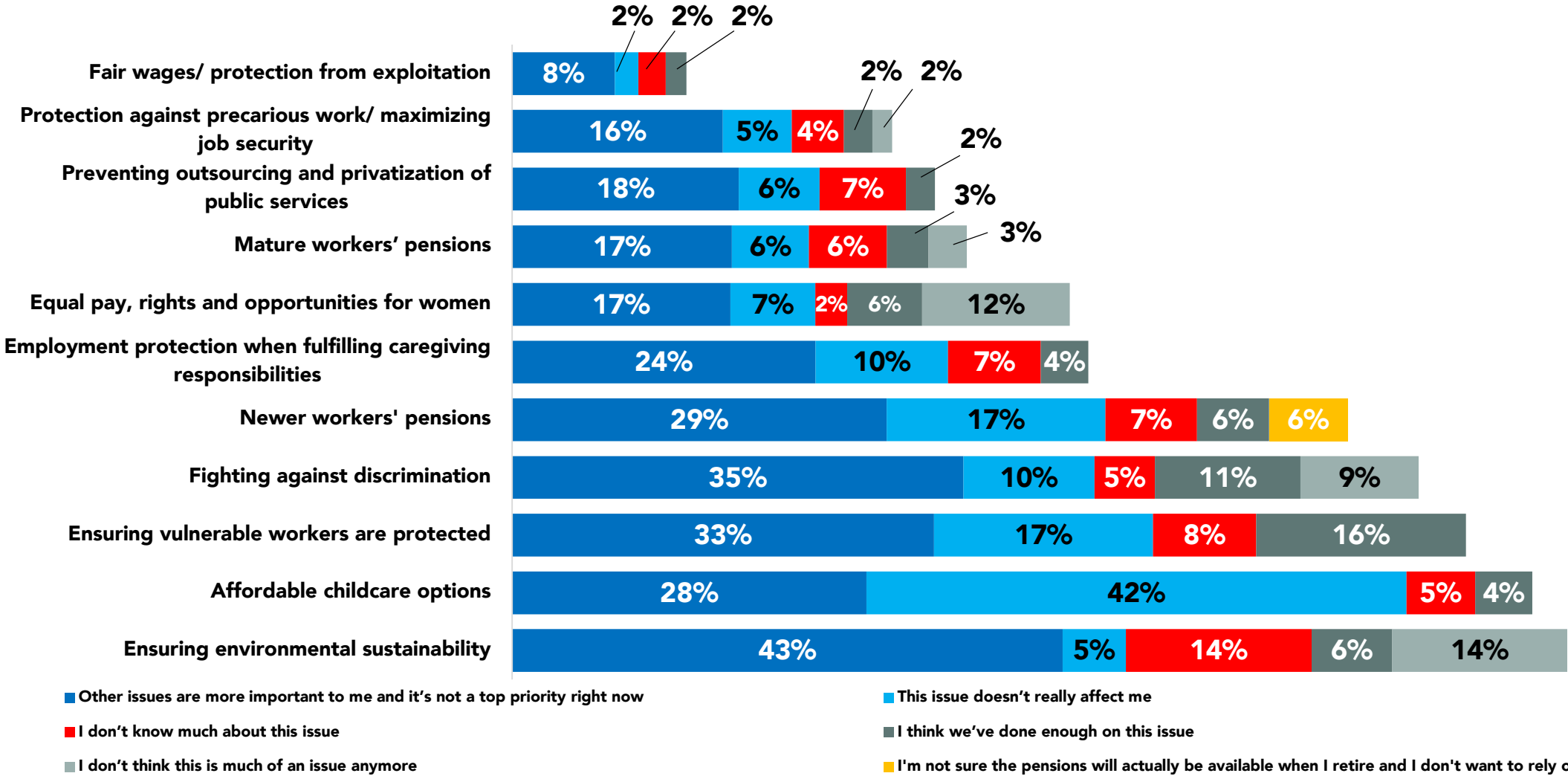
UNDER 36



What is the most important reason why X isn't a top 5 priority issue for you?

WHY ISN'T... A TOP PRIORITY FOR YOU?

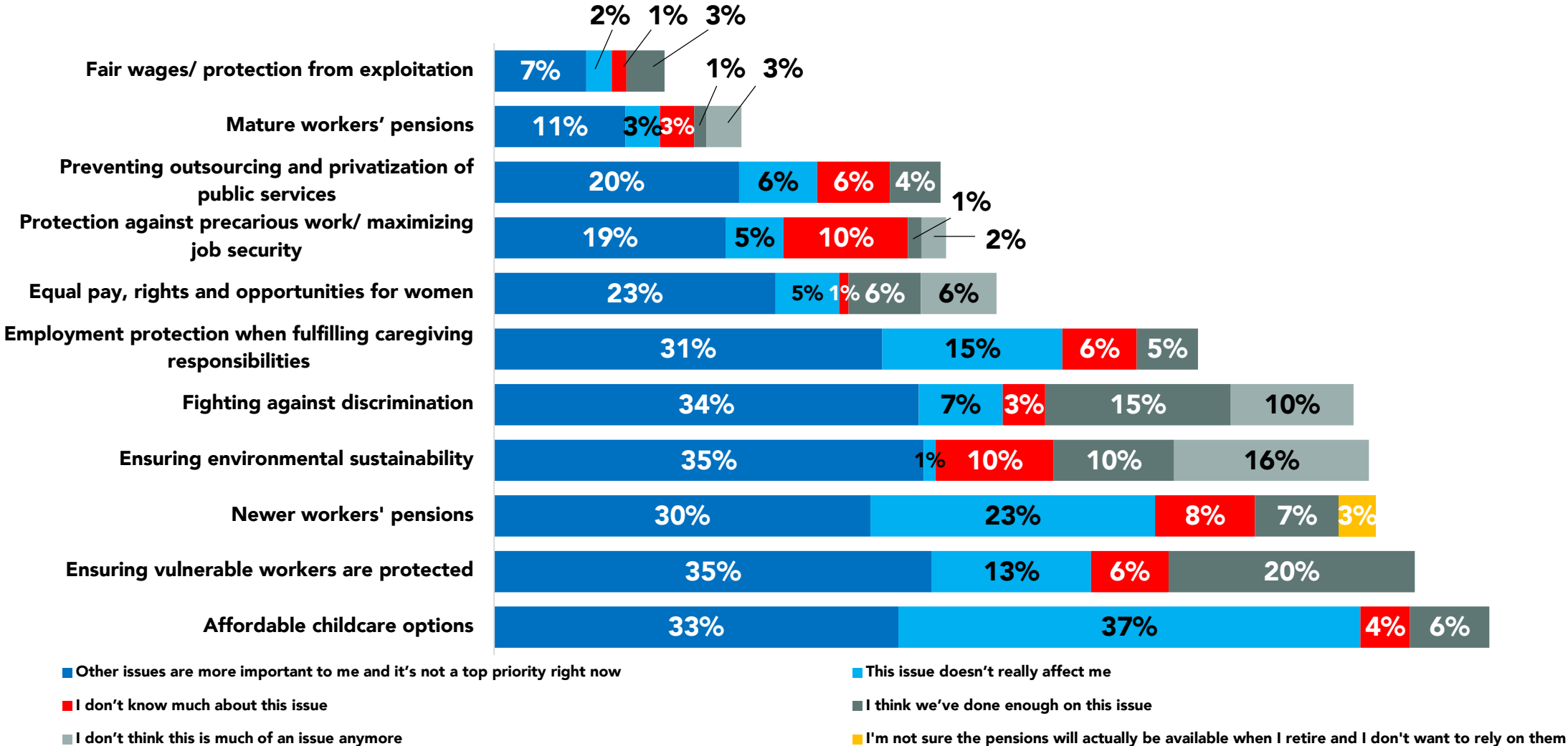
36-59



What is the most important reason why X isn't a top 5 priority issue for you?

WHY ISN'T... A TOP PRIORITY FOR YOU?

60+



What is the most important reason why X isn't a top 5 priority issue for you?

SUMMARY

- **Members across different age groups prioritize several of the same top issues including fair wages, job security and women's pay/rights.**
- **However, there are major age-related discrepancies for other issues. Almost twice as many members under 36 prioritize new worker pensions (51%) and affordable child care options (36%) compared to members over 36.**
- **Members over 36 prioritize combating privatization at significantly higher rates than those under 36, and (unsurprisingly) almost three times as many members over 36 see mature workers' pensions as a top priority compared to those under 36.**

MEMBER PRIORITY VS UNION CURRENT FOCUS UNDER 36

	TOP 5 ISSUE	ISSUE IS UNION PRIORITY	DIFFERENCE	
Fair wages/ protection from exploitation	85%	51%	-34	This group thinks their union could show more concern on a variety of priorities, especially, ensuring fair wages, protection for caregiving responsibilities and against precarious work, newer worker pensions, and affordable childcare.
Employment protection when fulfilling caregiving	60%	31%	-29	
Protection against precarious work/ maximizing job security	67%	45%	-22	
Newer workers' pensions	52%	30%	-22	
Affordable childcare options	36%	15%	-21	
Equal pay, rights and opportunities for women	53%	42%	-11	They think the union does enough to ensure vulnerable workers are protected, fighting discrimination and protecting mature workers pensions.
Ensuring environmental sustainability	25%	15%	-10	
Preventing outsourcing and privatization of public services	43%	42%	-1	
Ensuring vulnerable workers are protected	24%	35%	+11	
Fighting against discrimination	29%	40%	+11	
Mature workers' pensions	25%	41%	+16	

Thinking about workplace issues, what are the top 5 most important to you personally?/How do you think unions are currently prioritizing the following workplace issues?

MEMBER PRIORITY VS UNION CURRENT FOCUS

36 TO 59

	TOP 5 ISSUE	ISSUE IS UNION PRIORITY	DIFFERENCE
Fair wages/ protection from exploitation	85%	51%	-34
Mature workers' pensions	62%	39%	-23
Protection against precarious work/ maximizing job security	68%	45%	-23
Employment protection when fulfilling caregiving responsibilities	53%	29%	-14
Preventing outsourcing and privatization of public services	64%	53%	-11
Equal pay, rights and opportunities for women	51%	46%	-5
Newer workers' pensions	32%	27%	-5
Affordable childcare options	18%	16%	-2
Ensuring environmental sustainability	16%	17%	+1
Fighting against discrimination	27%	44%	+17
Ensuring vulnerable workers are protected	23%	43%	+20

Members 36-59 want more of a focus on fair wages, protecting mature workers' pensions and against precarious work.

Overall, their priorities are more in line with how they view their unions' priorities compared to younger members.

Thinking about workplace issues, what are the top 5 most important to you personally?/How do you think unions are currently prioritizing the following workplace issues?

MEMBER PRIORITY VS UNION CURRENT FOCUS

60+

	TOP 5 ISSUE	ISSUE IS UNION PRIORITY	DIFFERENCE	
Mature workers' pensions	76%	37%	-39	Mature members perceive a significant lack of focus on mature workers pensions and fair wages.
Fair wages/ protection from exploitation	83%	56%	-33	
Protection against precarious work/ maximizing job security	62%	49%	-13	
Employment protection when fulfilling caregiving responsibilities	40%	30%	-10	
Equal pay, rights and opportunities for women	56%	49%	-7	
Preventing outsourcing and privatization of public services	60%	56%	-4	Other than the above issues, this group is the most likely to view their priorities as in-line with their unions' priorities compared to other age groups.
Ensuring environmental sustainability	27%	25%	-2	
Newer workers' pensions	26%	30%	+4	
Affordable childcare options	18%	25%	+7	
Fighting against discrimination	28%	54%	+26	
Ensuring vulnerable workers are protected	23%	50%	+27	

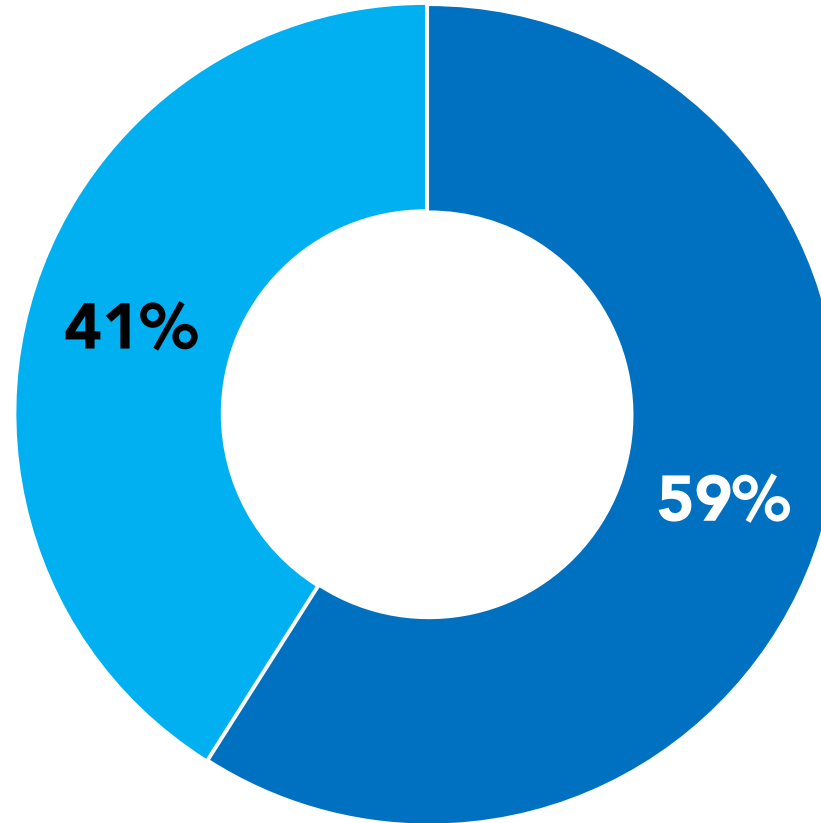
When it comes to your union, how much of a priority do you think it is placing on the following issues: How do you think unions are currently prioritizing the following workplace issues?

MEMBER AND UNION PRIORITY ALIGNMENT

- **We also compared the number members who ranked an issue as one of their top 5 priorities with the number who thought their union was making the issue a high/top priority. We feel this method gives some insight into how well members think their union is aligning with their personal priorities.**
- **Members under 36 think their union could show more concern on a variety of priorities, especially, ensuring fair wages, protection for caregiving responsibilities and against precarious work, newer worker pensions, and affordable childcare. They think the union does enough to ensure vulnerable workers are protected, fighting discrimination and protecting mature workers pensions.**
- **Members 36-59 want more of a focus on fair wages, protecting mature workers' pensions and against precarious work. Overall, their priorities are more in line with how they view their unions' priorities compared to younger members.**
- **Members 60+ perceive a significant lack of focus on mature workers pensions and fair wages. Other than the above issues, this group is the most likely to view their priorities as in-line with their unions' priorities compared to other age groups.**

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW....

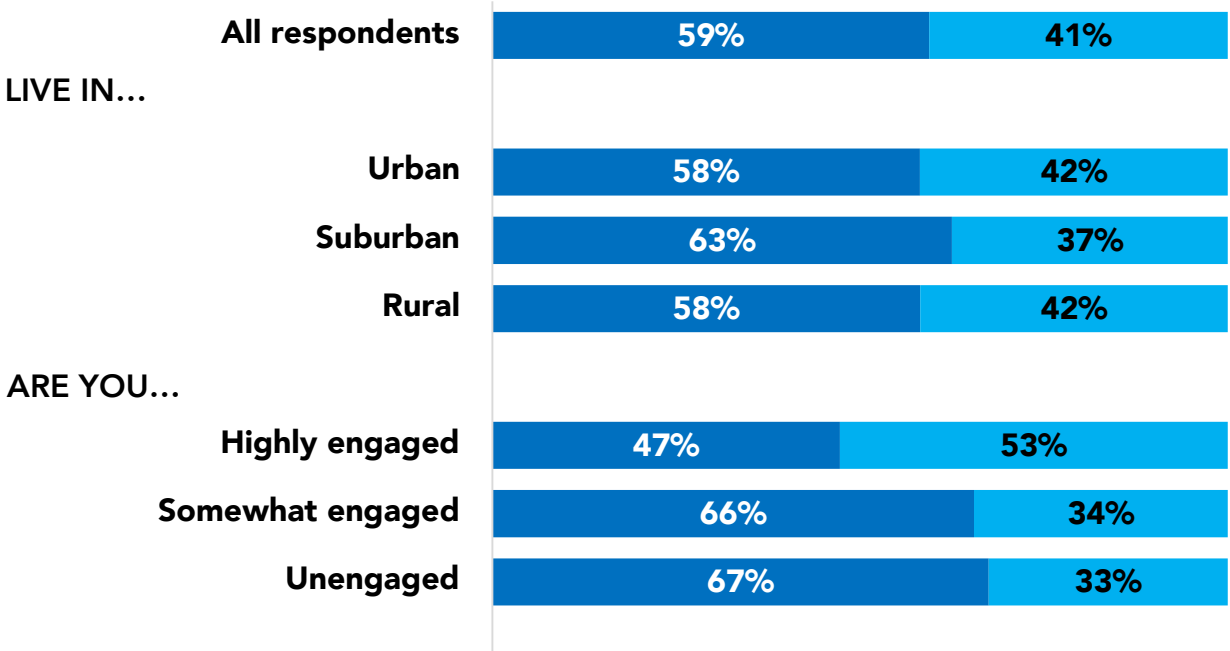
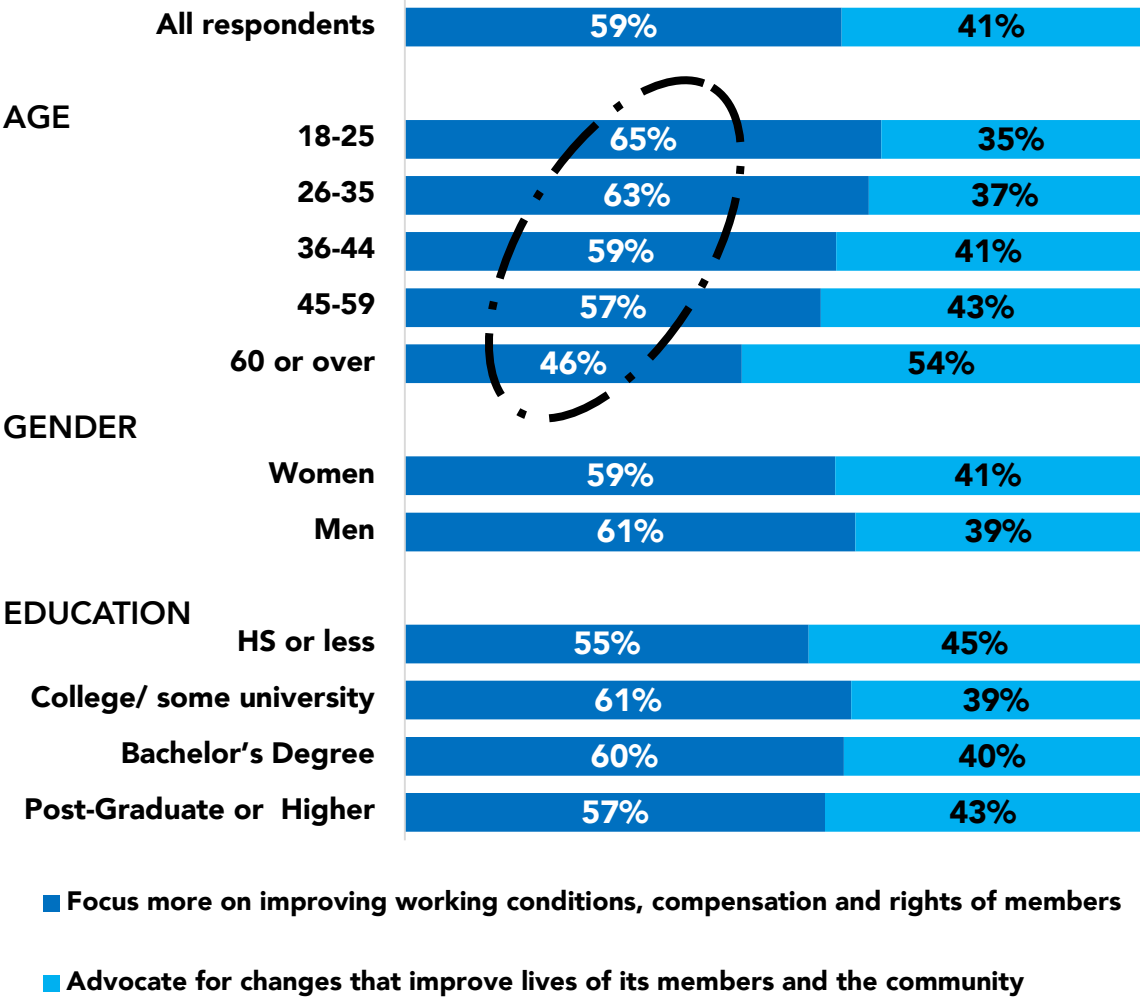
My union should advocate for changes that improve the lives of not only its members, but all members of the community because when we make things better for everyone, our union members also benefit.



My union should focus more on improving working conditions, compensation, and rights of its members and focus less on issues that don't directly concern us.

Which of the following comes closest to your view?

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW....



Those engaged in the union show more favorability towards unions helping others. There is also a linear correlation between age and preferring the union focus on the entire community.

Which of the following comes closest to your view?

MEMBER DIVISIONS ON PREFERRED UNION FOCUS

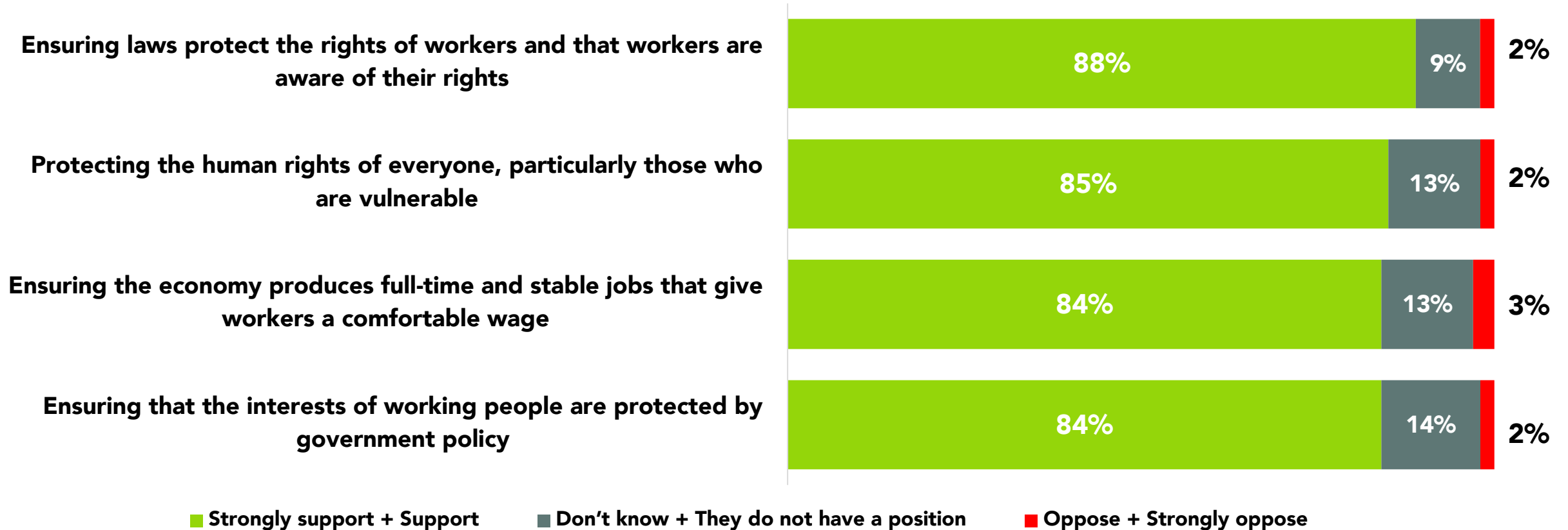
- We asked respondents if they preferred their union focus on “internal” work issues such as improving conditions and compensation and less on issues that don’t directly concern union members, or whether they think their union should fight for changes for all members of the community and raise everyone’s quality of life.
- Members are deeply divided on the fundamental direction they want their union to take.
- Over half of all members feel that their union should focus on more directly-union related issues. Members under 36 are most likely to prefer an “internal” union focus while members 60+ are more likely to want their union to look at the community as a whole.
- There is a linear correlation between age and preferring the union focus on the entire community.



KNOWLEDGE OF UNION STANCE

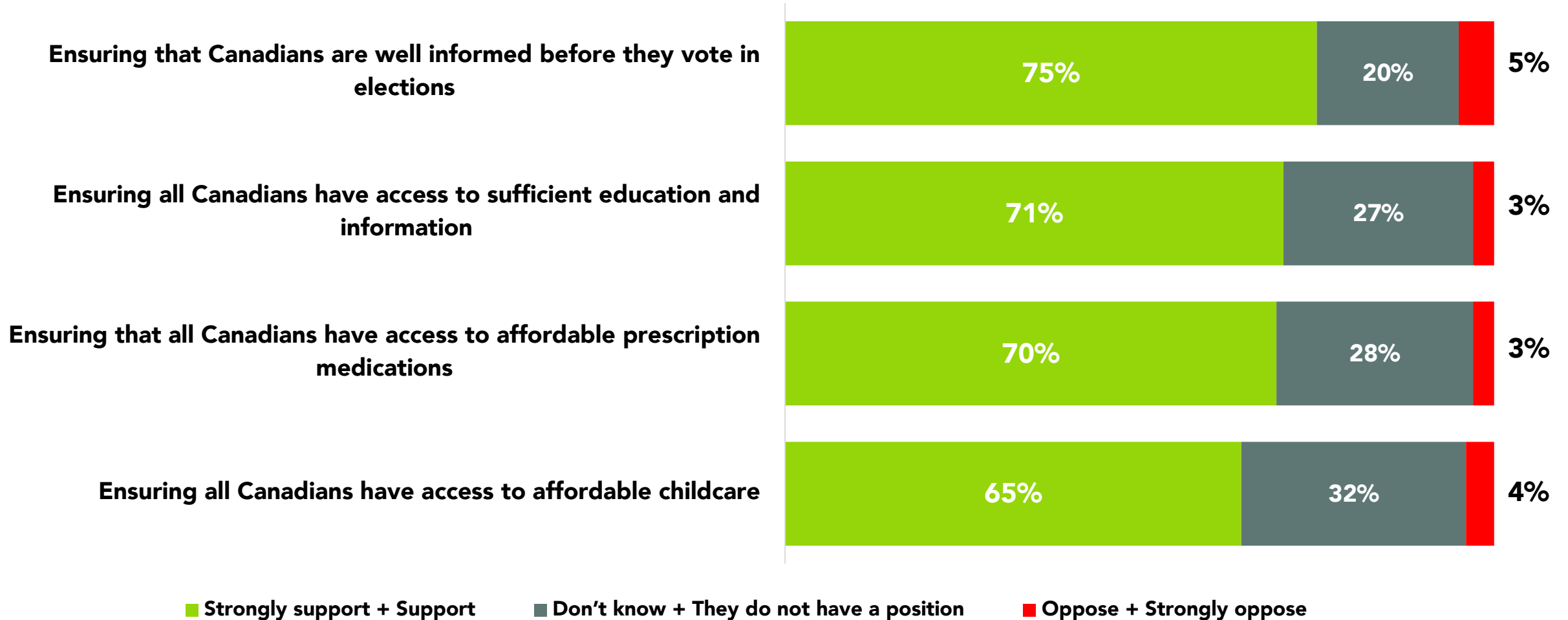
ABACUS DATA

MEMBERS WELL INFORMED ON UNION POSITION

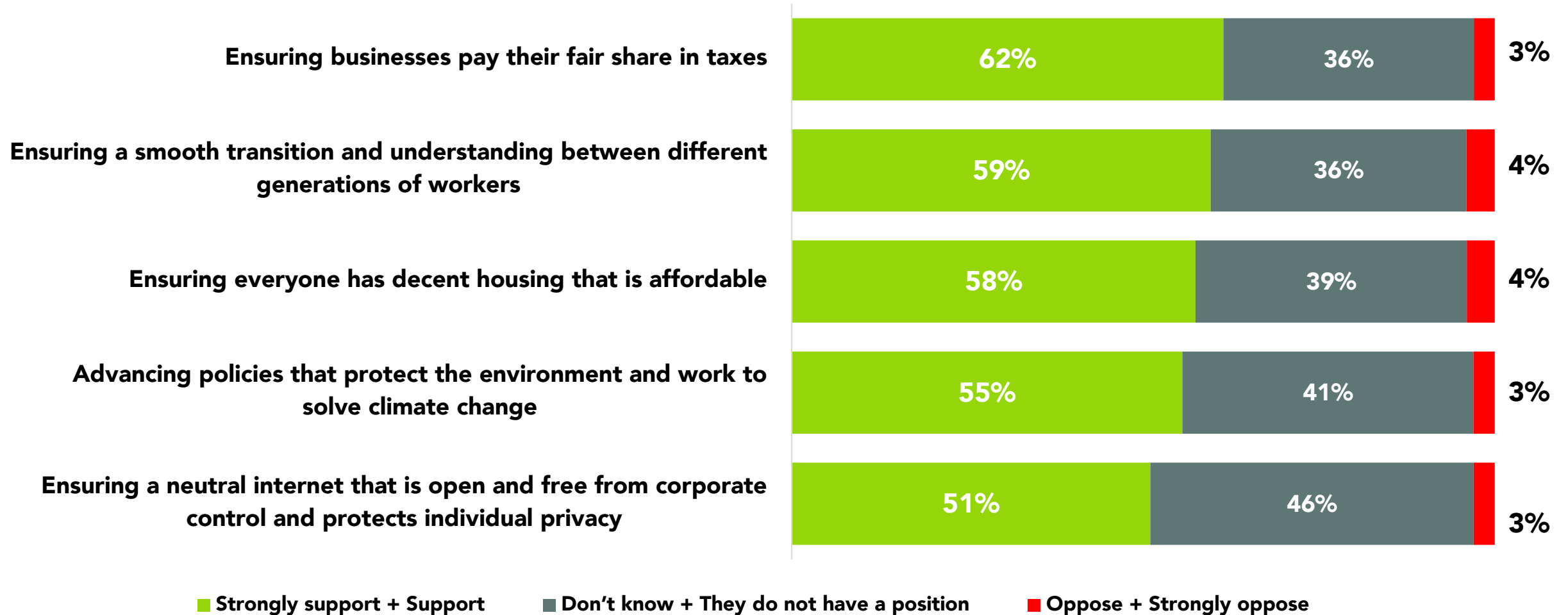


What do you think your union's position is on the following issues...

MEMBERS MODERATELY INFORMED ON UNION POSITION



MEMBERS POORLY INFORMED ON UNION POSITION



MEMBER PERCEPTIONS OF UNION STANCE

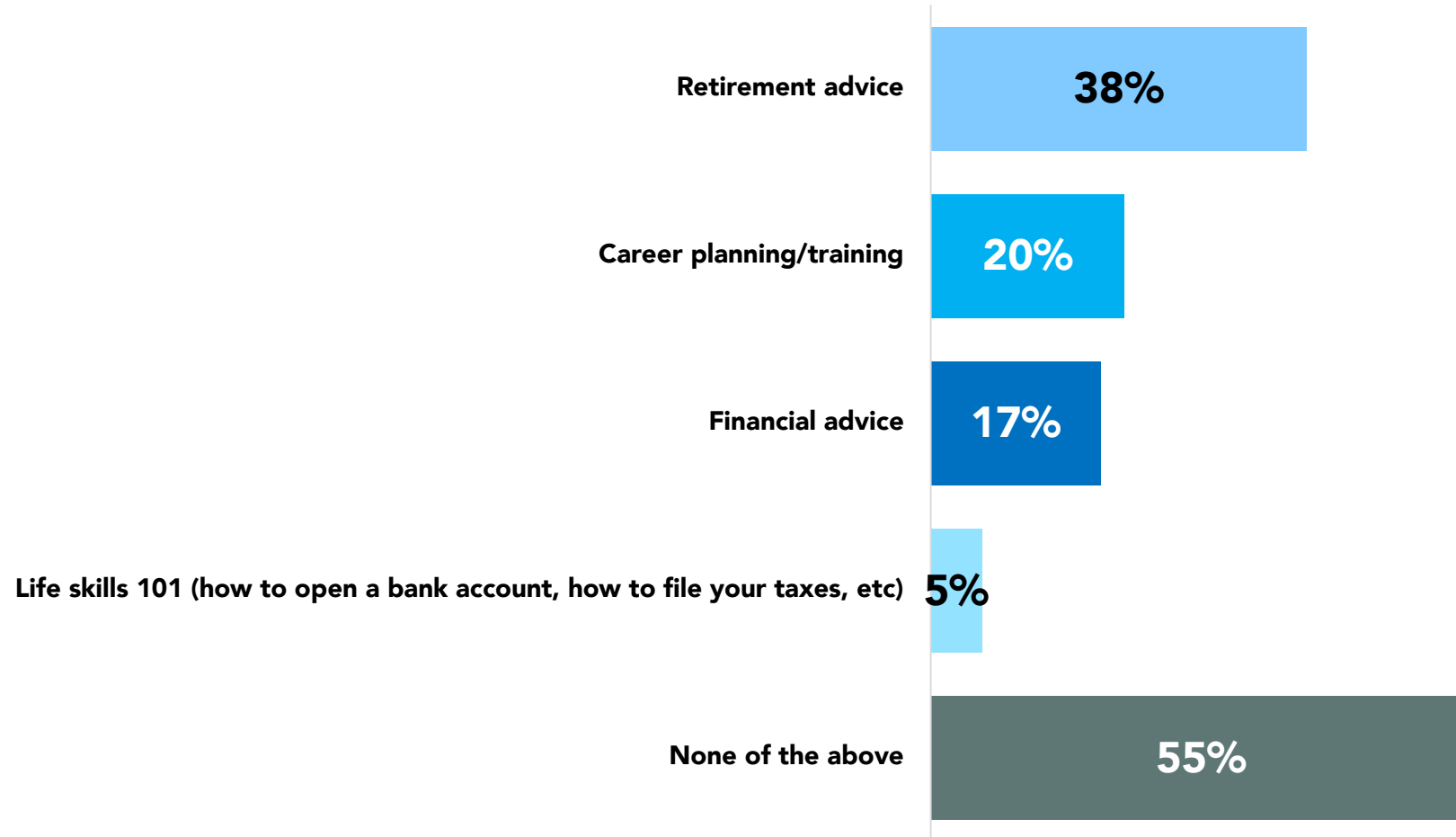
- **Members aged 60 and over are much more likely to think that their union supports access to affordable prescription medications, access to childcare, ensuring business pay their fair share in taxes, ensuring housing affordability, and advancing policies that work to solve climate change compared to those 36 and under.**
- **Almost all members are aware that their union supports issues that directly affect workers and human rights, including wages and government policies.**
- **3/4 know that their union supports informing Canadian voters in elections, and 7/10 know their union supports access to education and information as well as affordable prescriptions.**
- **However, members are less certain about issues such as affordable childcare (36% don't know their unions position on this or think it doesn't have a position), fighting business tax avoidance (39%), and ensuring smooth generational transitions in the workplace (40%).**
- **Members are least aware about their union's stance on affordable housing (43%), work to solve climate change (44%), and protecting net neutrality (49%).**



UNION SUPPORT OUTSIDE THE WORKPLACE

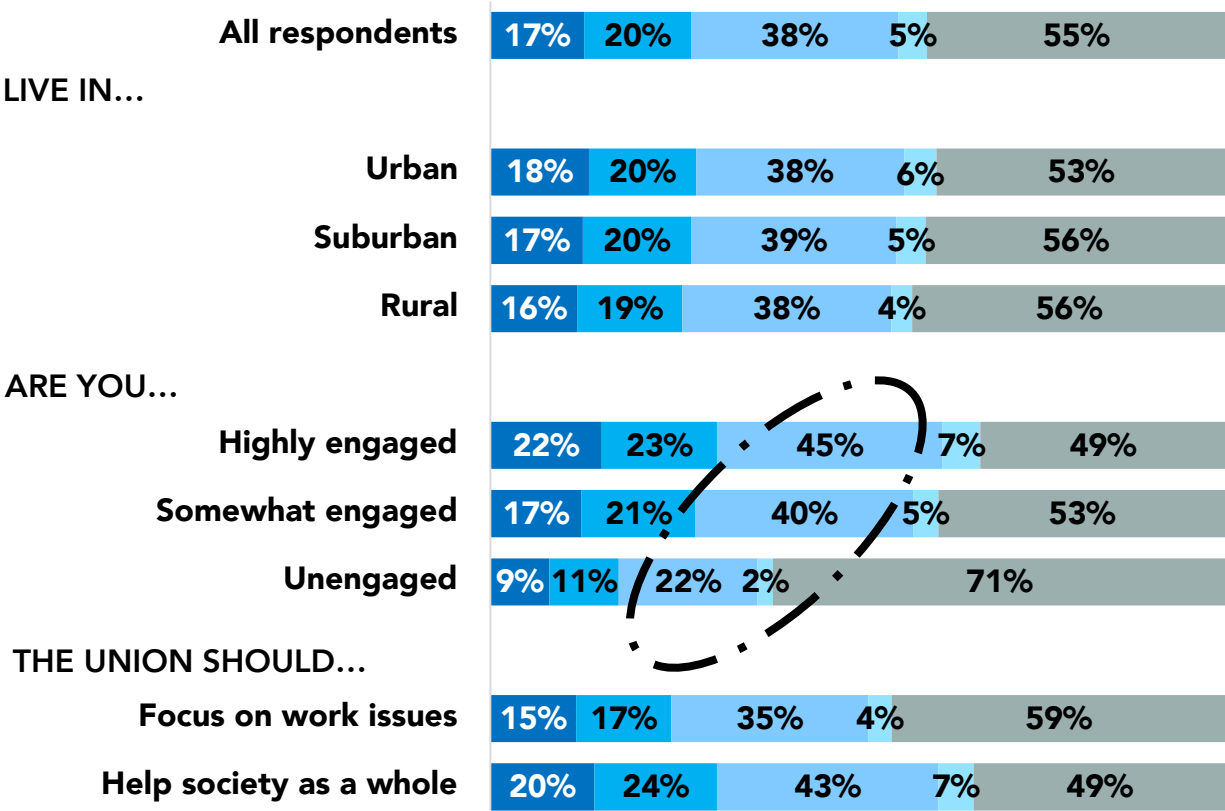
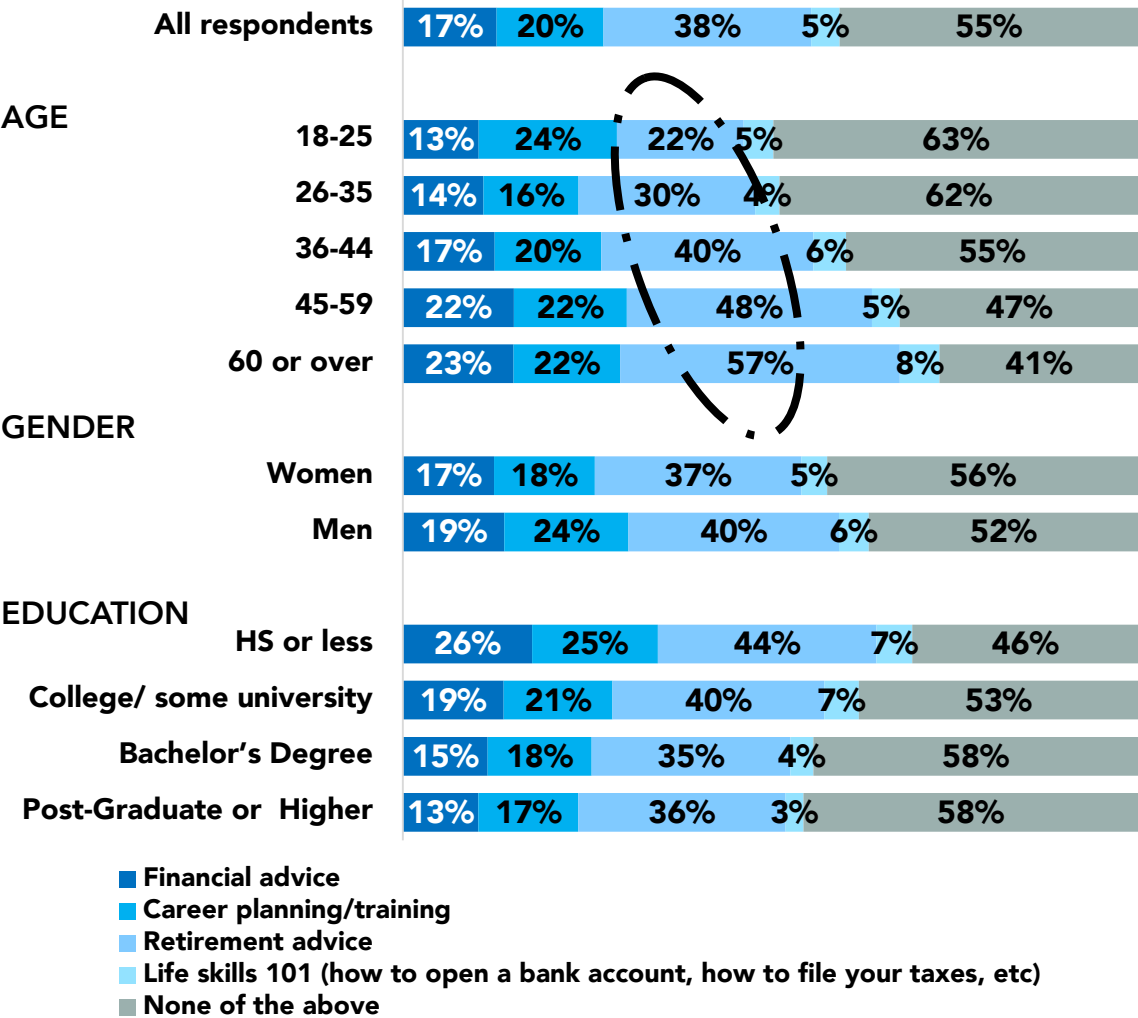
ABACUS DATA

HAVE YOU HEARD YOUR UNION SPEAK OF...



Have you ever heard your union speak about the following non-workplace issues? Select all that apply.

Those engaged, and mature members are more likely to have heard retirement advice from their union. Among all age groups there is little difference in exposure to career planning/training from their union.

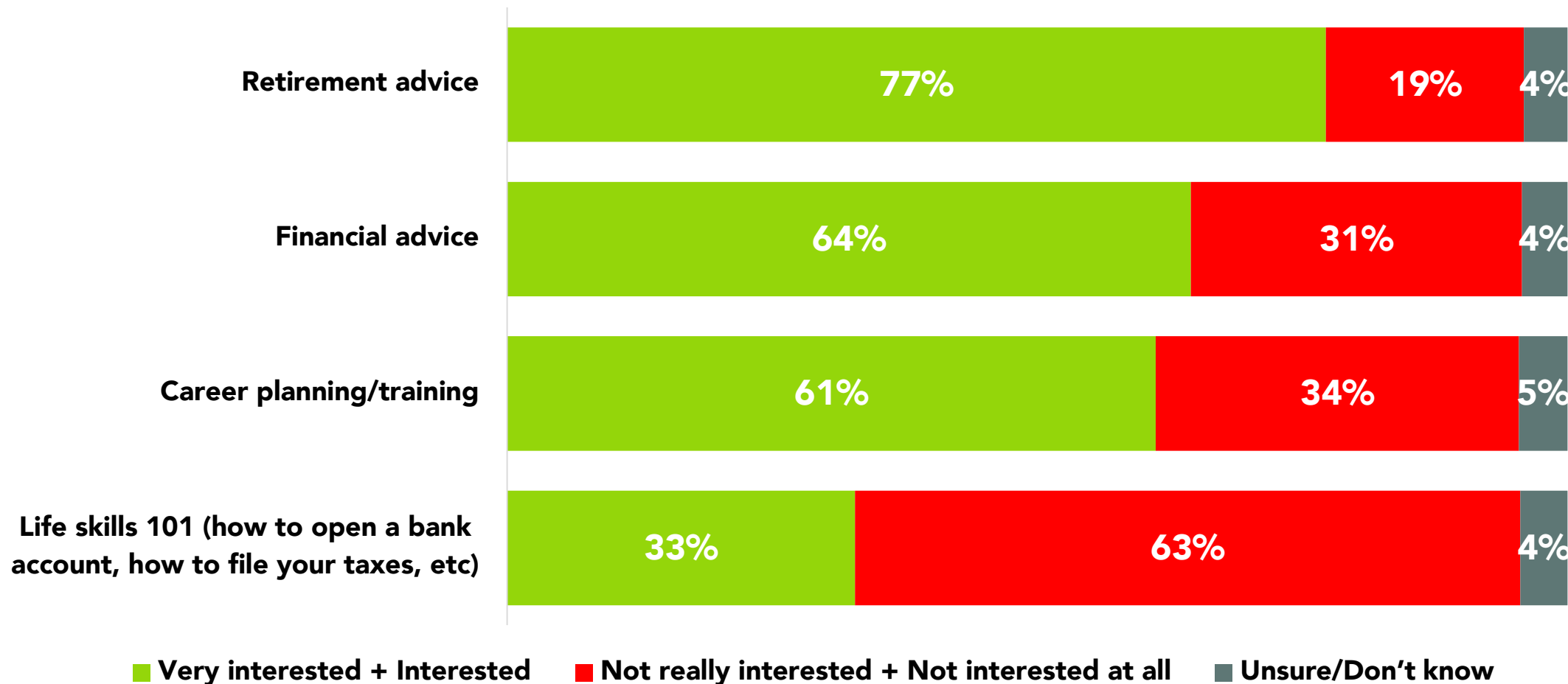


Have you ever heard your union speak about the following non-workplace issues? Select all that apply.

MEMBERS HEARING UNION ADVICE

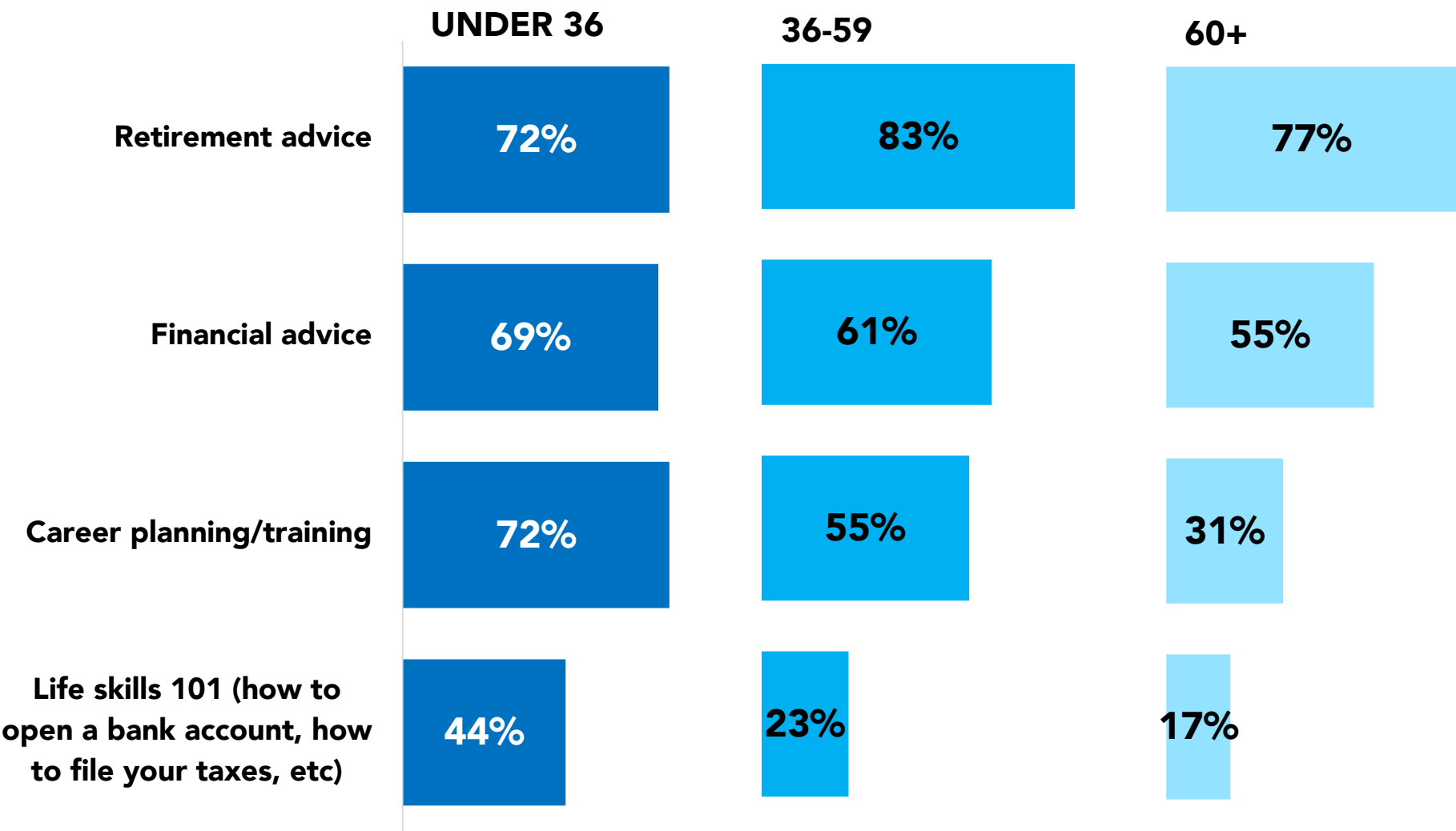
- **Members have heard their unions speak about retirement advice the most, with around half of members 36 and over saying that they heard their union speak on the subject, but only 28% of those under 36.**
- **Only 2 in 10 members or fewer across all age groups have heard their union speak about career planning/training or financial advice.**
- **Almost no members have heard their union speak about life skills.**
- **Members under 36 are most likely to say they have never heard their union give advice on these subjects (64%), but just under half of those 36+ say the same.**

ARE YOU INTERESTED IN HEARING ABOUT...



How interested are you in hearing from your union about the following non-workplace issues?

ARE YOU INTERESTED IN HEARING ABOUT...



Unsurprisingly, issues of interest have a lot to do with the age of members. Younger members are more interested in all aspects, specifically life skills, middle aged members show an interest in retirement advice compared to other groups. And mature members show lower levels of interest for most topics.

How interested are you in hearing from your union about the following non-workplace issues?

MEMBER INTEREST IN UNION ADVICE

- **Strong majorities of members across all age groups would like to hear retirement and financial advice from their unions.**
- **Unsurprisingly members under 60 are more likely to want to hear about career planning/training from their union.**
- **Almost half of members under 36 (45%) would like to hear from their union about life skills (tax filing, banking tips, etc.). Not many members 36 and over are interested in the same.**

CONCLUSIONS

ABACUS DATA

CONCLUSIONS

- **Overall, a strong majority of members are engaged and happy with their union:** About 8 in 10 care about their union, think it is fair, approachable and accessible. Only just over 1 in 10 have a negative impression of their union.
- **Members under 36 years of age are most likely to be unengaged** and have a neutral opinion of their union, think their union is confusing, and half say they don't know much about their union compared to only about a quarter of members 36+.
- **A strong majority of members think their union prioritizes the right issues,** though about 1/3rd think unions prioritize the wrong issues.

CONCLUSIONS

- **Over half of members don't think the women's pay/rights fight is over:** 52% consider women's pay/rights to be a top priority. A significant number of members want this issue to be a *higher priority* within their union.
- **Pensions are important priorities to members of all ages:** Over half of members under 36 (52%) think new worker pensions are a top priority while over three-quarters (76%) of members over 60 prioritize protecting mature worker pensions. *Pensions matter but aligning the pension issue so that it speaks to all age groups is key.*
- **Childcare is a priority for the youngest members:** Affordable child care options are a top priority to 36% of members under 36, but 36% of younger women don't know their union's stance on the issue or think it doesn't have one.

CONCLUSIONS

- Members under 36 think their union could show more concern on a variety of priorities, especially, ensuring fair wages, protection for caregiving responsibilities and against precarious work, newer worker pensions, and affordable childcare.
- Members 36-59 want more of a focus on fair wages, protecting mature workers' pensions and against precarious work. Overall, their priorities are more in-line with how they view their unions' priorities compared to younger members.
- Members 60+ perceive a significant lack of focus on mature workers pensions and fair wages. Other than the above issues, this group is the most likely to view their priorities as in-line with their unions' priorities compared to other age groups.

CONCLUSIONS

- **Members report being unaware of their union's position on significant issues including: affordable childcare (34%), affordable housing (43%), and the work their union is doing to help to solve climate change (44%).**
- **Strong majorities of members across all age groups would like to hear retirement and financial advice from their unions. Almost half of members under 36 (44%) would like to hear from their union about life skills (tax filing, banking tips, etc.).**