



AMERICAN ARBITRATION ASSOCIATION®

Membership Opinion Surveys

from AAA® Elections Services



Obtain **valuable information** about the **opinions and perceptions** of union members through customized mail, Internet or telephone surveys from the American Arbitration Association® (AAA).



Why Survey Members?

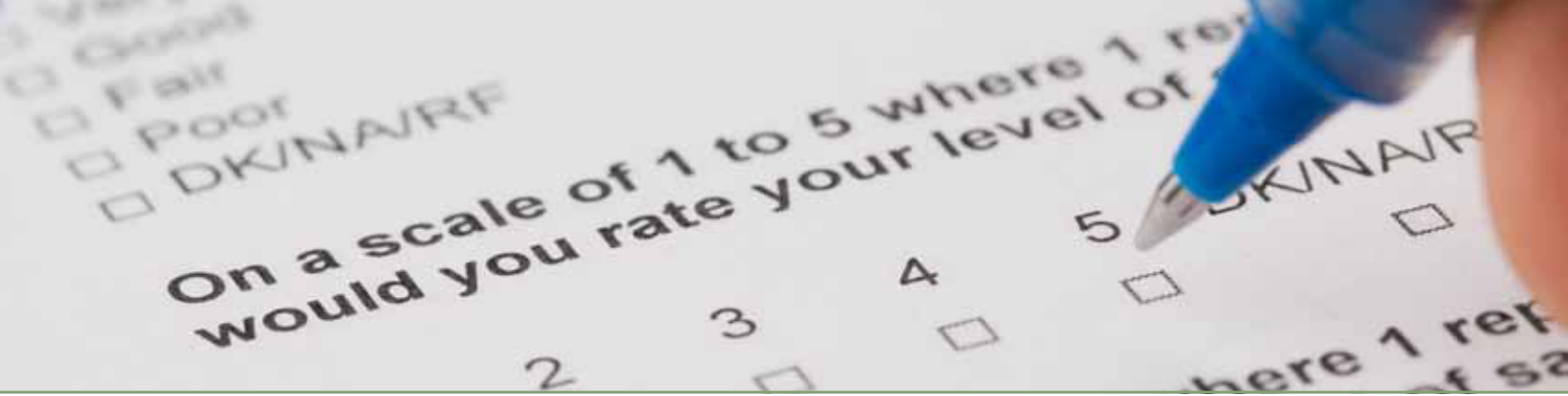
The AAA has provided election services to the labor community for over 50 years. In addition to elections, unions now have access to cost-effective and fast opinion research to help:

- Identify member needs before and after elections
- Quantify the degree to which there are differences in member opinions or desires and expectations in areas of importance to the group and its leadership
- Gauge the effectiveness of proposed or existing member programs
- Measure member satisfaction or morale – in general terms as well as in specific areas of interest

AAA membership opinion surveys also can be tailored to elicit feedback on key issues and priorities related to wages, benefits, etc. – providing organizations with valuable information for internal review.

The AAA has successfully conducted member surveys for the United Federation of Teachers and the Uniformed Firefighters Union, among others.





The AAA Membership Opinion Survey Process

Step 1 >>

Survey Goals and Objectives

Unions would work with experienced survey designers from the American Arbitration Association to identify the high level objectives or straight-forward goals of the research.

This will help to answer the question "What do you need to know about or from your members?" and ensure that the survey results are meaningful and useful.

Step 2 >>

Survey Design and Customization

Following the identification of goals and objectives, the AAA would design the surveys to include questions that will help provide unions with insights into members' opinions and perceptions – all anonymously.

The results could be viewed in aggregate form (all members) or by subgroups, length of membership, age, gender or any combination of variables that are captured through the survey.

Step 3 >>

Survey Execution

The AAA provides complete printing and mailing services in connection with its survey services.

This also includes online and Interactive Voice Response (IVR) survey delivery.

Step 4 >>

Survey Data Collection

Union members' mailed responses are tabulated via optical scanning devices.

The online and IVR response vehicles enable fast data capture and offer immediate availability of the survey data or findings.

Step 5 >>

Survey Analysis and Reporting

Analysis of the findings, as well as reporting at the summary and detailed levels, are available at the conclusion of the survey process.

For more information on how an AAA membership opinion survey can work for your union, please contact Kenneth Egger or Scott Boswell at the numbers below:

Kenneth Egger

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American Arbitration Association

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Philadelphia, PA 19102

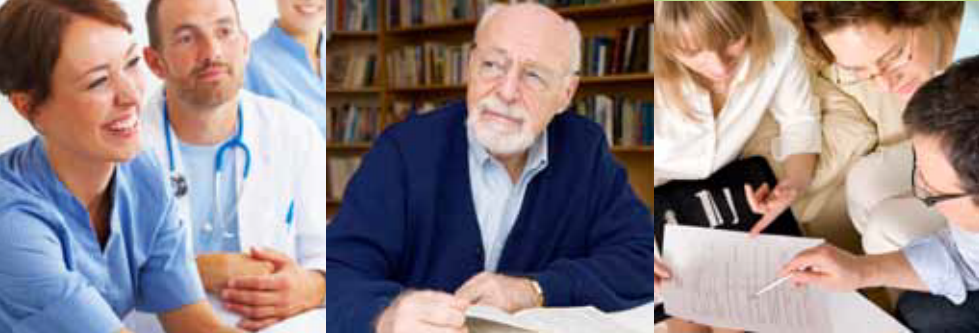
215-731-2281

Scott Boswell

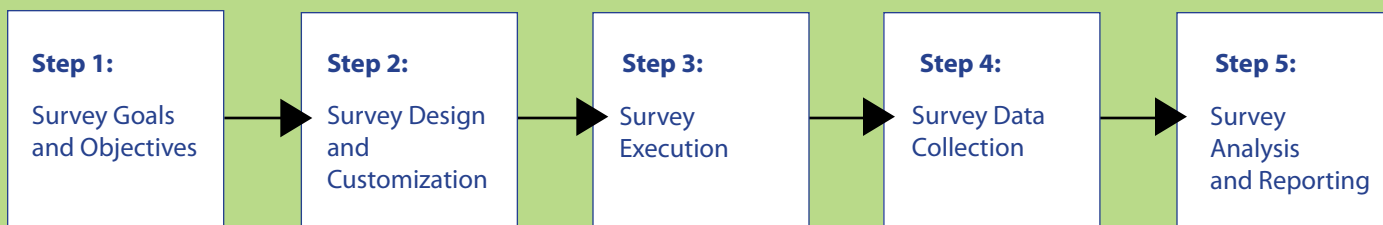
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