



EDUCATION DEPARTMENT

SURVEYS: **TOOLS FOR BUILDING LOCAL UNION POWER**

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The Purpose of Surveys

Surveys serve as useful tools to build union power. They can be especially valuable at certain important moments at a local union. You might use a survey to:

- Gauge members' hopes and needs before beginning collective bargaining
- Plan standing committee programs or events
- Determine educational interests of the membership

Setting Priorities

Surveys can help to identify the priorities of a group of people related to any particular situation. In the case of a local union, this is tremendously useful because we can use surveys to identify our members' wants and needs and how they collectively prioritize those desires. We can also use surveys to identify our members' concerns and then rank their priority based on how many members agree about each issue's importance.

Leading up to collective bargaining, we might want to identify the top issues that members want to see addressed in their contract. A survey can tell us which issues members care about most. Perhaps the vast majority of the bargaining unit responds that they want improvements to wages and vacation time. Still, few people say improvements to scheduling is an issue. Negotiators can use this survey response as a guide for what to prioritize at the bargaining table.

Surveys can also assist in setting other priorities for a local union. Perhaps the local union budget is tight and decisions need to be made about allocating funds. A survey of the membership could help identify where members would most like to see their dues dollars spent – certain local programs and activities may prove to be of higher priority than others. Perhaps the local is considering a new time and location for an annual cookout. A survey could help to identify members' preferences for choosing the new time and space. We can glean this information and more from a survey of our membership.

Crowdsourcing Ideas

One of the greatest strengths of our union is the diversity of our membership. Our members come from all walks of life, and each member has a lifetime of experience that informs who they are and how they perceive and interact with the world. We are diverse in every sense: Race, ethnicity, gender, age, sexuality, job position, industry, socioeconomic background, religion, origin, and more. Our range of identities and experiences results in something truly special: A vast diversity of thought. Suppose your local union is brainstorming what to do in any given situation. Who better could you turn to than our members for fresh ideas? Surveys are an excellent tool for crowdsourcing ideas.



The Purpose of Surveys

Asking open-ended questions on a survey is a great way to determine what people think and collect suggestions for actions to be taken at your local union.

Collecting Insightful Data

Data about our members can help us understand who we are as an organization and what we need to do to ensure that our members' concerns are addressed. What are the demographics of your local union membership? How many members have children? How far, on average, do members commute to work, and what form of transportation do they use? How many members are active on social media? Do members prefer to receive communications by email, phone, text or by postal mail? How has the average age of the local membership changed over time? How has the gender mix of the membership changed over time? How many members routinely vote in political elections? How many members participate in community service activities with outside organizations? Data, such as this or similar, may prove useful to a local union, depending on what it hopes to accomplish. Surveys can be used to track all sorts of data that can prove insightful. Routinely collecting data, quarterly or annually- for example, can give a local union the ability to track change over time, provide invaluable insight into the progress achieved and reveal shortcomings to keep working on!

Communicating with a Group

Surveys can be a useful component of a local union communication plan. Circulating a survey that requests member feedback or ideas signals that the local union leadership cares about what they think. The act of issuing a survey lets members know that local leaders plan to address their concerns and incorporate their ideas into local activities. Surveys also signal to members that an important event is happening soon that requires their participation, i.e. the opening of contract negotiations. A standing committee survey about activities they should plan reminds members about the important work that standing committees do. It might inspire them to join or participate in the committee. Surveys do not replace other forms of communication, but they can complement other efforts.

Making Decisions

Local unions and their leaders are constantly making decisions: what to bargain, prioritizing members' concerns, what types of activities to fund, what type of educational opportunities to offer, and so much more. As a democratic, representative organization, our membership must inform all our decisions. Information gathered in surveys can help us make informed decisions that serve our organization responsibly and effectively.



The Purpose of Surveys

Taking Action

Suppose your local union is deciding how to take action on an issue. In that case, you might want to survey members about their feelings on that issue and what type of action will gain their participation. Perhaps you want to plan a solidarity day with a striking union in town where your local union shows up in force to walk their picket line. You may want to survey members about when to schedule the action and find out how many people plan to show up. Such information might help you coordinate other logistics, like whether to plan for shuttle rides to the event, or how many snacks to bring, or how many signs to prepare. Surveys can help to gather all sorts of useful information to prepare to take action.

As a democratic, representative organization, our membership must inform all our decisions. Information gathered in surveys can help us make informed decisions that serve our organization responsibly and effectively.



The Purpose of Surveys

Who People Are

We can ask questions in surveys to find out who people are and how they identify themselves. Information collected could include:

- Race
- Ethnicity
- Gender
- Sexuality
- Job Title
- Employer
- Educational Background
- Family Status
- Age
- Origin
- Languages Spoken
- Housing Situation
- Religion

Information about who our members are can help us understand who we are collectively as an organization. This can inform what actions we take as a union. It is important to be sensitive to members' comfort level with answering some demographic questions. If members choose not to share certain demographic information, do not badger them or try to force the issue – be respectful of their choices. Furthermore, remember to safeguard the information that your members share and use the information responsibly.

What People Think and How People Feel

We can ask questions in surveys to determine people's hopes, dreams, desires, and general thoughts and feelings on various issues. Do people feel a certain way on a political issue? Do people have certain desires that union activities can help to fulfill? We can find out by asking them in a survey.

Insight About How We Are Doing and What We Can Do to Improve

How would members rate our success on various issues we tackle? How would they score local leadership on their communication? Are the activities coordinated by the local union well-organized? Are they fun? Do members perceive that we are fulfilling our mission to achieve social and economic justice at our worksites and for all? Surveys can be used to aggregate scores about our achievements. Results can offer us practical insight into how we are doing and what we can do to improve.

Suppose survey results demonstrate that we are falling short on our goals. In that case, we may need to make drastic improvements to our local union programs. However, even if results are glowingly positive, there is always room for improvement. Surveys can be used to identify areas needing improvement and gather suggestions for how to go about making the improvements.



The Purpose of Surveys

Listen and Ask for Input

Good leaders listen to members and ask for input.

A UAW standard of leadership is to listen to members and ask them for input. Leaders who commit themselves to this value will rise to the challenges that union leadership presents and contribute to our organization's strength overall. Failing to make a solid effort to listen to members actively will ultimately result in an unsuccessful leader and a weakened union. Surveys are a tool to solicit members for their input. Leaders who use this tool well will facilitate a membership that feels heard and valued.

Ideas Improve Programming

More and better ideas lead to better programs.

Incorporating members' ideas into our union's work will undoubtedly result in a stronger organization with better programs. No individual holds all the answers. Good union leaders ask for member feedback and ideas and then use them to make decisions and improve programs. Surveys are excellent tools for collecting and organizing ideas.



The Purpose of Surveys

Manage and Define Multiple Priorities!

As a diverse and broad union, we manage multiple priorities, which surveys can help to define. The diversity of our union is the source of our strength. A variety of people also brings an assortment of thoughts, opinions, and priorities – and sometimes perspectives can be so divergent that they conflict. This is an uncomfortable reality that leaders of a large group of people must address head-on. We need to listen to our members' varied perspectives and make informed judgments about how best to lead our union forward. Leaders must manage conflicting priorities with fairness and place equity first. Surveys can help to shake out our shared perspectives and identify where our members diverge and disagree. Suppose a strong effort is made to structure and distribute surveys democratically across the whole of a local union membership. In that case, they can prove instrumental in helping a local union define shared concerns and prioritize efforts fairly and equitably.

Builds Solidarity

Survey participation can build our solidarity. Asking a member to respond to a survey is one way to ask them to participate in their union. It demonstrates that their thoughts and feelings are valid and valuable. When they see action taken in response to what they contribute in the survey, they come to recognize that they matter and that they have an impact within our organization. This can reinforce their interest in further participating in local union activities. When each member of our union feels valued, contributes to union activities, and grows in commitment to our organization, it results in the overall growth of our solidarity. As any strong union member knows, solidarity is the cornerstone of our success as a union.

Gain Understanding of Our Members and Programs' Performance

We need a clear understanding of our members and our programs' performance to keep our union on track to achieve our mission. We can learn a lot about our members by surveying them. We can learn a lot about our local union programs' performance by soliciting participants for feedback and suggestions for improvement. This information is critical to our ability to function in the best interest of our members. All UAW local unions share our mission to fight for our members' interests and working families broadly. The UAW Constitution holds us to specific standards of leadership and defines our mission in clear terms. It is not enough to go through the motions when carrying out our duties as members and leaders of our organization. To fulfill our mission, we must consistently evaluate our programs' successes and failures with an eye for continuous improvement and growth. Surveys can help us do that.



Advantages of Surveys

There is a wide range of advantages for survey use:

- **Qualitative Insight:** Surveys can help us gather qualitative insight from members. Qualitative data illustrates the quality or character of something rather than its quantity. For example, qualitative insight might be gleaned from open-ended responses from members about what types of programs they want to see hosted by the local union.
- **Quantitative Insight:** Surveys can also help us gain quantitative insight. Quantitative data illustrates quantity and is generally measured using numbers. For example, a survey can tell us how many people support a specific bargaining demand, or how many members drive a car to work, or how many members plan to retire in the next five years.
- **Communicating with Members:** Surveys can be used as a communication tool but not as a replacement for actual conversations and meetings. A local leader could make rounds to members at a worksite and personally invite them to participate in a survey. A standing committee could use a survey to conduct phone interviews with members, boosting interaction between a broader range of people in the local than might be typical. A survey's results can also be shared with members, improving communication about shared priorities across the membership. Surveys can be great conversation starters!
- **Relatively Low Cost and Easy to Administer:** Surveys are relatively simple to prepare. A variety of free internet tools are available to assist in designing a survey. For more complex surveys, low-cost internet-based software can be used. Print surveys are also an option, although they are much more costly, especially if distributed by mail. A variety of options are available. With a bit of research and effort, local unions can put together an insightful survey and distribute it broadly to members with relative ease and at a low cost.
- **Test the Effectiveness of Your Network:** Circulating a survey across your network can help you to determine the breadth of your reach. If members respond, you will know that your communications are reaching them and being well received. Suppose certain members or specific groups of members do not respond. In that case, it may signal that you need to make extra effort to build relationships with those members or groups, which likely will involve improving your communication methods to broaden your reach.
- **Build Leadership Credibility:** Asking for feedback from members (and listening and acting upon it) is a direct path to building leadership credibility. Members want to know that their leaders are looking out for their best interests. Surveys can signal to members that their leaders care about what they think, which will earn their trust and respect.



Advantages of Surveys

- ***Making Data-Based Decisions:*** Decisions should be made for good reason. If you do not have relevant data about the decision to be made, how can you make a considered judgment about what to do and how to act? Typically, the data you glean from a survey will show you a clear path to action. When you have the data to back you up, you can easily defend your reasoning for making any given decision. This can prove especially important when making controversial choices.
- ***Overcoming Geographic Challenges:*** Some local unions have unique geographic challenges – members are spread out over a broad geography and rarely have the opportunity to come together in mass meetings to share and discuss ideas. Surveys, especially if distributed online, can help collect thoughts and centrally gather a broad swath of information when you would not otherwise be able to through meetings.

Disadvantages of Surveys

While surveys can serve a lot of purposes in our union, they also have some notable disadvantages:

- ***Sometimes Respondents Are Not Truthful:*** People are not always forthcoming with their honest opinions. This can be true in how people provide feedback during verbal conversations and respond to written surveys. It is important to be aware that untruthful responses could skew your survey results. This can sometimes be controlled for by assuring confidentiality of responses if the matter being surveyed is particularly controversial. If respondents trust that you will guard their responses and keep their data safe (or anonymous, if promised), they may be more likely to provide honest feedback.
- ***Incomplete Data Results Can be Misleading:*** It is imperative to recognize if your survey results are incomplete. If only certain groups of people seem to be responding – for example, if women are replying to your survey, but men are not – then you may be collecting data that only represents specific subsets of people. This can be very misleading. Perhaps people who are happy with a local union program are more likely to respond to a survey about it. Or, maybe people with a bone to pick with local leadership are more likely to respond to a survey about bargaining priorities. It is essential to be aware of any disproportionate response rates among members to avoid being misled about general opinions based on incomplete data.
- ***It Can be Difficult to Get Members to Respond to the Survey:*** Surveys are only effective if participation rates in the survey are high. Members may be less eager to respond to surveys if they feel they are circulated too frequently, that they take too much time to complete, or that their responses will not be read or acted upon, among other reasons. It is important to make surveys worthwhile and to time them well to promote broad participation.



Disadvantages of Surveys

- **Flawed Interpretation of Survey Results can Lead to Making Decisions Based on Emotion or Feeling Instead of Hard Data:** If one hundred people respond to a survey and one of those respondents includes a lengthy, detailed, harsh critique about a local union program, it may be tempting to act on that response immediately. However, a deeper look at the survey results may show that the other 99 respondents felt differently from the one angry respondent and that they were, in fact, happy with that aspect of the program. It is important not to give too much weight to individual feedback if quantitative data presents different results. Moreover, suppose the survey questions do not thoroughly and appropriately address the issue being surveyed. In that case, responses to the questions could provide misleading results.
- **Surveys May Dissuade Members from Other More Meaningful Forms of Participation:** After responding to a survey, some members may feel that they do not need to attend a meeting on the topic covered by that survey. This may be especially true of bargaining surveys. Suppose a member feels that they already voiced their opinions in the bargaining survey. In that case, they may skip out on attending a bargaining proposal meeting. This can hurt a local union's ability to turn out members to in-person meetings, which generally help gain deeper insight into what members genuinely want. It is important to emphasize that surveys are a communication tool and aggregating opinions within the local union. Still, they do not replace in-person interaction or discussions reserved for union meetings.



Types of Data to Collect

Local unions are encouraged to be thoughtful and creative with how they collect and track data through surveys. There is no end to the potential usefulness of the information gathered from our members in guiding our actions as a union. This section will define various types of data that surveys can be used to collect.

Opinions

Surveys can be used to aggregate members' opinions on various issues. Members can be asked about the extent to which they agree or disagree with certain statements or positions on issues, or they can be offered a fixed choice of response options to a question. Their responses can be averaged to determine collective opinions, like what is done through traditional polling. These are quantitative methods of recording opinions.

Qualitative data is also helpful here. Open-ended questions can allow members to explain their opinions in greater detail using their own words. This can give the surveyor deeper insight into members' detailed opinions. It can shed light on unique views that might not rise to the surface from responses to quantitative or fixed choice questions.

Demographics

As noted previously, surveys can be instrumental in collecting demographic data: information about who our members are and what their backgrounds entail.

Option Priorities

Surveys can help to determine how to prioritize various options. For example, a local union may want to ask members whether they prefer a cancer research fundraiser sponsored by the Women's Committee on a Friday night, Saturday morning, or Sunday afternoon. Using a survey that allows ranked choices, members' top preferences can be determined so that the event can be planned during the most convenient time for the most significant number of people. Ranked choices can help to prioritize all sorts of options in various situations at the local union.

Contract Information

Surveys are generally instrumental in helping bargaining committees assess members' bargaining priorities. The bargaining survey can ask members to describe what they want to be changed in their contract and how they would like to see policies updated. Bargaining survey results, coupled with feedback from bargaining proposal meetings, can serve as a mandate for what bargaining committees fight to achieve in contract negotiations.



Six Tips for Survey Design: One

Step One: Identify the Purpose/Goal of the Survey

In identifying the purpose or goal of your survey, consider the following questions:

- **Why?** – Why are you creating this survey? Why do you think it will be beneficial to your local union?
- **What?** – What will your survey measure? Will it measure feelings, people, strengths? What is your reasoning for collecting this data?
- **Who?** – Who will be involved in conducting the survey? Who will be asked to respond to the survey? Will it be given to everyone, or a specific audience, or a random sample of people? Is the chosen audience representative and broad enough for the survey to capture the data you hope to collect?
- **How?** – How will the survey be conducted? How will the results be used?
- **When?** – When will the survey be circulated? Are there relevant deadlines to be aware of when timing survey collection, for example, getting bargaining surveys back before a proposal meeting?

After consideration of these questions, you should be able to define the goal of your survey clearly. If you cannot describe it clearly, it may be a sign that a survey is not the appropriate tool to use for the situation at hand.

If you determine that using a survey does fit the moment, it is important to put the survey's goals into writing. Draft a clear explanation for why you are conducting the survey and who should respond to it. Include relevant details from your answers to the questions above, like deadlines for when a response is required. This written explanation can be used in an introductory letter that you circulate with the survey. It can also serve as a guide for how to verbally communicate with members about the survey and its purpose, ensuring that all involved share the same goal for the project.



Six Tips for Survey Design: Two

Step Two: Design the Survey

What will the survey look like, and how will members respond? Answering these questions will assist you in designing your survey effectively. Once you understand what information you want to gather from the survey, determine the best possible way to solicit the data you want to collect.

Structure and Flow

A well-structured survey that flows logically and sequentially will help to promote participation and completion from members.

Surveys are often used in local unions to allow our members to express their opinions and feel heard. If that is your goal, make it clear from the outset of your survey. The beginning of the survey is a good place for an open-ended question that allows the respondent to provide a more detailed opinion or statement in their own words. If there are some controversial topics to be covered in the survey, opening with a non-threatening topic might be advisable, as this can help make the member feel comfortable about responding before easing them into more controversial topics later in the survey.

It is advisable to avoid boring questions at the beginning of the survey, or sensitive personal questions, which may be somewhat off-putting and could cause members to drop off early from answering all the questions. Generally, suppose a sensitive question must be included in the survey. In that case, it may be good to repeat the purpose of the question and remind the member that the response will be confidential – but only offer such assurances if you are certain that their responses will be held in confidence.

Remember to keep your overall survey to a reasonable length. Ask yourself whether you would want to participate in the survey and whether you would be willing to answer all its questions. If the survey is more than two or three pages or is perceived to take longer than 5-10 minutes to complete, it may be intimidating. It may discourage members' willingness to participate at all. A good rule of thumb for the number of questions is five to fifteen.

As you structure your survey, group questions by topic area to help ensure a smooth flow. If certain questions build on each other, place them in sequential order so that the member's thoughts will flow freely and delve deeper from one question to the next.

One of our union's central goals is to encourage our members' active participation in all our activities. Our surveys can reflect this by always including an "ask" at the end. This could be a simple last question that asks the member to check a box if they would like more information about the issues covered in the survey or a series of asks regarding how someone would like to get involved with an activity.



Six Tips for Survey Design: **Two**

For example, leading up to contract negotiations, a bargaining survey might include a question that allows members to check off different things they would like to do to get involved. Suppose the survey is about members' interests in joining standing committees. In that case, you could include a list of the different committees and ask the member to check which ones they are interested in joining.

Be sure to have a follow-up plan for communicating back to members who respond to your asks. Ask for the member's contact information somewhere on the survey, including a personal email address and cell phone number. You may also want to ask for shift information, job title, years of seniority, and anything else relevant to your survey goals or follow-up plans.



Six Tips for Survey Design: Two

Types of Questions

There are various types of questions that can be used to construct a survey. Carefully consider which types will be the best fit to solicit the information you hope to gather. Typically, a mix of several different types of questions is best.

1) *Open-Ended Questions*

Open-ended questions are best used to solicit detailed responses from the person in their own words. They allow the member to provide their unique answer to the question. Their use will collect a wider array of responses to a question than if fixed choices were provided.

Open-ended questions should be structured not to elicit a “yes” or “no” response. Consider the wording carefully. If you want a detailed response, be sure to avoid asking a question that only requires a single-word answer.

Be careful of relying too heavily on open-ended questions in your survey. Suppose a respondent is not highly motivated to share their thoughts or opinions. In that case, they may simply skip the question and write nothing. If your entire survey relies on open-ended responses, the overall participation rate may suffer. Moreover, open-ended responses require more time to read and can be more difficult to organize or quantify when analyzing the data. Use open-ended questions when you seek creative, thought-out answers, not when you hope for succinct or limited responses.

Examples of open-ended questions:

- What topics would you like to discuss in our next committee meeting?
- What family-oriented recreational activities should our local union host this summer?
- How would you describe your relationship with your supervisor?
- What inspired you to get involved with our union?



Six Tips for Survey Design: Two

2) Closed-Ended Questions

Closed-ended questions require that the respondent select a choice from a specific set of response options. By requiring fixed choices, the range of responses is controlled and limited. This can make the data much easier to organize and quantify. You can easily tally responses to close-ended questions and summarize them into a chart or graph. Using closed-ended questions, you prevent misspellings or variances in the phrases and words people may use in giving the same answer – this will make it much easier for you to sort the data later.

It is important to make sure that the response options listed represent the full range of likely responses. Be aware that by providing response options, the question may introduce bias in how members respond. For example, a member may not immediately think of an option listed if asked an open-ended question. Still, when presented with it as a choice, they may be more likely to select that response. Examples of closed-ended questions:

Did you vote in our last union election?

- Yes No

How many union meetings did you attend in the year 2021?

- I attended every union meeting I attended 1-3 meetings
 I attended 4-6 meetings I did not attend a meeting in 2021

In your opinion, what is the biggest problem facing our community right now?

- Rising health care costs Climate change
 Unemployment Lack of affordable housing
 Economic inequality Problems in public education



Six Tips for Survey Design: Two

3) Likert Questions

Likert questions measure levels of agreement and intensity of attitudes. Likert questions ask the respondent to answer using a scale that typically includes 5, 7, or 9 points. The scale could be a numbered score or an adjective measurement. Examples of Likert questions:

- How satisfied are you with your work-life balance?

Very satisfied Very dissatisfied
1 - 2 - 3 - 4 - 5

- How would you rate our union's strength?

Strong Weak
1 - 2 - 3 - 4 - 5 - 6 - 7

- For the following statements, please respond with the extent to which you agree:

	Strongly Agree	Agree Somewhat	No Opinion	Disagree Somewhat	Strongly Disagree
I feel comfortable talking to my union steward about issues on the job.					
I can count on my fellow union members to have my back.					
I feel comfortable voicing my opinion during union meetings.					



Six Tips for Survey Design: **Two**

4) *Ranked Choice*

Ranked-choice questions ask the respondent to put choices into the desired order. These questions can be used to help prioritize a list of options. As is true for closed-ended questions, it is important to offer response options that appropriately fit the question.

Examples of ranked-choice questions:

- Please rank the following bargaining issues in order of how important they are to you. Use the numbers 1-5, with 1 being your top priority:

- Paid parental leave
- Paid sick leave
- Retirement benefits
- Annual raises
- Reducing health insurance deductibles

- Please rank the following fundraising activities in order of interest to you. Use the numbers 1-5, with 1 being the type of fundraiser you would be most likely to attend:

- Chili cook-off
- 5K race
- Trivia night
- Bingo
- Silent auction



Six Tips for Survey Design: Two

Writing Effective Questions

The way questions are worded on your survey matters. Here are a few tips for writing effective questions:

- **Use precise measurements when providing fixed choices.** Some words carry different meanings for different people. This is especially true for words that describe relativity: seldom, few, often, sometimes. What seems seldom to one person may be described as frequent to someone else. The more specific you can be with the measure, the more likely you will receive accurate and useful data. For example, you could use options like “less than once per year” or “3 times per week” to describe frequency intervals, rather than vague words like “sometimes” or “occasionally.”
- **Keep questions clear and concise.** Avoid two-part questions. Instead, break the question into two separate questions that require individual responses. If you combine questions, not only will you likely confuse respondents, you will also confuse your data. How will you know whether a response answered the first part of the question or the second part? It’s best to define your question and keep it simple.
- **Avoid leading questions.** Leading questions are written in a way that intends to draw out a certain answer from the respondent. Remember: you are not circulating this survey, so you can be told what you want to hear – you are looking for honest, truthful responses! Avoid inserting your own bias into the questions.
- **Use language that your target audience will understand.** There is no need to complicate your survey with advanced vocabulary. Your goal should be to make the survey easy to read and easy to respond to. It is important to meet your audience where they are at – recognize language and literacy challenges, and write your questions accordingly.
- **Do not rely on the long-term memory of your survey respondents.** Most people struggle with memory and recall on some level. They are likely to give you bad information when answering a question based on distant memory simply because they do not accurately remember what happened. Try to ask questions related to something that happened more recently when possible.
- **Suppose you have a series of Likert questions that ask the member to respond with whether they agree or disagree with a statement.** In that case, it can be good practice to reverse the positive/negative nature of the question occasionally. It can be tempting for people to rush through the survey and circle the same answer (for example, “Strongly Agree”) for all the questions without even reading them. Suppose you mix in statements that call for the person to respond with “Strongly Disagree” to answer in the affirmative. In that case, it pushes the respondent to pay closer attention as they read the statements, encouraging them to think more carefully about their responses. This is not intended to trick your respondent, rather, it is to encourage better attention to how they respond.



Six Tips for Survey Design: Two

Tools for Creating Surveys

You can issue paper surveys, requiring hand-written responses, or create them using various free or low-cost online platforms.

Paper Format

There are several benefits to circulating your survey in paper form. You can make lots of copies, and you can always have a copy handy to give to someone or pass out at the end of an event. By physically handing someone a copy of the survey, you allow yourself to start a conversation and build a more personal relationship with that person. Paper surveys are also useful in places where internet access is weak or with members or retirees unlikely to have easy access to computers or smartphones to take the survey online. Some members may feel their anonymity is better protected if they can respond to a survey on paper and not sign their name. Furthermore, paper surveys can sometimes be viewed as more formal, especially if received by mail. This may affect members' motivation to respond.

Of course, there are some major drawbacks to paper surveys. For one, the cost to print the survey can be very expensive. If it is circulated by mail, it can be even more expensive. Many people may see having to write responses as cumbersome, so they may write shorter responses or not respond at all. Some people struggle with penmanship and spelling and may avoid a hand-written survey due to feelings of embarrassment. If responding to the survey requires added steps of mailing it back or hand-delivering it to a person or drop box, participation may fall off due to the inconvenience. The biggest drawback of paper surveys is that they require a much more time-consuming data entry process to transfer responses into a format that can be easily analyzed. Moreover, whenever hand-typed data entry is required, the potential for errors caused by typos and misreading multiplies increases.

Online Format

Web-based surveys present some key advantages. They cut out the problem of needing to transfer data as they instead input the data directly into a database that can be easily analyzed. They are generally low-cost or free to create and circulate. You can distribute them to people in multiple formats: emailing or texting a link, posting a link to the survey on social media or websites, or even printing out flyers with a link or scannable QR code to the survey. In the modern-day, people are constantly on their smartphones throughout their day. If members are already spending so much of their time using their phones, that may be a clue that we should engage with them there.



Six Tips for Survey Design: Two

The downside of online tools? People are unlikely to respond to an online survey if sent to them without any additional follow-up or reminders. Online surveys are easy to forget about or overlook in your inbox. People receive so many requests to complete online surveys that they tend to tune them out. Moreover, suppose your target audience struggles with technology or lacks access to devices with internet access. In that case, they may be less likely to respond than they would have if the survey had been available on paper. Still, when promoted effectively to the member using a combination of in-person conversation, online messaging, meeting announcements, and phone and text communication, online surveys can garner just as much participation, or more, as paper surveys.

Technology is constantly evolving, and web-based tools for survey creation are too. You are encouraged to research which platforms will serve your needs best and recognize that new tools may have become available since the printing of this publication.

Here are a few well-established online survey tools you may want to consider:

- ***Microsoft Forms***: If you have a Microsoft account, you can easily create dynamic surveys using this easy-to-use tool. There are plenty of online tutorials to guide you through how to set up your survey. There are helpful tools built into the platform to help you analyze your data effectively. Responses to your survey can be downloaded into a spreadsheet for further data analysis.
- ***Google Forms***: This tool is very similar to Microsoft Forms but powered by Google. Google has sometimes been criticized for mining data from the free software it provides, so consider this when deciding which tools to use. Nevertheless, Google products are popular user-friendly tools with high functionality, easy integration between applications, and most are free to use.
- ***Survey Monkey***: This tool has the best functionality and will allow you to create more dynamic, complex surveys. Suppose you're looking to create a professional-grade survey and your local union is willing to pay for a subscription. In that case, this tool may be the one for you.



Six Tips for Survey Design: Three

Step Three: Test the Survey

The only way to know for certain that your survey is ready to circulate is to test it first. You will thank yourself later if you catch and fix any problems with your survey before you begin mass-producing and distributing it.

As a pre-test, gather a few people in a group who are representative of your target audience and have them complete the survey. Time how long it takes them to complete it so you can adjust the overall length of the survey, if necessary. Ask each person who took the practice survey to give you honest feedback about the experience. Did they have any problems filling it out? Could they understand all the instructions? Were the questions clear and easy to read? Were the provided answers to fixed choice questions fitting? Was there an appropriate mix between open-ended and closed-ended questions? Were there any words or phrases they did not understand? Ask them to share any suggestions that they have for survey improvement.

In addition to asking for their feedback, you should also collect and review their responses to the survey. Reading through answers to open-ended questions will help you get an idea of the range of responses you can expect to receive when distributing the survey more widely. You may also find that you need to adjust some questions for clarity to make sure people are answering the question you intend to ask.

Using the small sample of practice data, you have collected, make sure you can analyze it. Check that the format you are receiving the data in is user-friendly – whether in a spreadsheet or hand-written on paper and needing to be transferred into a separate database. Are you hoping to be able to create charts and graphs to display the data you have collected? Practice using the sample data from the pre-test. You may realize in playing around with the data that you do not have all the information you need to paint a clear picture of the issues you are surveying. If that is the case, readjust your questions, and consider trying out the survey using a different format or software program.

If you make changes to your survey after the first pre-test, test it one more time before launching it widely, just to be sure you've worked out all the bugs.



Six Tips for Survey Design: **Four**

Step Four: Circulate the Survey & Collect Data

Now that you have designed and tested the survey, you must determine how you want to circulate it to maximize participation best. Be sure to discuss your plan with your leadership team and adhere to all relevant protocols at your local before proceeding with the distribution. Considerations for how to build your circulation plan follow.

Securing Participation

- 1) Identify how best to communicate with the target participant group:** In designing your survey, you chose a target audience for who you wanted to respond to your survey. Think hard about how best to reach this audience. Is it a specific group of people that gathers together – for example, members in a single department at the worksite? Are you surveying members of a certain standing committee that you could reach during a monthly meeting? Are there preferred methods that the target audience likes to use for communication? Use this insight to decide how best to reach them with the survey.
- 2) Communicate the purpose of the survey and the intended use of results:** Members will be more motivated to respond to your survey if they understand its purpose and are convinced that their participation is important. Before participating, they will also want to know what their responses will be used for. You should have a clear message to share with them about both the purpose/goal of the survey and how you plan to use the results. It will be beneficial to you to write this message – create an introductory letter and draft talking points to explain the survey. Maintaining consistency in how you explain the survey will help to prevent confusion among members about its purpose. Suppose members understand why they are being asked to participate and feel it is important that they share their opinion and voice their concerns on the survey. In that case, they are much more likely to respond thoroughly to your survey questions.
- 3) Make sure your survey is accessible:** Are some members of the target audience visually impaired, making it hard for them to read your survey? Are there members who do not have internet access or a smartphone to access the survey online? Do some members prefer to communicate in a language other than English?



Six Tips for Survey Design: **Four**

To get complete results for your survey, you need to ensure accessibility to participate with ease. Consider these tips to improve the accessibility of your survey:

- **Language Accessibility:** Provide translated copies of the survey to members who read or speak in a primary language other than English. Do not rely on computer-generated translations – they are often inaccurate. Instead, ask a multilingual volunteer from your local to assist with translation or use a professional translation service. If a written translation is not possible, consider offering to pair the member with someone who speaks their language and can assist them with verbal translation as they complete the survey. The member may feel more comfortable with a trusted family member’s translation assistance – be accommodating of this.
- **Technology Accessibility:** If the survey is online and some members do not have internet access, offer alternative options. You could give them a print copy of the survey and later enter their responses into the online format on their behalf. Talk with your local leadership about making Wi-Fi and computers available at the local union hall for members to use to take the survey. Find volunteers willing to lend their own devices out to members in need. If some members are not tech-savvy, be sure to have a plan to assist them in using the required technology. Provide training and mentorship as needed. Simply put: find a way to make the technology easy to use!
- **Literacy Accessibility:** Some members may struggle with reading or writing. You may want to offer an option to take the survey in an interview format. You, or a volunteer you train to be an interviewer, can read the questions aloud to the member and let them respond verbally as you record their answers. Remember to be professional in your approach and sensitive to the member’s comfort as you conduct the survey interview. Also, be sure to ask the questions exactly as they are written on the survey and record their answers exactly as they are offered. Do not alter the question or response in any way, and do not make value judgments as the person tells you their answers. Maintain neutrality, and let the interviewee know that they are safe to share honest answers.



Six Tips for Survey Design: **Four**

Deadlines

When can people begin to take your survey? How long will they have to respond? When will results be reported? Be sure to articulate relevant deadlines associated with your survey and communicate them to all involved. As deadlines approach, send out reminder messages to nudge people to act before the deadline.

Circulation Methods

There are a variety of methods that can be used to circulate a survey. Often, the best option is to use a multi-modal approach – use several different methods at once! Whatever method(s) you choose, be sure that it is an appropriate fit for your target audience and is consistent with your survey’s goals.

Regardless of whether your survey is on paper or online, the following circulation methods are worth considering:

- 1) In-Person:** In-person communication will always be the gold standard for union activities, which applies to survey circulation. You can pass out paper surveys or share a link during an in-person conversation. Announce the survey plan at monthly union meetings, standing committee meetings, and other relevant union events. If feasible, walk the floor of your worksite and tell members about the survey, encouraging them to respond. Plan to have personal one-on-one conversations with everyone on the target list and keep track of your conversations to know when and how to follow up later.

In-person survey circulation is a great opportunity to mobilize your member-to-member network, steward network, and standing committees. Build a team of volunteers, train them on how to communicate about the survey, and send them out to inspire participation!

- 2) Digital:** If your local union maintains an email listserv, see if you can use it to send out links to the survey or information about getting a paper copy. The same messages can be shared on local union social media accounts or through a text messaging blast. Be sure also to post a notice about the survey on your local union website. It would help if you considered communicating about the survey using whatever digital methods members already regularly use.
- 3) Mail:** Although it is a more expensive option, you could send your survey to members in the mail, if the funds are available. You could mail a flyer with a link to the online survey or send a print copy. If you send a print copy, be sure to include instructions for how to return the survey. Suppose you expect completed surveys to be mailed back to you. In that case, you may want to consider providing a pre-addressed or postage-paid envelope in the mailing.



Six Tips for Survey Design: **Four**

- 4) **Interviews:** The survey does not need to be conducted in writing or online, other options exist! For example, you could survey by interview. Gather a group of volunteers to form a team of interviewers. Train all interviewers on conducting the survey and developing a plan for how to reach out to the target response group. Interviews could then be conducted either in person or by phone – or a combination!

Importantly, make sure interviewers understand the value of consistency. They should read the questions exactly as they are written on the survey. They should record the members' responses exactly as they are offered. They should do their best to maintain neutrality and make the respondents feel comfortable as they conduct the surveys. Suppose you have different interviewers using different methods with how they conduct the interviews. In that case, you could run into problems, and ultimately your data results could be tainted. Avoid this by offering training and practicing first.

- 5) **Focus Groups:** Perhaps your survey does not include many closed-ended questions but rather is intended to collect a broad swath of open-ended responses and reactions. You may want to consider a completely different approach: focus groups.

This method brings together a small representative sample of people typically a group of 5-15 people, to conduct a group interview. An interviewer asks questions and allows for some discussion among participants as they react and respond. If you use this method, consider having at least one additional person from the survey team take detailed notes to record responses. You can then hold a separate session with a new group of people and see how the group responses compare. Suppose you are interested in seeing how attitudes change over time. In that case, you may want to convene the same groups together again in the future to see if responses to your questions change.

6) **Unconventional Methods**

- a) **Vote with your Feet.** Again, nothing says written surveys are the only way to gather the information you want to collect from your membership. An unconventional method worth trying is to have members “vote with their feet.” If you want to know whether members support a specific issue, ask them to do an act of solidarity to show their support – wear a button or a certain colored shirt to work on a certain day. You can tally up the participation rates to gain some clear insight into members' attitudes related to the subject. Be creative with how you encourage members to vote with their feet!



Six Tips for Survey Design: **Four**

- b) *Polling Pyramid.* Do you have a strong network of union stewards who can help to circulate a question to members? Ask each steward to poll the group of members they represent. Then bring the stewards together and ask them to report back about the response they received. You could also try this method using standing committees or a member-to-member network. Beware of the accuracy of this method though, you are conducting a very informal poll, and varied perceptions among those doing the polling could throw off your shared understanding of the results.
- c) *Informal Observation.* There may be some things you want to assess that do not require a full survey process to figure out. Rather than circulating a survey that asks members to rate how strong they believe your local union solidarity is, you might simply use informal observation. How many people participate in Red Shirt Wednesday? How many people attend monthly union meetings? How many people show up to vote in union elections? Your local union can track this data, and you can use it to glean insight into the strength of your solidarity. The informal observation could also be used to assess other issues that may not call for a traditional survey approach.
- d) *Following up with Nonrespondents.* No matter which methods you use, you can count on the fact that not all members of your target audience will immediately respond to your survey. Build a follow-up procedure into your plan from the beginning. Maybe the first step in your circulation plan is to email everyone in the target audience with a link and an invitation to complete the survey. Some people will respond immediately, but many will not respond at all to your first attempt. After some time has passed (a week or two), send a follow-up email reminder to those who have not yet taken the survey. You may also deploy a team of survey volunteers to have one-on-one conversations with nonrespondents, reminding them how important it is that they participate. When members complete the survey, ask them to help build participation – encourage them to text, call, and talk to friends at work and urge their response.

Ultimately, all the various methods you use to get the word out about your survey will likely prove beneficial in improving your local union's communication channels. Be creative, and do not be afraid to circle back to people and reiterate how much you want their opinion to count in the survey!

Of course, too much is too much. If a member expresses strong disinterest in the survey and asks that you refrain from asking them again, heed their wishes. Badgering our members to do something they do not want to do is unnecessary and inappropriate. Be encouraging, but do not cross the line – always be respectful of members' boundaries.



Six Tips for Survey Design: Five

Step Five: Analyze the Results

How to Read the Data you Collect

If you use online tools to construct your survey, you will automatically have access to additional tools to help you analyze the data. Microsoft Forms, Google Forms, and Survey Monkey all aggregate responses into visual formats – charts and graphs to help you see your data in color. If you utilize a spreadsheet or database system, you can tally your results, create charts and graphs, or otherwise sort responses however you want. Many free video tutorials are available online to guide you through how to do this – a simple keyword search will guide you to them.

Since we are a democratic organization, it is important to read and absorb all responses, not just the most common or most agreeable among them. If one or a few members raise something, and especially if it is a serious issue, local leaders may want to look deeper into the concern.

On the flip side, it is important not to give too much weight to issues that might not be of major concern but nevertheless show up in your survey results. Give all responses their due respect, but avoid overanalyzing details to the point that you are misled about the big picture.

Reviewing your data and noting patterns can tell you quite a lot about the issues you have surveyed and how members feel about them. You may see patterns that suggest relationships in your data. You may find patterns related to age, seniority, job classification, or something else. Perhaps people who responded favorably to questions about volunteering to help at upcoming events also tended to be members of standing committees. As you search through your data and find patterns, remember that you likely cannot identify causation. However, you may be able to identify correlational relationships.

Correlation is a mutual relationship between two or more things. It simply means that the variables share a connection. Causation is when one variable is known to cause an effect on another variable. It is important to recognize the difference between these concepts to avoid making overly broad assumptions about our members.

Take height and weight as an example. There is a correlation between height and weight: as people are taller, they tend to weigh more, and as people are shorter, they tend to weigh less. Of course, not all taller people weigh more than shorter people and vice versa. When reading data, avoid falling into the trap of assuming causation that is not necessarily there. There could be many different factors that cause two variables to be related outside of their effects on each other.



Six Tips for Survey Design: Five

Data analysis can be done simply, or it can be done using more detailed methods. For most issues that we want to survey at our local unions, a simple review of data, gathering ideas, and looking for patterns is more than enough to tell us what we want to know. However, it is also possible to measure causation using data that we gather from surveys. This generally requires more advanced statistical analysis. Suppose you are looking to do a deep statistical analysis using a large sampling of people (for example, our very large locals with thousands of members may want to do this). In that case, it may be beneficial to seek professional assistance. A nearby university researcher or graduate student may be able to help. The simple lesson is this: recognize your limitations and ask for help when you need it.

Tracking Data Over Time

You may be interested in finding how patterns at your local union change over time. Have the demographics shifted? Do people care more about certain bargaining issues now than they did five years ago? Are people's interest in standing committees shifting? If you want to analyze such changes over time, it is important to hold on to your data from past surveys.

For example, you could conduct an annual survey of the membership that asks the same questions and then compare how responses change from year to year. Or, you could look at results from past bargaining surveys and see if preferences have shifted since past rounds of negotiations. If you want to track such changes in the future, keep that in mind as you put your survey together and make a plan to store your results at the local union for access in the future. Remember: for bargaining surveys, committee members must store the survey results in their bargaining books.

Who to Include in the Analysis

Just as you worked with a team during your survey's design and circulation phases, you should also work with a team to conduct the analysis. Local leadership should always be kept informed about the survey results. Moreover, you may have untapped talent in your local membership that could be put to good use. Perhaps you have members who are great with data and numbers – you may want to bring them into the fold to assist with your analysis. Having extra eyes on the results may help you see patterns you would not have seen independently. For significant surveys of the membership, like bargaining surveys, you should also keep your Servicing Representative informed of progress and results. As is true with everything we do in our union, remember always to follow proper protocol.



Six Tips for Survey Design: Six

Step Six: Report the Findings

Why Reporting Findings is Important

People will want to know the results of the survey they participated in. Moreover, you are ethically obligated to share those results with them. After you have analyzed your data and put it into a report, make sure the people who participated in the survey have the opportunity to see it. Also, be sure to share results with others who should be informed – local union leaders, standing committees, your Servicing Representative, etc. Use standard protocol as a guide for reporting findings.

Methods for Reporting out Results

You conducted your survey for a reason. Now that you have analyzed the results think back to why you designed this survey in the first place. Once you find answers to your initial questions, use them as you had intended.

Methods of reporting the results could include printing out a report on a flyer to distribute to members. You may also want to hold a membership meeting and share results in a more formal presentation. Where possible, use visual aids to display the results. A graph or chart can help people visualize and better understand the data. Study your data and your report in detail before presenting it – you should be prepared to answer questions and explain why the results are important.

Collective Bargaining

The results of bargaining surveys are especially important to share with members. They are valuable tools that bargaining committees can use to inform bargaining proposal meetings with the membership. After gathering findings from the bargaining survey, you can hold a proposal meeting to review the results. Use the survey results to start a deeper discussion on the issues members care about most. Survey results can tell the bargaining committee which issues members want to be addressed. Still, it generally requires additional discussion to determine how they want them addressed in the contract.

Remember that bargaining committee members must store survey results in their bargaining books. These surveys should help guide union demands in the contract they negotiate. Surveys should also be referenced when determining the next contract's demands and compared to new results from the next bargaining survey.

The committee can also refer back to the bargaining survey and proposal meetings' findings if problems arise later in the collective bargaining process. It is not uncommon that members will wait until a ratification meeting to raise concerns that certain issues they care about are not addressed in a tentative agreement.



Six Tips for Survey Design: Six

If that issue did not receive support in the bargaining survey, or if it was not raised during proposal meetings, the committee can refer back to this and provide clear reasoning for why it did not rise as a priority in negotiations.

A reporting method that bargaining committees may try is using survey results to communicate bargaining gains. Suppose you identify the top five priorities gleaned from member input in the initial bargaining survey. In that case, you could structure written highlights and other member communication to show how those concerns were addressed. Reference the survey throughout the collective bargaining process, all the way through ratification – this helps members see and feel that their input matters.

What to Share – and What Not to Share!

When reporting survey findings, focus on sharing aggregate data. This means you should be sharing tallies and summaries of responses. It is generally advisable to keep individual responses anonymous when reporting findings. For example, share that only 12% of the bargaining unit thought break times were an issue – don't list the names of the people who raised this. People will be less inclined to participate in surveys in the future if they feel you may use their responses to put them on blast in front of others.

Avoid sharing data that is easy to trace back to specific people. For example, if people gave written responses to open-ended questions, and it is clear from how something was written that it came from a specific person, do not post the full statement in your findings. Instead, summarize and communicate findings in a way that does not attribute comments to their authors when they may not want it to be known widely that it came from them.

Be selective in deciding which results to share. You do need to put results to all questions from the survey in a report. Pick the highlights, the results that proved most interesting, opinions most widely shared, or areas of conflict and disagreement. Where relevant, present clear conclusions that you drew from your analysis. Make your report interesting in the same way you tried to make the survey questions interesting. This will encourage future participation.

If your survey solicited sensitive data that people may not want to be shared, keep it safe. Do not share members' phone numbers, addresses, or other personal information. Do not share personal opinions attributed directly to a specific person. Use common sense here – if you told members that you would keep their information private or anonymous, do it! This extends to personal conversations as well. The survey team should not speak about sensitive information shared in the survey in their conversations or with others.



Six Tips for Survey Design: Six

Keeping Sensitive Data Safe

It is advisable to follow common principles of data safety and security. If you have paper documents with sensitive information, keep them under lock and key. Be sure that only select people have access to private information.

If you are storing digital data, keep it password-protected, and use strong passwords that are not shared between people. Be mindful of what you attach to emails, as you cannot control where other people forward the information you send to them. Spreadsheets with identifying information of our members should be safeguarded.

Be mindful of the data security standards of different software companies you may use when creating and distributing your survey. Some free tools are free because they mine your data and sell it to third-party companies. Take this into consideration when deciding which tools to use, especially when dealing with particularly sensitive data. Protecting our members' data privacy is an important responsibility that should be taken seriously.

Finally, remember that when you distribute links widely, they sometimes get sent outside your intended audience. The same goes for where you post and share results. Be sure that only the people you intended to receive the survey are responding to it. You may want to verify responses by password protecting the survey or requiring an email confirmation or some other verification. If your survey is only intended to be completed by members in good standing, check with your Financial Secretary to verify.

Using Results to Make Decisions

If your survey results present a clear mandate for action, take it! Present survey findings as a conversation starter with your membership. Use them as a basis for discussion to decide on what forms of collective action to take. Remember that it is not enough to simply ask for feedback and listen to it, you must act on it too.

As you collect responses from the action asks you included at the end of your survey, remember to follow up accordingly. If a member checked a box that they would like to volunteer to do something, get back to them on time with a specific way for them to get involved. It is important to follow up quickly before people lose interest and move on to something else. It is also important that you have a clear action in mind that volunteers can take. The ask needs to mean something. Otherwise, people will not bother to respond to your asks in the future. Look to further training and publications from the UAW Education Department for ideas on how to make asks and involve members in our union's work.



Sample Surveys & Letters

Survey Sample Letter

Date

To All Local XXX Union Members

During the week of September 3, XXXX, we will be conducting various informational meetings including a survey of our membership in regard to the programs being offered at the local.

The purpose of the survey is to try and get some information regarding the types of programs/classes you are most interested in. Do you know the correct procedure to follow for tuition reimbursement? Are you more likely to attend evening or weekend classes?

Please attend the meeting when notified and complete the survey. Your input is needed.

Only through your input and participation will the needs of this membership continue to be met.

In Solidarity,

(Union President's signature)

Opeiu494



Sample Surveys

1) Yes/No

Would you advise your children to apply to work here?

_____ Yes _____ No Comment _____

2) Agree/Disagree

The company can be trusted to implement a drug-testing program without union input or negotiations.

_____ Agree _____ Disagree _____ Not Sure Comment _____

3) Scale

How would you evaluate the working conditions in your area?

_____ Excellent _____ Good _____ Fair _____ Poor Comment _____

4) Frequency

How often do you attend union meetings?

_____ Frequently _____ Sometimes _____ Seldom _____ Never Comment _____

5) Rank

Please indicate the importance of the following bargaining issues by ranking them 1, 2, 3, 4.

_____ Wages _____ Health Plan _____ Pension _____ Work Rules

6) Fill in the blank

Each week, I spend approximately _____ minutes/hours (circle) waiting for parts.

7) Open ended

What do you believe the union's top bargaining priority should be?



Survey of Union Members

- 1) Do you know who your steward is? Yes No
- 2) How often do you talk to your steward about union or job matters?
- Daily
 - Weekly
 - Monthly
 - Every other month
 - Twice a year or less
 - I've never spoken to my steward about union or job matters
- 3) Do you know who your local union officers are?
- Yes, all of them
 - Yes, some of them
 - No
- 4) How often do you talk to your local union officers?
- Daily
 - Weekly
 - Monthly
 - Every other month
 - Twice a year or less
 - I've never spoken to my union officers
- 5) How often do you attend union meetings?
- I never miss a meeting
 - Every other meeting
 - 3-5 a year
 - Twice a year or less
 - I've never attended a union meeting
- 6) What is your main source of information about what is going on in the union (including contract negotiations)?
- Union meetings
 - Union newspaper
 - Union website
 - Talking with my co-workers
 - My steward
 - Facebook
 - Other
- 7) What can your local union leadership do to increase participation in the union? Check all that apply.
- Ask members to attend union meetings
 - Ask members to attend recreational/social events
 - Plan more recreational/social events
 - Post on Facebook and other social media outlets
 - Text us reminders about meeting dates and times
 - Text us reminders about recreational/social events
 - Ask members to join standing committees
 - Other (please explain):
- 8) I'd like to get more involved in my union by:
- Attending more union meetings
 - Attending recreational/social events
 - Helping to plan recreational/social events
 - Wearing a show of solidarity (buttons, t-shirt) during negotiations
 - Joining a standing committee
 - Other (please explain):



Union Communication

The following are examples of statements and/or questions that could be considered for an attitude survey.

	Strongly Agree	Agree Somewhat	No Opinion	Disagree Somewhat	Strongly Disagree
It's important to be involved in my local union.					
There is value in being a member of my union.					
My local union wants me to be involved in union events and activities.					
I can talk to my steward about issues on the job.					
I am more likely to attend a union meeting if someone asks me personally, rather than reading a flyer.					
I can count on my union sisters and brothers to have my back.					
I could join a local union standing committee if I wanted to.					



Sample Bargaining Questionnaire

Dear Member,

Local 0000 is surveying our membership to help prepare for our upcoming contract negotiations. This survey is a chance to share your opinions on the workplace issues that concern you the most. The completed questionnaires will be carefully tabulated and the results will be used by your bargaining team to help develop proposals and set priorities.

Please return your survey to _____ by September 25 to make sure your voice is heard.

In Solidarity,

(Union President's signature)

What are your bargaining priorities?		
Collective Bargaining	YES	NO
Before you received this survey, did you know that UAW Local 0000 represents you and your co-workers at _____ ?		
Did you know that the Local 0000, negotiates a contract with your employer covering wages, benefits, and working conditions?		
Did you know that union members are eligible for representation in workplace disputes?		
Wages and Benefits		
How important are the following issues? (Please circle your response) 1=Not important 5=Very Important		
Annual percentage increases	1	2 3 4 5
Annual flat cents-per-hour increases	1	2 3 4 5
Shift differential pay	1	2 3 4 5
Cost of health insurance	1	2 3 4 5
Paid leave	1	2 3 4 5
Retirement benefits	1	2 3 4 5
Overtime calculation	1	2 3 4 5
Pay scale/steps	1	2 3 4 5



Sample Bargaining Questionnaire

	YES	NO
Are you happy with the wage increases we've been receiving at _____ ?		
Are you satisfied with how the employer handles overtime pay?		
Are your retirement benefits adequate for you to retire comfortably?		
Does your health insurance provide enough coverage?		
Leaves of Absence & Holidays	YES	NO
Are you able to use your leave when you want to?		
Annual Leave?		
Personal Sick Leave?		
Parental Leave?		
Bereavement Leave?		
Is the current leave policy fair?		
If not, how should it be improved?		
Increase rate of accrual?		
Eliminate waiting period?		
Provide sick leave for family illness?		
Provide sick leave cash out upon retirement or termination?		
Improve parental leave?		
Include adoption as reason for leave?		
Is the current holiday provision adequate?		
If not, how should it be changed?		

Are there holidays you think we should get off that we don't currently? If yes, which ones?		



Sample Response Notice

Date

To All Local XXX Union Members

Thank you for taking the time complete our membership survey. The results are being tabulated and will be reported in next month's newsletter. See what our membership thinks.

In Solidarity,

(Union President's signature)

Opeiu494

REMEMBER: These are only sample formats. Your final questionnaire should be developed after consultation with rank-and-file membership, local union leadership, and bargaining committee members!





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