



A Guide to Using Surveys

Why use surveys?

- Find out more about what people are concerned about, including:
 - New issues
 - Campaigning ideas
- Find more detail about an issue – e.g. what components of pay package are of most concern
- Test strength of feeling
- Check individual details and gather contact info:
 - Member?
 - Interested in joining / getting more involved?
 - Work area
 - Mobile / email
- Test opinions of union
- Shows we listen
- Open a conversation – engage colleagues with the union
- Ups profile of the union
- Informs our communications – “86% experience stress at work”. This can help:
 - Educate our members
 - Strengthen our argument in negotiations

Tips on Successful Surveys

- Where ever possible use face to face to complete surveys:
 - Guaranteed to get survey returned
 - Allows two way conversations
 - Gives you a chance to introduce yourself to members and non-members and to engage workers in dialogue with the union
- Keep it short and to the point
- Confidential – we won't share your personal info with the employer
- Make it simple to complete – use web, email etc to support face to face completion
- Have a distribution plan and ask non-reps to help you with this
- Make it time-bound so it doesn't drag on forever
- Monitor and review how many being completed from where
- You can offer a prize as an incentive to take part
- Use as part of a plan – there must be a reason to be asking these questions
- Feed back and act on responses – campaign around a key issue that came back