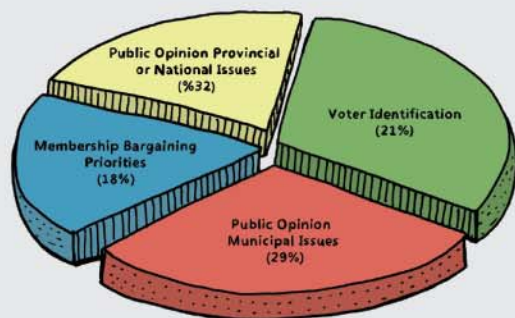


WHY USE AUTOMATED POLLING?

Since 2004, Union Calling has delivered millions of automated survey calls to union members and the general public on behalf of unions and their allies. This chart shows the statistical popularity of the main uses of our polling service.



PUBLIC OPINION: PROVINCIAL OR NATIONAL ISSUES (32%)

Union Calling's massive call capacity allows us to poll provincially or nationally overnight. You'll have results by morning, broken down by province, federal riding, area code or other factors – and all with a very low margin of error.

PUBLIC OPINION: MUNICIPAL ISSUES (29%)

Find out what people in your city (or just your members) think about an issue of importance to your union.

MEMBERSHIP BARGAINING PRIORITIES (18%)

Survey your members tonight and walk confidently into bargaining tomorrow. There's no faster way of determining your members' priorities, which may shift during the bargaining process.

VOTER IDENTIFICATION (21%)

Where should you target your resources immediately before or during elections? Union Calling has helped the leaders of hundreds of unions and political campaigns make that decision.

ASK ABOUT OUR OTHER SERVICES

VOICE BROADCASTS

Union Calling is North America's only voice broadcast service that works exclusively for unions and their allies. Use our callout service to share bargaining updates, get out the vote, announce settlements, strikes, meetings, rallies, and much more.

VIRTUAL TOWN HALL

A Union Town Hall is like a radio call-in show, only better. You decide on the audience and control every aspect of the event. We offer a stress-free complete service package.

SECURE ONLINE VOTING

Get out the vote quickly, easily, and accessibly. Engage your members from the comfort of their homes and increase voter participation in important decisions such as leadership, ratification, and strike votes.



UNION CALLING

AUTOMATED POLLING

Do you need to know how your members or the general public feel about an issue? Need to know quickly? On a tight budget?

Ask! Get the answers you need with a Union Calling Automated Poll.

- ✓ Very low cost compared to traditional polling.
- ✓ Massive outreach capacity improves accuracy.
- ✓ Multilingual capability = more inclusive results.
- ✓ All hear questions asked exactly the same way.
- ✓ No interviewer bias or time pressure.

unioncalling.ca/polling



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ACCURATE

Every election Union Calling participates in adds to the growing body of evidence that automated surveys are at least as accurate as live interview polls, often more so. The reasons:

MASSIVE CAPACITY

Union Calling can reach 50,000 households in one hour. Even if only two percent respond (and it is typically far more than that), your margin of error is very small in a single-evening survey.

UNIFORMITY/NO INTERVIEWER BIAS

All respondents hear exactly the same voice asking exactly the same question in exactly the same way.

NO PRESSURE

Unlike live interviews, respondents feel no pressure to answer recorded questions quickly. They can have the questions repeated as often as they wish. They also feel no pressure to complete the survey if they lose interest partway through or if something happens in the home that distracts them.

Result: More thoughtful answers.

**Contact Union Calling
for a no-obligation
consultation and
estimate if you
are considering a
general public or
membership survey**

FLEXIBLE

SEGMENTATION

For membership surveys, you can present different questions to different groups: bargaining unit, employment status (full-time vs. part time), gender, age or seniority groups - whatever you decide.

The most popular membership survey topics:

- ✓ Bargaining priorities
- ✓ Satisfaction with union services
- ✓ Health and safety issues
- ✓ Problems with management
- ✓ Social/Political attitudes

PRECISION TARGETING

For general public polls, you can also measure differential responses by demographic or geographic profiles. We can even poll by postal code! This is very useful when polling on issues that affect just one area of a city or region.

ALL-LANGUAGE CAPABILITY

In Union Calling's system, all languages are equal. You can record your survey in two, three or even more languages and allow respondents to choose their preferred language.



FAST & COST-EFFECTIVE

FAST

Union Calling can help you design your survey today, deliver it tonight and have results early tomorrow. Or even later tonight!

AFFORDABLE

Live interview surveys can be cost-prohibitive, especially for smaller unions. Union Calling surveys deliver fast, accurate results for a fraction of the cost of traditional live interview surveys.

VOICE TALENT

Union Calling can provide professional, unionized voice talent, at a very reasonable cost, that makes your survey engaging and clear.

HOW IT WORKS

- 1 DEVELOP YOUR QUESTIONNAIRE**
Carefully evaluating your needs and the purpose of your poll, Union Calling will help you develop questions that are clear to respondents, ensuring you receive the most valuable and effective responses.
- 2 RECORD YOUR QUESTIONS**
Our technicians will record and edit your chosen voice(s) and program your poll. We digitally edit for quality and clarity.
- 3 ANALYZE YOUR RESULTS**
Once your poll is complete, a report is emailed to you in the format you desire.