

## **Americans Overwhelmingly Reject Unionization**

Top Line Data from Union Facts Poll of 3,003 Americans

### **Poll Questions**

In addition to asking basic demographic questions, we asked the following questions to respondents that indicated that they were currently employed. No other union-related questions were asked during the poll.

“Please tell me . . .

1. Are you or someone in your immediate family in a labor union?

1. YES **20%**
2. NO **79%**
3. DON'T KNOW/REFUSED **1%**

[If “No,” ask Question 2; n = 1,142]

2. Would you like your job to be unionized?

1. YES **13%**
2. NO **82%**
3. DON'T KNOW/REFUSED **6%**

**Poll Information:** January 15 - February 2, 2009  
Total Respondents: 3,003, 1,454 employed  
Conducted by CARAVAN/Opinion Research Corporation

**Margin of Error:** +/- 2% for total and +/- 3% among those employed

### **CARAVAN Telephone Sampling Methodology:**

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a sample of residential telephone numbers. It is updated twice a year.
- When a national probability sample is needed, a random selection is made from approximately 62,000 exchanges and about 2.6 million working banks.
- Each telephone number is transferred to a separate call record. The record shows the computer generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.