

UNION RESEARCH SERVICES

Looking for objective, world-class, external research targeted at better understanding or documenting key issues that affect your members?

That's what we do at McBassi & Company. We're a people analytics firm. We offer a wide variety of customized research and survey services for labor unions and associations. As independent external experts, our insights carry significant weight and have multiple benefits and applications.

OUR SERVICES



Analytics & Economic Research

We've conducted countless customized analyses for unions and associations, applying methods that include both original research and/or exhaustive analysis of publicly-available data files.

Our analytic design is always determined by how best to address specific questions for which our clients need clear, concrete answers.

Topics we've examined in the past include comparative wages and wage competitiveness; wage discrimination; industry footprints and trends; and drivers of small business growth, employee turnover, and business survival under multiple circumstances.



Surveys

As people analytics experts, we've been conducting "smarter" surveys for almost 20 years. Well-designed and thoughtfully-analyzed surveys can be an extraordinarily effective way to create insights by systematically tapping into the wisdom of your members.

We've managed survey design, administration, and survey data analysis for a broad range of clients. Any surveys can be administered (online or paper-based) to current or former union members.

WORKING WITH MCBASSI



We provide enthusiastic, flexible, innovative, and collaborative service to all our clients.

Each client has full access to the two McBassi principals, CEO Laurie Bassi, Ph.D., and Chief Analyst Dan McMurrer. We made the decision many years ago to stay small, and we're proud of what that means for the service we offer to every single client.

We believe in doing things the right way - and we love the work we do. We'd very much welcome the opportunity to learn more about your organization and explore ways we might work together.



CONTACT US

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