

Readex Salary & Benefits Surveys. A Top Member Benefit!

For both professional societies and trade associations, Salary & Benefits Surveys are a consistently valued member benefit, often providing a source of non-dues revenue to the association, and an incentive for nonmembers to join. Members particularly trust surveys executed professionally and confidentially by a respected third party: a third party like Readex Research.

For professional (individual membership) societies, Readex custom-designs surveys where members and others in the profession self-report on their compensation, benefits, and work situations. For trade (organization membership) associations, Readex has developed a unique, secure platform for capturing data on numerous positions in the organization, across multiple locations if applicable. Among other features, the platform also provides for compensation data upload and prior answer retrieval.

You'll work directly with an experienced survey professional (not a dashboard monkey) to craft valid and reliable questions, define input validation routines to enhance data quality, select a sound survey sample, plan your reporting for maximum effectiveness, and keep your project on time and budget. Data is typically collected via online survey, but we can supplement that with paper administration (mail or otherwise) and mail-to-web recruiting if needed. Our experienced analysts will carefully examine the collected data position-by-position, to ensure that the results your members finally see are worthy of their confidence.

Readex offers a host of reporting options:

- standard results tables and workbooks
- distribution-ready PDFs with charts and narrative
- recap articles for your magazine or newsletter
- access-controlled dynamic online calculators and salary worksheets, including benchmarking options

Or, if you already have a reporting format you like, our flexible custom reporting package can likely mirror it.

Let us learn your association's specific needs, and then prepare a custom proposal for your consideration. Your members are sure to appreciate Salary & Benefits research done right. Please contact Mike Zeman at 651.439.829, or send an email to: mzeman@readexresearch.com.