

2023 Membership Survey Convenience Sample Pilot -Progress Report January 27, 2024

Work Completed To-Date: The Survey

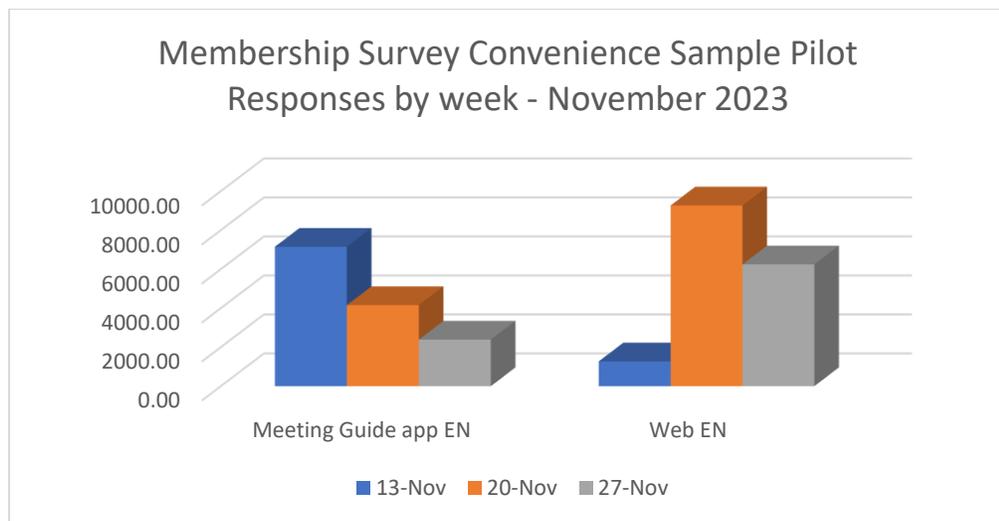
- The 2022 survey questionnaire was updated with new questions designed to capture additional information to help us understand who our respondents are. These include questions that address the following:
 - Do they belong to home group, listed group, or meeting? Does their group have a group #? Or a GSR?
 - Where are they responding from?
- New questions were translated into Spanish and French.
- A new methodology was required to be developed on how to proceed with this new type of survey using convenience sampling.
- Following the methodology designed by our survey consultant, six survey pages were created using Survey Monkey (these include two surveys in each language, one each in English, Spanish and French connected to the Meeting Guide app and an additional page in each language that would be accessible through aa.org and via links that would be shared over email).
- Communications to the Fellowship about the Convenience Sample Pilot were written, translated, and posted to Meeting Guide App, to the What's New webpage on aa.org and to an email communication to Delegates, other Conference members and Public Information trusted servants.
- Requests were made to the Communication Services Department, the Self Support Subcommittee of the AAWS Finance Committee, GSO's IT department, the Finance Department, and the Publishing Department to create and post web banners highlighting the pilot survey on the aa.org home page, the contributions page (contribution.aa.org) and the Online store (onlineliterature.aa.org).
- Data was collected using Survey Monkey from November 5 to November 26.
- Comparative data from the survey tabulation house that processed the 2022 A.A. Membership Survey was requested.

Data Collection: Impact of Channel Choice and Communications

- One component of the convenience sample pilot survey was to identify whether there would be difference between responses gathered via the Meeting Guide app and the aa.org website.
- Note: These differences could be identified based on the following actions detailed in the devised methodology.

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- With Meeting Guide app, members encountered the survey without any external prompting if they clicked on the “News” feature of the app.
- In the first week of the data collection period, for the website survey, members would encounter the survey if they visited aa.org and clicked on “What’s New” or on the web banner inviting members to participate in the survey.
- At the beginning of the second week of the data collection period, an email was sent to Delegates and Public Information trusted servants, inviting them to share the link to the website survey to members and groups in their Areas.
- Key information learned from the data collection methods:
- As the chart below reveals, in the first week of the survey period, far more respondents came to the survey through the Meeting Guide app.
- The chart below also indicates a dramatic jump in the number of respondents using the web and email link in week two, quite likely a result of the email sent to delegates and other trusted servants.



Initial Responses:

- More than 32,000 individuals took part in the 2023 Membership Survey Convenience Sample pilot. Of these, approximately 10,300 had to be excluded from the analysis (see Data “Cleaning” below). Of the total responses
 - 30,663 in English
 - 541 in Spanish

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- 831 in French
- 21,000+ members in the United States
- 2,800+ members in Canada

Work Completed: Data “Cleaning”

As with any large data collection project, the data have to be “cleaned” to confirm qualified or to disqualify submitted surveys. For this survey, that cleaning takes a number of forms:

1. We need to exclude anyone who does not identify as a member of Alcoholics Anonymous
2. In order for the convenience sample data to be easily compared to the 2022 Membership Survey, we had to apply the same criteria to the data, so that the data being compared reflected the same population. To do this we had to do the following:
 - a) Exclude if a member took the survey outside of the survey window timeframe.
 - b) Exclude if they are based outside the US and Canada service structure.
 - c) Exclude if no location is given (including virtual groups)
 - d) Exclude if they did not answer the three questions on gender, age, and race/ethnicity (if they answered one or two of these questions, retain)
 - e) Exclude if they do not answer the question “When did you attend your first AA meeting?”
 - f) Exclude if they do not answer the question “When did you have your last drink?”
 - g) Exclude if they took the 2022 Membership Survey with their home group.
3. Based on these criteria – more than 9,000 responses were excluded (Note – these could be separately analyzed in the future).

The largest group of exclusions (more than 5,600) were for individuals who declined to answer the questions about race, gender, and age. The second largest group (more than 2,000 excluded) were from those who reported that they had taken the 2022 Membership Survey.

4. We also performed additional extensive cleanup:
 - a) Clean up: How long did it take to get a sponsor (less than 30 days, enter 1 month; convert years to months)
 - b) Clean up obvious typos (misspellings for instance)

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- c) The following question should have a yes, no answer.
- Before coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?
 - If the response is no or blank, make sure the following question is not answered:
 - Did that play an important part in directing you to A.A.?
- b) The following question should have a yes, no answer.
- After coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?
 - If the response is no or blank, make sure the following question is not answered:
 - Did that treatment or counseling play an important part in your recovery from alcoholism?
- c) For the following questions, we used the coding summary sheet developed in 2022 for coding open-ended responses:
- Please select no more than two of the following that you feel had the most influence on your decision to come to your first A.A. meeting.
 - What attributes you prefer or need in meetings you attend?
 - Which of these best describes you?
 - Relationship status
 - Racial and ethnic background
 - If you are employed, what is your job?

Next Steps:

- The cleaned data from the Convenience Sample Pilot will be compared to the data collected as part of the 2022 Membership Survey.
- A final report or a progress report on the project will be submitted to the trustees' PI Committee in July 2024.