

## ANN JOSS RESEARCH SERVICES

### ABOUT OUR ORGANISATION

Ann Joss Research Services is a small family business run by a committed Trade Unionist for the benefit of Trade Unions and other non-profit organisations.

**Dr Ann Joss** returned to education at the age of 40, gaining a 2:1 Honours degree in Law, a Masters Degree in Industrial Relations and a PhD researching the viability of Equal Pay Audits.

Whilst working in the Finance sector she was an active member of the finance sector union (BIFU, then Unifi, now Amicus), serving six years as an NEC member, and three as chair of the Learning and Development Committee. In addition to her research work Ann is employed by Amicus on its Union Learning Fund Project, promoting Lifelong Learning at the Workplace. Her main research interests are Life Long Learning, Work Life Balance and Equal Pay.

Ann's research work is supported as and when necessary by her husband **Douglas** and son **Martin**



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PROFESSIONAL SERVICES  
FOR TRADE UNIONS AND  
NON PROFIT  
ORGANISATIONS

*Intelligence at Affordable Prices*



2006 Brochure

# WHY RESEARCH?

No doubt you have a rule book and/or constitution that spell out exactly what the objectives of your organisation are, so why should you invest in research to tell you what you should be doing?

Unfortunately it is all too easy to assume that we know what people need or want from us, and that those wants and needs are constant. Failure to recognise that our assumptions are incorrect will almost certainly have financial implications:

- ☞ direct costs associated with expenditure on unsupported campaigns
- ☞ loss of membership income from disillusioned members

You cannot rely on members to let you know when their priorities have changed, any more than you can be sure that an issue which seems momentarily important to you actually concerns more than a minority of those members.

Ann Joss Research Services offers two forms of research that can be used independently or in tandem to help you keep abreast of your members' priorities, and to gauge interest in proposed campaigns.

# FOCUS GROUPS

Focus groups are a valuable tool for exploring ideas and interpreting statistics. The opinions expressed in focus groups have limited value in themselves, as they are likely to represent only a very small proportion of your members. They will not provide data that has any statistical relevance, but they will supply the 'stories' behind the statistics obtained elsewhere.

From £350

**Consultation** - up to 1 hour interview in Greater London or South Essex<sup>1</sup> to establish your exact requirements

**Two hours of Focus Groups** - either 2 x 1 hour sessions, or 1 x 2 hour session, in Greater London or South Essex<sup>1</sup>. Additional sessions are provided at a cost of £80 per hour, including transcription and analysis.

**Transcription of Discussion** - participants will be promised anonymity, so tapes will be destroyed after transcription and substitute names used in the transcript.

**Report of Findings** - three spiral bound copies and a PDF version of a report summarising the findings

**\* Combined Package \***

From £1000

1 Consultation, 1 Survey and 2 hours of Focus Groups if bookings are confirmed at the same time.

# SURVEYS

Designed to elicit countable responses to specific questions, so long as there are enough respondents to form a representative sample of the whole membership, surveys can provide highly reliable quantitative data.

From £750

**Consultation** - up to 1 hour interview in Greater London or South Essex<sup>1</sup> to establish your exact requirements

**Survey Design** - The wording and format of a survey containing up to 20 questions. Printing and distribution are not included.

**On-line functionality** - You will be given a link that can be used to direct members to an on-line version of the form, or it can be emailed to a distribution list supplied by you.

**Data Collection and Analysis** - for up to 500 paper and 500 on-line response forms. Additional responses will be charged at 5p per on-line form and 15p per paper form.

**Report of Findings** - three spiral bound copies and a PDF version of a report summarising the findings, including statistical analysis of the quantitative data; transcription and simple content analysis of the responses to open questions.

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<sup>1</sup> Travel outside of this area may incur further costs