



Anderson, Niebuhr & Associates, Inc.

*Your Trusted Marketing Research Professionals*

**A Market Research Workshop**

# Questionnaire Design and Use

**BRIDGE THE GAP BETWEEN THEORY & PRACTICE**

APRIL 17-18, 2008 IN ORLANDO, FL  
MAY 1-2, 2008 IN MINNEAPOLIS, MN



Approved for  
PRC Credit

Build reliable questionnaires that get you to the **right** destination.

THE BENCHMARK IN RESEARCH TRAINING FOR OVER 33 YEARS



# A Market Research Workshop Questionnaire Design and Use

**BRIDGE THE GAP BETWEEN THEORY & PRACTICE**

Each Day  
**SESSIONS**  
8:30am  
- 4:30pm

## YOU WILL LEARN TO:

- Design studies that work
- Write effective questionnaires
- Increase response rates
- Maximize your resources

## BENEFITS OF ATTENDING:

- Acquire skills you can use immediately
- Take home examples of good questions
- Build confidence in your research skills
- Valuable workbook and **Research Rescue Kit**

### DAY 1: Design Issues & Solutions

#### ORGANIZING YOUR RESEARCH:

- 6 phases for successful research
- Designing effective studies
- Qualitative vs. Quantitative
- Using demographic questions wisely
- Meeting project deadlines
- Determining who has the information you need
- Writing decision-based questionnaires

#### AVOIDING DISASTER:

- 10 types of error and how to avoid them

#### WEB, MAIL OR PHONE:

- Choosing the right method
- Advantages of web, mail, and telephone surveys
- Mixed mode method

#### UNDERSTANDING SAMPLING:

- Determining sample size
- Defining relevant populations
- Types of samples
- Minimizing sampling error
- Using sampling to save money

#### QUESTIONNAIRE LAYOUT:

- Designing good web, phone, and mail questionnaire formats
- Designing questionnaires to maximize response rate
- Formats that avoid response bias
- Improving the quality of responses with better question formats
- Designing questionnaire layouts that make data analysis easier
- Question sequence for best results

#### SCALING ISSUES:

- Creating response scales that work
- Using appropriate response scales
- Use of midpoints in scales
- Number of response options needed
- Ratings versus rankings

Register On-line at [www.ana-inc.com](http://www.ana-inc.com) or Call 1-800-678-5577

### DAY 2: Implementation Issues & Solutions

#### WRITING EFFECTIVE QUESTIONS:

- 30 rules that will improve your questions
- How to write reliable questions
- How to write valid questions
- Designing pretests that insure project success
- Using open-ended and closed questions appropriately

#### DEVELOPING QUESTIONS FOR MARKET RESEARCH:

- Customer satisfaction
- Image and awareness
- Market share
- Brand management
- Perceptions and attitude
- Importance
- Loyalty

#### NONRESPONSE BIAS ISSUES:

- Measuring the influence of nonresponse
- Why increasing sample size does not solve the nonresponse problem
- Survey respondents are NOT an endangered species

#### DISCOVER SECRETS FOR INCREASING RESPONSE RATE:

- How to obtain response rates of 90% or better
- The 9 essentials of effective prenotifications
- Increasing response rates to web, phone, and mail surveys
- Making follow-up reminders work for you
- The 12 essentials of effective cover letters
- Using incentives to increase response rate

**THESE TWO-DAY WORKSHOPS ARE INTENSIVE LEARNING EXPERIENCES WITH ACTIVE PARTICIPANT INVOLVEMENT, TAUGHT BY EXPERTS WITH ACADEMIC CREDENTIALS & OVER 30 YEARS OF MARKET RESEARCH EXPERIENCE.**



## WORKSHOP LEADERS

### THESE WORKSHOPS ARE TAUGHT BY EXPERTS IN THE FIELD:

Jack and Marsha are internationally recognized experts in market and survey research and the principals of Anderson, Niebuhr & Associates, Inc. Each of them has over 30+ years of experience conducting a wide range of market research studies for business, health care, government, education, and nonprofit organizations.



John (Jack) F. Anderson, Ph.D.  
*President*



Marsha A. Niebuhr  
*Vice President*

They are co-authors of the widely used textbook on survey research, *Questionnaires: Design and Use*, are adjunct faculty members at the University of Minnesota, have served as instructors for the American Marketing Association School of Marketing Research at the University of Notre Dame, and have published research articles in a variety of professional journals and publications, including *Journal of Marketing*, *Journal of Applied Psychology*, and *Marketing News*.

Anderson, Niebuhr & Associates, Inc. is internationally recognized for its expertise in custom-designed research services and for providing exceptional customer service. Anderson, Niebuhr & Associates, Inc. is a premier provider of marketing research services and training.

For more information about the company, its research services, or on-site workshops, visit: [www.ana-inc.com](http://www.ana-inc.com), or call (800) 678-5577, or e-mail us at [info@ana-inc.com](mailto:info@ana-inc.com).

### What people are saying about our workshops:

*"The manual is a very handy tool that will be a good reference. The material presented was very appropriate for both beginners and experienced researchers."* — John

*"Very informative. The things I learned can and will be used when I return home."* — Albert

*"Specific applications & real life experiences were explained. This made it much easier to apply concepts."* — Sarah

## FEES & ACCOMMODATIONS

**REGISTRATION FEE:** \$895 for two days. Please call for discounts on groups of 3 or more. The registration fee includes attendance and workshop materials, but not accommodations or meals. Registration fee is tax-deductible. Enrollment is limited so please register early.

**EARLY BIRD DISCOUNT:** \$50 discount on each registration received before the Early Bird deadline. Deadline is 6 weeks prior to workshop: 3/6/08 for Orlando and 3/20/08 for Minneapolis.

**ACCOMMODATIONS:** Continental breakfast provided; other meals and rooms are at the participant's expense.

- To make a room reservation, call the hotel directly. Mention the workshop for reduced room rates.
- The cut-off dates for reduced room rates are:  
3/17/08 for Orlando and 4/9/08 for Minneapolis.

• **ORLANDO HOTEL:**

Doubletree Castle Hotel  
8629 International Drive, Orlando, FL 32819  
Room group rate: \$119 Cut-off date: 3/17/08  
Reservation phone: 1-800-952-2785

• **MINNEAPOLIS HOTEL:**

Marriott Minneapolis Airport  
2020 E. American Boulevard, Minneapolis, MN 55425  
Room group rate: \$139 Cut-off date: 4/9/08  
Reservation phone: 1-800-228-9290 or 952-854-7441

Step up to the challenge  
of doing excellent, useful  
research!



### OTHER 2008 ANDERSON-NIEBUHR WORKSHOPS

Analyzing & Reporting Questionnaire Data (Fall 2008)

Dates to be determined. Look for updates at [www.ana-inc.com](http://www.ana-inc.com) or complete the form on the reverse to be added to our workshop mailing list.



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# Registration Form: 5 Easy Ways to Register

YOU WILL RECEIVE A CONFIRMATION LETTER WITHIN 10 DAYS OF RECEIPT OF REGISTRATION

**Anderson, Niebuhr & Associates, Inc.**  
Northpark Corporate Center • Suite 200  
6 Pine Tree Drive • Arden Hills, MN 55112

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- 1 MAIL:** Anderson, Niebuhr & Associates, Inc.  
6 Pine Tree Drive, Suite 200  
Arden Hills, MN 55112-3747
- 2 FAX:** Seminar at 651-486-0536
- 3 CALL:** 800-678-5577 or 651-486-8712
- 4 E-MAIL:** Seminar@ana-inc.com
- 5 ON-LINE:** www.ana-inc.com

**Registration Fees:**  
\$895 per person

**Early Bird Discount:**  
\$845 per person

**Sessions are 8:30 a.m. to 4:30 p.m. each day.**

### Check seminar you will attend:

- APRIL 17-18, 2008**  
Orlando, FL  
Doubletree Castle Hotel  
8629 International Drive  
Orlando, FL 32819
- MAY 1-2, 2008**  
Minneapolis, MN  
Marriott Minneapolis Airport  
2020 E. American Boulevard  
Minneapolis, MN 55425
- I can't attend, but please add me to your mailing list for future workshops.

Name \_\_\_\_\_

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### Payment method:

- Check Enclosed  Bill Me (P.O. # \_\_\_\_\_)

Mail check or money order payable to:

**Anderson, Niebuhr & Associates, Inc.**

Credit card payments accepted for on-line registration only.

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Help us serve you better. Enter or tell us the code from your mailing label: Please enter this code even if the label is addressed to someone else. Thank you.

# 5

PLEASE SHARE THIS IMPORTANT DATED ANNOUNCEMENT WITH PERSONS INVOLVED IN MARKET RESEARCH, CUSTOMER SATISFACTION, HEALTH CARE RESEARCH, TRAINING, AND OTHER PEOPLE WHO CONDUCT SURVEYS.

# Come To Our Questionnaire Design and Use Workshop!



## Build reliable questionnaires that get you to the right destination.

Taking the right steps to gather accurate, reliable information is the key to effective market research. For over 30 years, marketing professionals have relied on us to teach them these beneficial skills. This intensive learning experience will help keep you and your business moving up in the world.

Call today at 800.678.5577 or register on-line at [www.ana-inc.com](http://www.ana-inc.com) to build more than just confidence. It's time to step it up.

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This workshop is an intensive learning experience consisting of lectures, small group work, and case studies. Participants will also benefit from comprehensive workbooks and take-home materials. Enrollment is limited to provide ample time for questions individual participants have.