



# Anderson, Niebuhr & Associates, Inc.

*Your Trusted Marketing Research Professionals*

## A Market Research Workshop

# Questionnaire Design and Use

**BRIDGE THE GAP BETWEEN THEORY & PRACTICE**

OCTOBER 6-7, 2011 • MINNEAPOLIS, MN



Approved for  
PRC Credit

Give your market research a solid foundation you can build on.

THE BENCHMARK IN RESEARCH TRAINING FOR OVER 35 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

### 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 SECRET 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 35 YEARS OF MARKET  
RESEARCH EXPERIENCE.

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



## 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 35 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 & ACCOMODATIONS

**WORKSHOP FEE:** \$945 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 prepaid registration received before the Early Bird deadline. (Aug 25, 2011)

**ACCOMODATIONS:** 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.

### • MINNEAPOLIS HOTEL:

Radisson Plaza Hotel in Downtown Minneapolis  
35 South 7th Street, Minneapolis, MN 55402

Sleeping rooms: \$137      Cut-off date: September 5, 2011

Reservation phone: 612-339-4900 • 1-800-333-3333

Located 2 blocks from Light Rail station.

# Time to stack the deck in your favor.



Other Anderson-Niebuhr Workshops : Analyzing & Reporting Questionnaire Data

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

- 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:**  
\$945 per person

**Early Bird Discount:**  
\$895 per person

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

### Check seminar you will attend:

- OCTOBER 6-7, 2011**  
Minneapolis, MN  
Radisson Plaza Hotel  
35 South 7th Street  
Minneapolis, MN 55402
- I can't attend, but  
please add me to  
your mailing list for  
future workshops.

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 City, State, Zip \_\_\_\_\_  
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 code even if the  
 label is addressed to  
 someone else.  
 Thank you.

# 5

#### ▶ Payment method:

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

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Credit card payments accepted for on-line registration only.

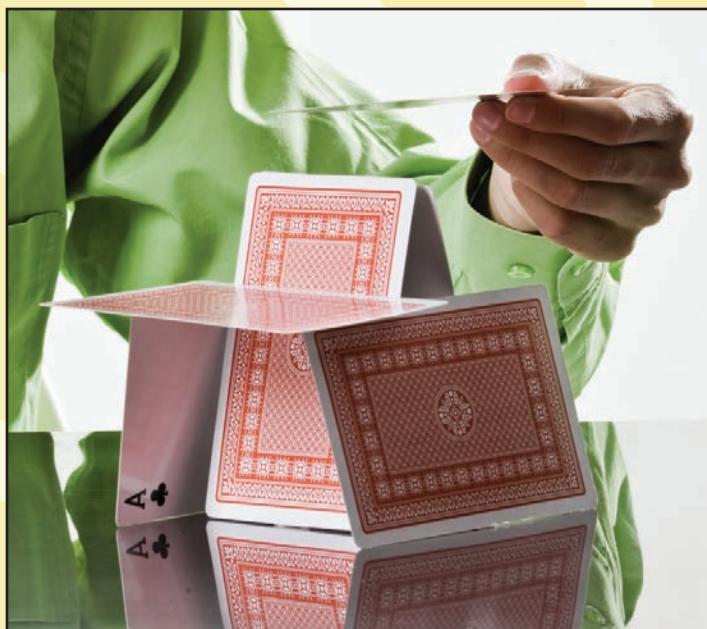
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PLEASE SHARE THIS IMPORTANT DATED ANNOUNCEMENT WITH PERSONS INVOLVED IN MARKET RESEARCH, CUSOTMER SATISFACTION, HEALTH CARE RESEARCH, TRAINING, AND OTHER PEOPLE WHO CONDUCT SURVEYS.

## Come To Our Questionnaire Design and Use Workshop!



# Does your market research have a solid foundation?

The difference between useful data and just "any data" is solid survey design. Without it, things could all fall apart quickly. For over 35 years, marketing professionals have relied on us to teach them how to conduct effective surveys. This intensive learning experience will help keep you and your business on solid ground. Call 800.678.5577 or register on-line at [www.ana-inc.com](http://www.ana-inc.com) to build your results. Time to stack the deck in your favor.

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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.