



Breakfast Event: SEPT 15

Are You Sure About That? Letting Respondents Change Their Answers: Lufthansa Case Study Using the PRD Technique

Presented by Stefan Althoff

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Have you ever changed your mind about a survey answer? It's common, it's normal, it's human...but it used to be one of the big no-no's in our industry. Once you give an answer, that's it! Not being able to change a response is frustrating, and can lead to inaccurate data. Why might you want to change your mind?

- You've moved forward three screens when you realize an earlier question was "Have you purchased a wall sconce in the last 30 days?" instead of "Have you purchased a walnut sconce in the last 30 days?"
- You gave a high satisfaction score for your last oil change, but later remember that the garage kept you waiting for two hours and the free coffee was terrible.
- You indicated that you would definitely purchase a new television in the next three months, then suffer a reality check that makes the actual purchase time more like maybe when my wife gives me permission sometime in the next five years.

Stefan Althoff will tell us the surprising results of a side-by-side study Lufthansa conducted with their own employees. This presentation just might change some of your long-held ideas. Here's a snapshot of what he'll cover in this PRC approved presentation (1 hr Research).

- What is Previous Rating Displayed (PRD) and how does it relate to Magnitude Estimation Scaling (MES)?
- In what types of studies can the technique be used?
- How did case study respondents react to the technique?
- What impact did it have on results, compared to traditional scale questions?

This fun and informative breakfast event will be held Tuesday, September 15 from 7:00 am to 9:00 am, with the presentation beginning at **8:00 am**, at:

Park Plaza in Bloomington
4460 West 78th Street Circle
Bloomington, MN 55435
952-831-3131

The price for the event is \$40 for MRA members, \$50 for guests, and \$15 for students enrolled in a higher education program and not currently employed in a research position.

Please let us know as soon as possible that you'll be joining us. If you received an Evite, simply respond to it. If you did not receive an Evite, or need assistance, just send an email to cduling@questarweb.com and we will register you and your guests.

Hold this date!

October 20 at the Happy Gnome. We'll have appetizers from 3:00-4:30 pm, then a presentation from 4:30-5:30 pm, followed by networking from 5:30-7:00 pm.

Our speaker is well-known to most of us—Doug Berdie, currently a Senior Business Manager at Maritz Research. He'll talk about his 35 years in the marketing research business. This promises to be a lively presentation!