

THEY SHOWED UP, BUT WHO WILL COME BACK?

We wanted to know if couples in our six-month study would come back. So, we asked them one question each visit: *How likely is it that you will attend your next visit?*

INTENT TO ATTEND

1,056 couples indicated their likelihood of returning to their next visit on a scale of 1 (not at all likely) to 5 (extremely likely). They answered this question each of the first three visits to the center over a six-month study period.



WE ALSO WANTED TO KNOW HOW PARTNERS' RATINGS INFLUENCED EACH OTHER AND THEIR ATTENDANCE. SO, WE IDENTIFIED A HIGH SATISFIED PARTNER AND A LOW SATISFIED PARTNER

INDIVIDUAL RESPONSES PREDICTED ATTENDANCE ONE MONTH LATER

The higher someone rated their likelihood of returning, the more likely they were to attend again. And, each time someone attended, they were more likely to return.

Early ratings predicted later ratings for both the low and high satisfied partner. That means that knowing peoples' intentions early can help identify those who may not return.

Couples are faced with many constraints on their time. This study showed that one way of finding out if they will continue attending relationship education workshops is to simply ask them.

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