

Where n is the number of individuals from a discrete source.

N is the total number in the panel.

The benefit of calculating these indices is that at a given time we can obtain a scaled measure of how broad particular panels are based and thus venture assumptions about future predictability and stability given the threat of changes in sourcing.

Of course there are other and possibly better dispersion models to be found. Those presented are simple and easily understood. They get the ball rolling. I welcome others that come to mind.

One problem is how to discriminate between sources. It is a challenge to come up with language that draws the lines clearly. It is worth remembering that we are seeking portals that are likely to draw from different audiences thus broadening our scope in panel creation. No clearer I am afraid, but I thought I would throw it out there.

Imagine if we not only had the number of respondents drawn from each portal, but also the number of completes. Perhaps, one source is more often used than others. Our model would provide a different measure, equally as useful.

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