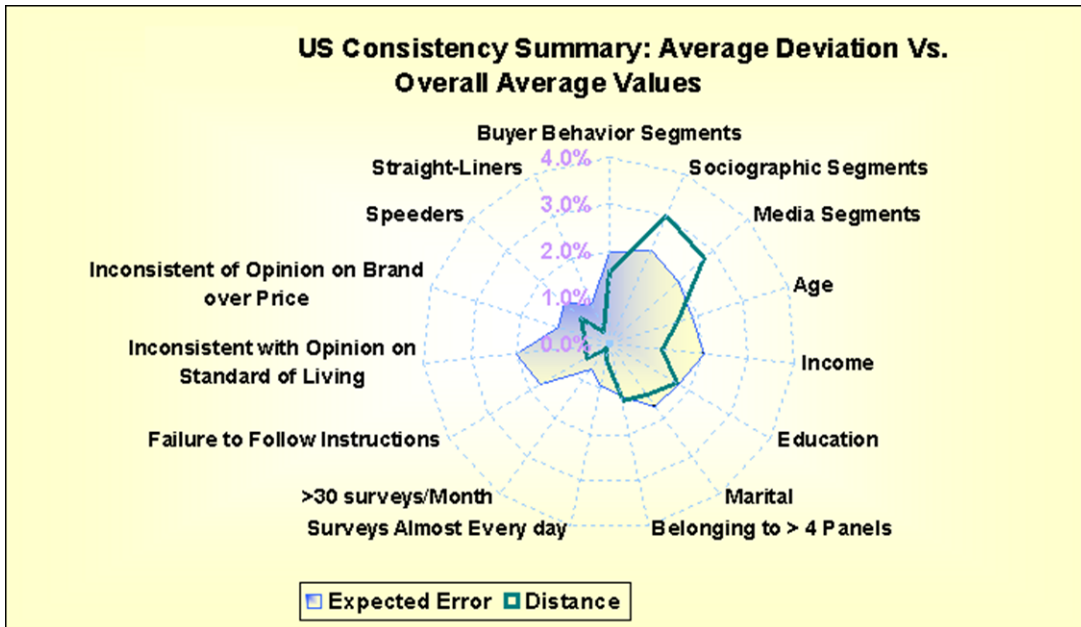


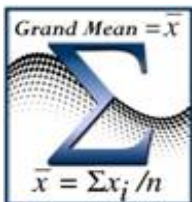
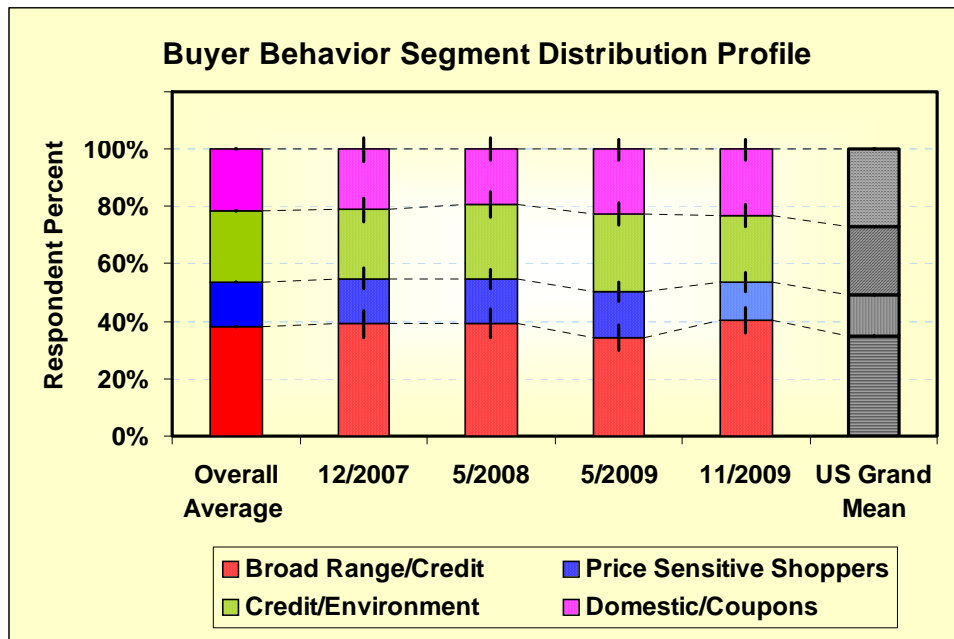
Are changes in data real or sample shifts?

This “radar” plot summarizes changes over time in a multiple wave consistency analysis. Also shown is the expected sampling error. Values greater than the expected error are viewed as potential important issues of inconsistency.



Buying behavior: our most important measure.

Changes in the panel population are measured by the distribution of structural segments including as here, buyer behavior segments. This segmentation scheme captures the overall effective changes in over 30 variables.



SAMPLE SOURCE AUDITORS™
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