

Summary of DMS-River Consistency Results

The objective of this program is to capture the variability in online respondent sources. All survey data, by its inherent nature, is distributed. That is, in any survey, the responses are expected to vary. What we wish to measure here is the stability of those responses or the consistency of the source.

Analysis was based on the response to questions on three types of information:

- ***Demographics*** (including age, income, education, and marital status distribution) reflect the traditional classification of respondents. Note that some of these variables were used to quota control the sample. As such, it measures the consistency of the quota process.
- ***Structural Segments*** (based on buyer behavior, sociographic issues, and media use) reflect the cultural, social, and behavior characteristics of the respondents. While the distribution of these segmentation schemes may vary between countries and regions, they should be consistent within them and between instances of using the samples.
- ***Source Performance*** (including erroneous, professional and satisficing behavior metrics) reflect the quality of survey results. These include the issues of incorrect responses, speeding through the survey, and participating in frequent surveys.

Two references were used to gauge the consistency of results: (1) overall average response (local mean), and (2) the external "Grand Mean" representing the average responses for the standard questionnaire from a number of sources.

The basis for evaluating consistency is the congruity of sample-set results with these references within the expected statistical error. To summarize the results of this study we examine the average deviation across the sample-sets against the overall average response, and the corresponding deviation from the most recent sample set.

Mktg, Inc., through its Sample Source Audit Division, has pioneered new metrics to measure online sample quality. Consistent Track™ is the latest, an audit system that measures the variability of panel output data over time. Buying behavior segmentations are compared to detect data shifts.