



*Getting Started with*  
**The Duplicate Respondent Search**

*A holistic approach to tracking online and off-line  
respondent participation and response quality since 1978.*

*[www.SigmaValidation.com](http://www.SigmaValidation.com)*



## Why Sigma?

1. Independent third-party **focusing solely on market research validation since 1978.**
2. Has a **proven track record with over 30 years of use**
3. **In compliance with all privacy laws and industry standards**
4. Uses **“real world” variables** to help ensure “real people.”
5. Holistic approach – **tracks online & offline duplication.**

# Summary Reports

Provides a tool for comparing and contrasting the relative effectiveness of panel management practices and recruiting techniques



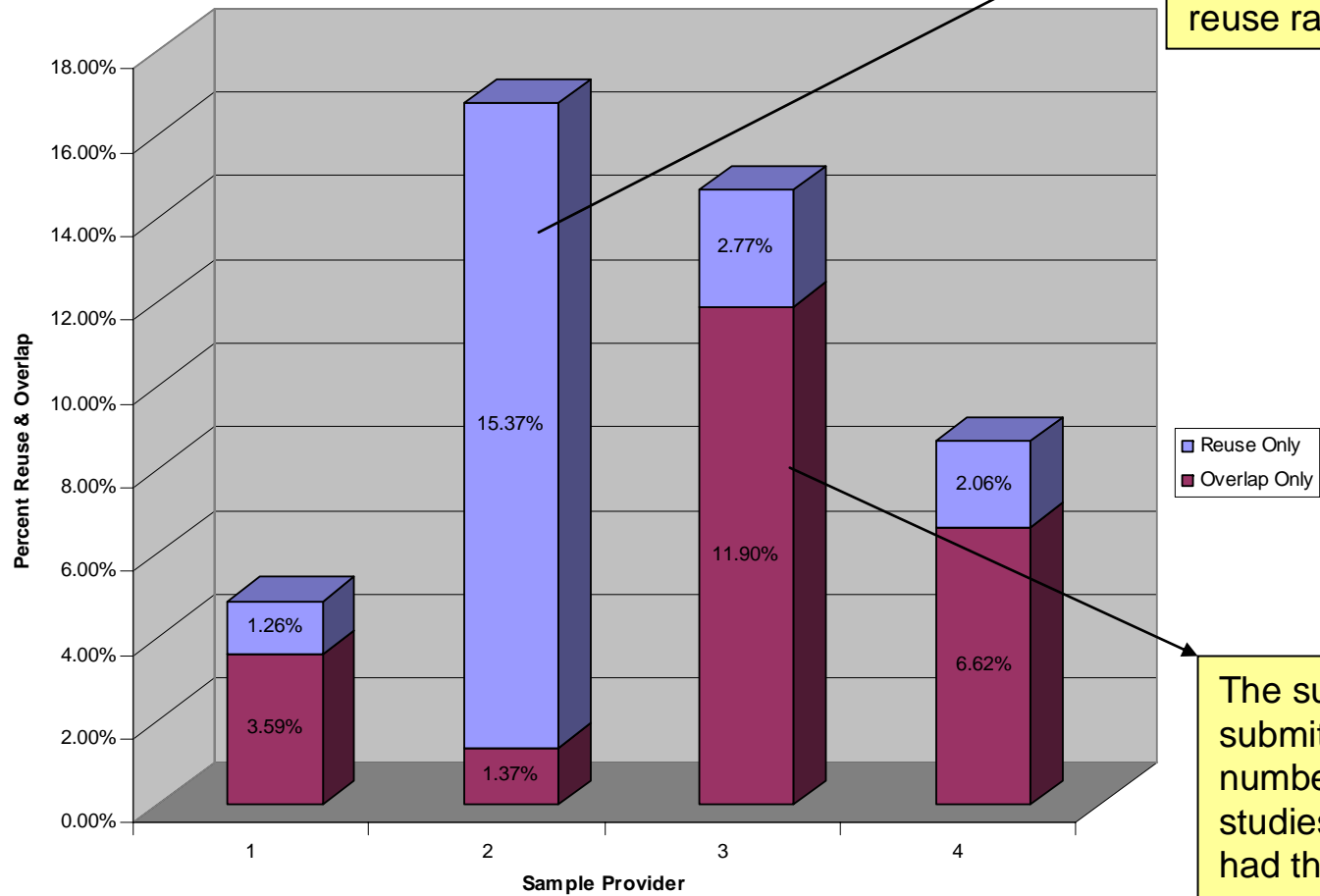
- Respondent reuse and overlap statistics.

Provider	# of Studies Submitted	Total Sample Submitted	Reuse & Overlap	Reuse	Overlap	Dupes Explained by Overlap	Dupes Explained by Reuse
1	2	8722	4.85%	1.26%	3.59%	74.02%	25.98%
2	18	18135	16.74%	15.37%	1.37%	8.18%	91.82%
3	2	866	14.67%	2.77%	11.90%	81.12%	18.88%
4	5	2376	8.68%	2.06%	6.62%	76.27%	23.73%
<b>Total</b>	<b>27</b>	<b>30099</b>	<b>12.60%</b>	<b>9.88%</b>	<b>2.72%</b>	<b>21.59%</b>	<b>78.41%</b>

For 3 of the 4 providers, **74%+** of duplication was **explained by overlap** of respondents who were members of other panels.

**92%** of duplication was **explained by reuse** of their own panelists.

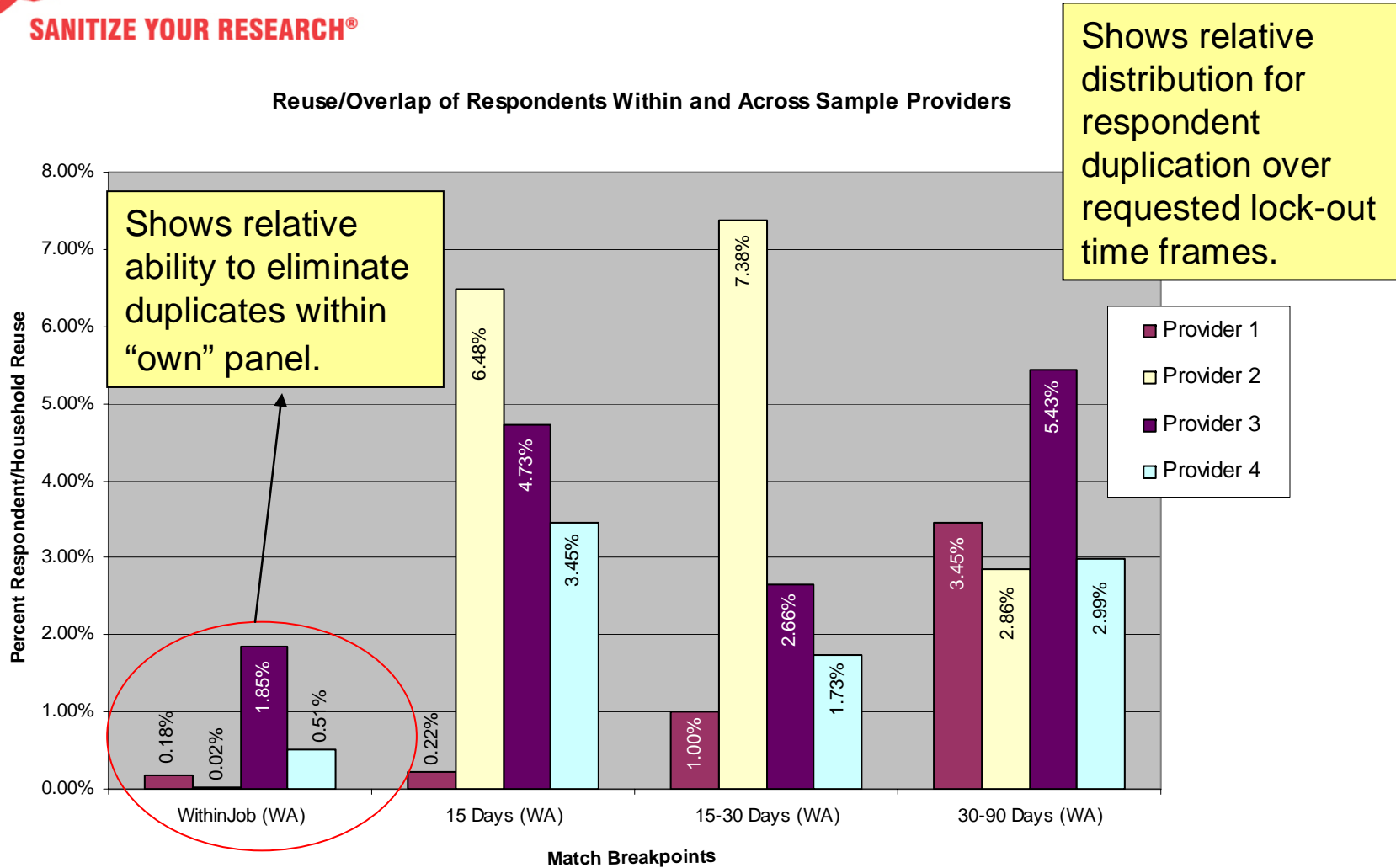
Overall Reuse & Overlap By Sample Provider



The supplier who submitted the most studies/interviews, had the highest reuse rate.

The supplier who submitted the least number of studies/interviews had the highest overlap.

Reuse/Overlap of Respondents Within and Across Sample Providers





# The Sigma Report

This project-level report is provided to the research company to assist in data cleaning.

Match Type	Interviewed	Entered	Type	Categ	M / F	Age Group	Ethnicity	Line ID	Panel ID	Panelist ID	Supp ID
TEAFL	06/07/07	10/11/07	Web-P	candy	F	25-34		3081509	2281	170320	656
	07/02/07	10/12/07	Web-P	foodpd	F	25-34		3090162	2281	170320	9
TEAFL	06/07/07	10/11/07	Web-P	candy	F	35-44		3081510	2281	170951	656
	07/02/07	10/12/07	Web-P	foodpd	F	35-44		3090179	2281	170951	9
TEAFL	06/07/07	10/11/07	Web-P	candy	F	45-54		3081545	2281	173227	656
	07/02/07	10/12/07	Web-P	foodpd	F	45-54		3090257	2281	173227	9
TEAFL	06/07/07	10/11/07							2281	173487	656
	07/02/07	10/12/07							2281	173487	9
TEAFL	06/07/07	10/11/07							2281	176150	656
	07/02/07	10/12/07							2281	176150	9
TEAFL	06/07/07	10/11/07							2281	179289	656
	07/02/07	10/12/07							2281	179289	9
TEAFL	06/07/07	10/11/07	Web-P	candy	M	35-44		3081612	2281	179517	656
	07/02/07	10/12/07	Web-P	foodpd	M	35-44		3090408	2281	179517	9
EAFL	06/07/07	10/11/07	Web-P	candy	M	45-54		3081613	2281	179547	656
	05/14/07	10/15/07	Web-P	candy	M	48		3101945	1887	5084355	656
TEAFL	06/07/07	10/11/07	Web-P	candy	F	35-44		3081618	2281	179865	656
	07/02/07	10/12/07	Web-P	foodpd	F	35-44		3090414	2281	179865	9
TEAFL	06/07/07	10/11/07	Web-P	candy	M	55+		3081620	2281	180250	656
TEFL	06/30/07	10/19/07	Web-P	nonbev	M	57	Caucasian	3119672	2293	891566	93
A	05/05/07	10/15/07	Web-P	candy	M	56		3103927	1887	10477922	656
EFL	03/13/07	10/15/07	Web-P	beverg				3109949	1868	9003303747	7
	03/09/07	10/15/07	Web-P	beverg				3110586	1868	9001789910	7
TEAFL	06/07/07	10/11/07	Web-P	candy	M	25-34		3081630	2281	182330	656
	07/02/07	10/15/07	Web-P	cndmnt	M	25-34		3094769	2281	182330	9

Duplication across 5 studies and 4 panels and linked by different combinations of Telephone, Email, Address, First Name, Last Name.

Matches: **Within 10 Days**

Match Type	Interviewed	En	Panelist ID	Supp ID	Job #	Resp
TEAFL	06/13/07	10/19/07	Web-P	cndmnt	F 18-24	3116861 2281 231883 656 00671 23188
TEAFL	07/02/07	10/12/07	Web-P	foodpd	F 18-24	3091709 2281 231883 9 23188
TEAFL	06/20/07	10/12/07	Web-P	beverg	F 18-24	3086539 2281 231883 9 23188
TEAFL	06/13/07	10/19/07	Web-P			95830 656 00671 9583
TEAFL	06/14/07	10/19/07	Web-P			95830 656 16381 9583
TEAFL	06/13/07	10/19/07	Web-P			12010 656 00671 1201
TEAFL	07/02/07	10/12/07	Web-P			12010 9 1201
TEAFL	06/20/07	10/12/07	Web-P			12010 9 1201
TEAFL	06/13/07	10/19/07	Web-P	cndmnt	F 18-24	3117031 2281 148712 656 00671 1487
TEAFL	06/07/07	10/11/07	Web-P	candy	F 18-24	3081369 2281 148712 9 1487
EFL	06/13/07	10/19/07	Web-P	cndmnt	F 45-54	3117071 2281 86024 656 00671 8602
A	06/04/07	10/15/07	Web-P	beverg		3110527 1868 4000512992 656 07529
EFL	05/29/07	10/15/07	Web-P	beverg		3109941 1868 4000519790 656 07529
EFL	05/11/07	10/15/07	Web-P	candy	F 53	3105133 1887 870799 649 2678
TEAFL	06/13/07	10/19/07	Web-P	cndmnt	F 18-24	3117072 2281 161746 656 00671 1617
TEAFL	07/02/07	10/12/07	Web-P	foodpd	F 18-24	3090022 2281 161746 9 1617
TEAFL	06/25/07	10/09/07	Web-P	hair	F 18-24	3078442 2281 161746 9 1617
TEAFL	06/07/07	10/11/07	Web-P	candy	F 18-24	3081455 2281 161746 9 1617
TEAFL	06/13/07	10/19/07	Web-P	cndmnt	F 18-24	3117150 2281 256072 656 00671 2560
TEAFL	06/07/07	10/11/07	Web-P	candy	F 18-24	3082853 2281 256072 9 2560

This study had 30.3% duplication. A number of these respondents were duplicates in 3+ studies during the beta-test.

Duplication across 4 studies and 3 panels. 3 of the studies were for the same client.

**Job ID 23733**

About 62% of the duplicates in this job were with other studies conducted for the same company by different panel companies.

Match Type	Interviewed	Entered	Type	Categ	M / F	Age Group	Ethnicity	Line ID	Panel ID	Panelist ID	Supp ID	Job #	Re
EFL	06/18/07	10/15/07	Web-P	candy				3109744	1868	9006391000	656	11620	
EFL	05/10/07	10/15/07	Web-P	candy	F	39		3106693	1887	10804398	656	71000	13
EFL	06/17/07	10/15/07	Web-P	candy				3109774	1868	9006606700	656	11620	
EFL	05/07/07	10/15/07	Web-P	candy	F	40		3102033	1887	11089843	656	71000	7
EFL	06/17/07	10/15/07	Web-P	candy				3109797	1868	9007890543	656	11620	
EFL	05/08/07	10/15/07	Web-P	candy	M	29		3107031	1887	11359474	656	71000	10
TAL	06/15/07	10/15/07	Web-P	candy				3109696	1868	9006424222	656	11620	
TAL	05/07/07	10/15/07	Web-P	candy	F	34		3106367	1887	11040435	656	71000	8
TEFL	06/15/07	10/15/07	Web-P	candy				3109703	1868	9003406970	656	11620	
TEFL	05/11/07	10/15/07	Web-P	candy	M	60		3100515	1887	10397192	656	71000	23



**Job ID 23721**

Matches: **Within 10 Days**

Match Type	Interviewed	Entered	Type	Categ	M / F	Age Group	Ethnicity	Line ID	Panel ID	Panelist ID	Supp ID	Job #	Resp ID
	07/02/07	10/15/07	Web-P	cndmnt	F	18-24		3095002	2281	234966	654	F 21641	234966
TEAFL	07/02/07	10/12/07	Web-P	foodpd	F	18-24		3091856	2281	234966	654	F 17801	234966
TEAFL	06/27/07	10/15/07	Web-P	beverg	F	18-24		3094344	2281	234966	654	F 20701	234966
	07/02/07	10/15/07	Web-P	cndmnt	M	18-24		3095006	2281	236695	654	F 21641	236695
TEAFL	07/02/07	10/12/07	Web-P	foodpd	M	18-24		3091920	2281	236695	654	F 17801	236695
TEAFL	06/25/07	10/19/07									9		236695
	07/02/07	10/19/07									654	F 21641	236833
TEAFL	06/25/07	10/19/07									9		236833
	07/02/07	10/19/07									654	F 21641	237851
TEAFL	06/26/07	10/19/07	Web-P	food	F	18-24		3118507	2281	237851	9		237851
	07/02/07	10/15/07	Web-P	cndmnt	F	18-24		3095013	2281	237902	654	F 21641	237902
TEAFL	07/02/07	10/15/07									654	F 17801	237902
TEAFL	06/25/07	10/15/07									9		237902
TEFL	03/14/07	10/15/07									9		237902
	07/02/07	10/15/07									654	F 21641	237904
TFL	06/25/07	10/15/07									9		237904
	07/02/07	10/15/07									654	F 21641	238029
TEAFL	07/02/07	10/12/07	Web-P	foodpd	M	18-24		3091978	2281	238029	654	F 17801	238029
TEAFL	06/25/07	10/19/07	Web-P	fdbvpp	M	18-24		3117666	2281	238029	9		238029
	07/02/07	10/15/07	Web-P	cndmnt	F	18-24		3095018	2281	238055	654	F 21641	238055
TAFI	06/26/07	10/19/07	Web-P	food	F	18-24		3118620	2281	238055	9		238055
TAFI	03/14/07	10/18/07	Web-P	facial	F	18-24		3116111	2281	238055	9		238055
	07/02/07	10/15/07	Web-P	cndmnt	F	18-24		3095023	2281	238587	654	F 21641	238587
TEAFL	06/25/07	10/15/07	Web-P	fzfood	F	18-24		3093686	2281	238587	654	F 19951	238587

These duplicates were for 3 studies conducted for the same client by the same panel company within 5 days of each other (2 on the same day).

25 of the 74 duplicates "Within 10 days" were panelists who completed 2 different studies on the same day for the same client \*\* on related product categories \*\* by the same panel company.

Matches: Within Job											
Match Type	Interviewed	Entered	Type	Categ	M / F	Age Group	Ethnicity	Line ID	Panel ID	Panelist ID	Supp ID
A	05/06/07	10/15/07	Web-P	candy	F	46		3102764	1887	6931906	656
	05/10/07	10/15/07	Web-P	candy	M	30		3102765	1887	11442655	656
A	05/10/07	10/15/07	Web-P	candy	M	30		3102765	1887	11442655	656
	05/06/07	10/15/07	Web-P	candy	F	46		3102764	1887	6931906	656
T	05/08/07	10/15/07	Web-P	candy	F	22		3103140	1887	10866986	656
	05/09/07	10/15/07	Web-P	candy	M	53		3103141	1887	5405321	656
T	05/09/07	10/15/07	Web-P	candy	M	53		3103141	1887	5405321	656
											656
EAFL											656
EAFL											656
EAFL											656
TEAFL											656
TEAFL											656
TEAFL	05/11/07	10/15/07	Web-P	candy	M	23		3104536	1887	11586087	656
EAFL	05/11/07	10/15/07	Web-P	candy	F	65		3105130	1887	11392433	656
	05/11/07	10/15/07	Web-P	candy	F	65		3105131	1887	11392433	656
EAFL	05/11/07	10/15/07	Web-P	candy	F	65		3105131	1887	11392433	656
	05/11/07	10/15/07	Web-P	candy	F	65		3105130	1887	11392433	656
TL	05/21/07	10/15/07	Web-P	candy	F	32		3105348	1887	10422643	656
	05/07/07	10/15/07	Web-P	candy	M	32		3105349	1887	10758850	656
TL	05/07/07	10/15/07	Web-P	candy	M	32		3105349	1887	10758850	656
	05/21/07	10/15/07	Web-P	candy	F	32		3105348	1887	10422643	656

This project had 16 duplicates “Within Job.” These duplicates helped uncover some process deficiencies to the panel company, research supplier and third-party host who were involved in this project.

***All panel companies within the test had matches within job.***



## Beyond Reuse & Overlap

- Respondents can be flagged to track response quality and client-defined metrics over time and across studies, panels, suppliers and clients including scores for:
  - Speeding (e.g., Survey Length Index)
  - Straightlining
  - Inconsistent Responding
  - Satisficing



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