



Software Tip

Reliability Notifications

Reliability notifications inform you when the data in your report is potentially unreliable due to low sample size.

- Scarborough defines relative reliability as follows:
- Stable = 70 and higher respondents**
 - Relatively Unstable = 36-69 respondents**
 - Unreliable = 35 or fewer respondents**

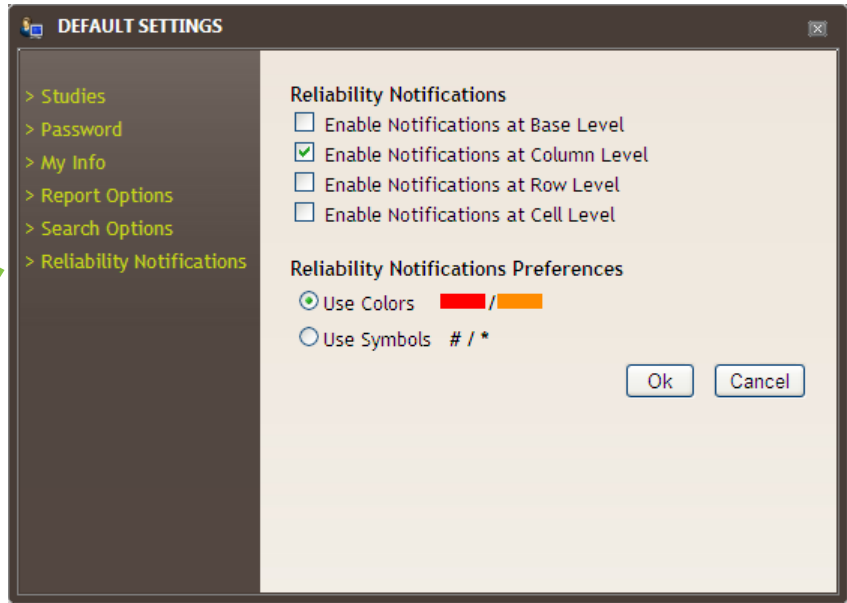
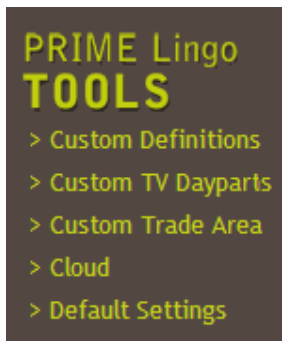
How do I set Reliability Notifications?

Reliability Notifications can be set in **Default Settings**, under the **PRIME Lingo Tools** Menu and can be changed anytime when viewing a report. The default setting is to have Reliability Notifications disabled. To enable the notifications, select the corresponding check box. You have the ability to turn on/off Reliability Notifications at any/all of the levels: Base, Column, Row, and/or Cell.

Reliability notifications do not need to be set at all levels to ensure data is reliable. Scarborough deems targets as stable with a respondent count of 70 or above. To set this parameter as your default, enable notifications at the column level.

You can select either Symbols or Colors to define results:

- * Relatively Unstable = 36-69 Respondents
- # Unreliable = 35 or Fewer Respondents
- Relatively Unstable = 36-69 Respondents
- Unreliable = 35 or Fewer Respondents



Reliability Notifications

Cell level notifications illustrate that the combined variables should not be used for more detailed profiling.
Cell level respondent count must be 70 or greater with the base, target AND row in combination to be stable.

In the example below, the base of 448 respondents who have been in their homes for under a year combined with the target of those who own a home valued at \$150,000+ yields a stable target of 100 respondents.

78% of those 100 used a real estate agent to purchase their home or 77 respondents yielding a stable 70+ cell respondent count. The respondents in the remaining rows will be divided among the remaining 33 respondents, yielding unstable cell level respondent counts. While these cell level respondent counts are unstable, the data in this report is stable as the target respondent count is above 70.

Base: Time in present home summaries (HHL): Under 1 year Projected: 809,166 Respondents: 448			
		Market value of owned home summaries (HHL)	
		Base Total	\$150,000 or more
Base Total	Target Pop	809,166	150,827
	Target %	100.0%	100.0%
	Index	100	100
	Respondents	448	100
How purchased home (HHL)			
Real estate agent	Target Pop	121,748	117,605
	Target %	15.0%	78.0%
	Index	100	518
	Respondents	82	77
Builder	Target Pop	11,869	11,869
	Target %	1.5%	7.9%
	Index	100	536
	Respondents	8	8
Private party	Target Pop	14,443	11,027
	Target %	1.8%	7.3%
	Index	100	410
	Respondents	11	8
Some other way	Target Pop	10,435	10,326
	Target %	1.3%	6.8%
	Index	100	531
	Respondents	8	7

448 base respondents

100 of those respondents own a home valued at \$150,000 or more.

77 of those 100 respondents used a real estate agent to purchase their home.

8 unstable respondent level

8 unstable respondent level

7 unstable respondent level

With this knowledge, we could create a target combining:

In home less than 1 year AND Home Value 150K+ AND Used a Real Estate Agent to Purchase Home
 given the respondent count is stable at 77. However, the three remaining base/target/row combinations should not be used as targets given their instability.