

What's the Catch?

Comparing River Respondents to Panelists

Background

DMS created the first river sample for use in online research in 1995. Since then we have addressed various questions and concerns regarding the significance and validity of this unique online sample source. Given the distinctive nature of river samples as opposed to more well-known panel samples, it is not surprising that there is continuing uncertainty about this resource among sample buyers.

In an effort to erase as much confusion as possible, as well as respond to the industry-wide call for enhancing the body of knowledge on online data quality, we have executed a comprehensive study evaluating the differences between river respondents and ongoing panelists, and have included a telephone sample (CATI RDD) for additional context. The resulting research provides a clear understanding of the differences and similarities between the groups, and clarifies how these might influence the research design and conclusions resulting from the use of a particular online sample.

Our research and the results presented here address the following key questions and findings:

- Who are they? (a profile of river and panel respondents)

In order to understand the composition of each respondent group and evaluate whether a one-time survey opportunity (such as that offered by River Sampling®) engages a "different type of person" than a panel (which requires a greater commitment), we surveyed respondents across demographic categories, attitudinal statements, product ownership, and a broad range of other topics.

- Where have they been? (a review of respondent survey history)

While the issue of the "professional respondent" has come to the fore as a research issue affecting online panels, it is not clear whether this phenomenon also affects River respondents. We measured the level and frequency of previous participation in market research, membership in research panels, and estimated survey earnings to understand how River respondents and panelists contribute to the overall body of online market research.

- What do they do and why do they do it? (an analysis of respondent survey behavior)

After they are in the survey, it is important to understand if these respondents behave differently. We utilized standard data quality measures such as "data traps," internal consistency, low incidence questions, survey completion times and open-ended responses to determine if the response quality of one respondent group outshines that of another. We also probed for motivations/detractors from joining panels, as well as motivations for participating in online surveys, to understand what moves respondents to accept a survey or panel invitation and if there is any underlying response bias.



- Who tells the truth? (a comparison of respondent sources to benchmarks)

Comparisons to benchmarks and verifiable data show us how closely respondent populations mirror the overall US population. We surveyed respondents from each sample source on a range of benchmark measures – from product ownership to presidential voting – to establish proximity to the overall population.

The answers to these questions reveal that there are differences – and similarities – in respondent populations by sampling methodology. The analysis that follows will detail these and explore the implications of their use.

An Overview of the Sampling Methods Used in This Research

To ensure that the study results are uniformly understood, the three sampling methods used in this research are outlined briefly here.

- **DMS River Sample®** is an online sampling method that is wholly and solely sourced from online promotions using banners, pop-ups, hyperlinks, and the like. This method of random recruitment drives potential respondents to an online portal where they are screened for studies in real-time. Qualified respondents are then randomly assigned to a survey. Due to differences in the sampling and recruiting methods of other “river” samples, the research results presented herein refer only to DMS River Sample®.
- **Online panels** are generally recruited from affiliate and partner sites, through which members are registered and encouraged to become long-term survey participants. Once respondents agree to participate, the panel company sends emails to invite respondents to a particular survey, and interested respondents who qualify then complete the survey. Online panels may also send out “broadcast” emails to entice panelists to participate in screening for multiple surveys concurrently. This approach should not be confused with authentic river sampling.
- **CATI** (Computer Assisted Telephone Interviewing) refers to the traditional, RDD approach whereupon a telephone interviewer calls random telephone numbers, screens potential respondents in real-time, and asks interested, available and qualified respondents to answer questions while the interviewer enters their responses into a computer program.

Methodology

The original intention of this research was to better understand the similarities and differences between River Sample® and panelists. However, in order to put these online sampling methodologies into a broader quality context, CATI respondents were also surveyed. The research utilized the following sample sources:

- DMS River Sample (using DMS proprietary Opinion Place River Sample®)
- DMS Panel Sample (using DMS proprietary SurveySpree® panelists)
- External Panel sample from two different sample providers (all three panel samples were analyzed in aggregate for this study)
- CATI interviews (RDD)

Interviews were completed during December 2007 and the analysis conducted during January 2008. A total of 2412 responses to the survey was received; at least 400 responses were collected in each sample cell and statistical significance was tested at 95% confidence. Quotas were set to control for gender, age, income, and ethnicity, and were used to ensure that each cell reflected the overall US population (according to US census estimates).

Precautions were taken at every step to ensure that the research was as unbiased, clear and objective as possible. In addition to surveying two different external panel samples, the sources of which were unknown to us, we also outsourced the data collection, tabulation, and statistical analysis to further ensure objectivity of results.

The Respondent Profile

We started by trying to determine if there were any differences between the *kind* of people who complete a River (one-time) survey, those who join a panel (and whose commitment is generally assumed to be longer-standing and more intensive), and those who answer and complete a phone survey.

Demographic and Other Differences

Demographically, differences among sample populations were limited, in large part due to quotas that controlled basic demographic categories (gender, age, income, and ethnicity). However, a few differences emerged:

- **Marital status:** As compared to CATI respondents, River Sample® represented a higher proportion of single respondents, while CATI respondents had a correspondingly higher proportion of married respondents. Neither population differed significantly from Panelists on this measure.
- **Occupation:** Compared to CATI respondents, those surveyed online – both River Sample® and Panelists – show a somewhat higher tendency to list “student” as their occupation.

Beyond demographic comparisons, slight variations exist among the sample sources in other broad areas measured:

- **Media consumption:** rates of radio listening and magazine readership are relatively similar across groups, while respondents from both online sample sources tend to spend a greater number of daily hours watching television.
- **Politically:** CATI respondents appear to be more conservative, but the similarities in political affiliation among the groups tend to outweigh the differences, as the largest number of respondents in each group identifies themselves as “middle of the road” politically. River Sample® respondents were less likely to have voted in the last presidential election, though their percentage was actually closer to the overall US benchmark than the other sample sources.
- **Travel:** All respondents travel abroad as frequently as the overall population and do not differ from each other significantly. Panelists indicate a higher rate of passport ownership than CATI respondents, and a higher participation in frequent flier programs than either River or CATI.

While minor differences among these sources exist, there do not seem to be any larger trends suggesting a radically different respondent profile for those who are recruited online vs. those who are recruited over the phone, or those who belong to a panel vs. those who do not – at least, not along the dimensions examined above (larger differences in other dimensions are examined in the next section). There are, of course, many other potential areas not measured here where differences may surface. Despite the wide range of measures reviewed here and the relatively minor deviations among samples, it is not certain whether measuring additional areas would uncover larger trends. In any case, differences such as those recorded here are most likely to impact research results only if a survey's topic were to coincide with the selection of a sample source with a corresponding bias (for example, a survey about frequent flier reward programs might be impacted by the selection of panel respondents, or a political poll might be skewed if conducted only over the phone). In this case, as always, research can be designed taking incidence and potential bias into account and controlled through screening and other measures to ensure the desired representation.

Technology & Online Use

A definitive trend does emerge when we examine the use of technology and online behavior among sample sources. Perhaps not surprisingly, online respondents are heavier Internet users across the board. Whether it's tenure (years since first going online), frequency (hours online weekly), or activity (such as making purchases online or downloading music) – online respondents diverge from their CATI counterparts. What is interesting, however, is that this finding holds true even when comparing River Sample® and Panelists to those CATI respondents who are online (i.e., CATI respondents who use the Internet). In other words, even when filtering out CATI respondents who do not use the Internet (and around 20% of them do not use the Internet at home), CATI respondents who use the Internet do not resemble the online sample sources in *how they use* the Internet.

Differences in tenure and frequency of use are substantiated by the percentage of each sample source using the Internet for various online activities – CATI respondents who use the Internet are doing a range of activities, but in many cases at only half the rate of the online sample sources. River Sample® and Panelists are in almost exact alignment in their use of the Internet for a range of activities – from the almost ubiquitous checking of email to the less common contributing content or maintaining a personal calendar.

When comparing other technologies – even emerging technologies such as HDTV or i-Phones, all three samples sources have more in common than not. In addition to rates of HDTV ownership that are in line with the overall US population, roughly 1 in 3 River Sample® respondents, Panelists, and CATI respondents have a DVR, while only around 1 in 10 does not have home cable/satellite service.

All three sources show equally high ownership of portable music players, and differ only in how they load music onto these portable devices: in keeping with their limited use of the Internet, most CATI respondents do not download music from the Internet.

Finally, the three respondent sources show relatively similar ownership of specific cell phone devices – such as Smartphones and i-Phones. With overall cell phone penetration in the US estimated at 82%, CATI respondents are more representative of the overall US population on this measure, while River Sample® and Panelists are alike in their greater likelihood to have a cell phone as compared to CATI respondents and the overall US population.

Online Stats	River	Panel	CATI
Have used the Internet >5 years	80%	80%	70%
Online > 11 hours per week	60%	70%	26%

Online Activities	River	Panel	CATI
Check email	99%	99%	84%
Make a purchase online	83%	90%	60%
Share pictures online	77%	78%	58%
Use online banking	76%	81%	46%
Instant Message	68%	62%	29%
Read a blog	57%	53%	29%
Stream/download video	55%	56%	24%
Listen to Internet radio	58%	53%	24%
Download music	57%	49%	32%
Maintain social networking site	45%	42%	19%
Contribute content online	40%	40%	15%
Maintain personal/family calendar	37%	39%	23%

(respondents who use the Internet)

Bold indicates statistically significant difference

Technology Ownership	River	Panel	CATI
Laptop	53%	51%	39%
Wifi / wireless internet at home	33%	34%	28%
No internet service provider at home	1%	2%	22%
HDTV	33%	27%	33%
DVR	33%	30%	25%
No cable/satellite service	11%	11%	13%
Portable MP-3 player / IPOD	47%	43%	41%
Rarely/never download music	43%	51%	71%
Smartphone (Treo, Blackberry)	10%	8%	9%
i-Phone	6%	4%	2%
No cell phone	9%	9%	21%

Bold indicates statistically significant difference

Attitudes

On a wide range of attitudinal statements, there is an overall pattern of more similarities than differences among the three sample sources surveyed. River Sample® and CATI respondents diverge from Panelists in a few areas – though there does not appear to be a trend to explain what unites River and CATI respondents on those attributes. Respondents across the board have similar and predictable attitudes toward risk taking, and there are some similarities in attitudes about finances and shopping specifically.

Not surprisingly, River Sample® and Panelists differ from CATI respondents on technology issues as they relate to early adoption. And it may be correlated that River and CATI diverge on the importance of being up on current events, as perhaps it is the desire to be in the know and remain current that keeps River respondents (and Panelists, to a lesser extent) interested in the latest technology.

Lastly, the presence of an interviewer in the CATI sample may have caused a variation in their responses on key attitudinal questions where a “*socially acceptable response*” was given – as CATI respondents were more likely than online (and thus self-interviewed) sample sources to say that they were happy with their standard of living, to agree that how they spend their time is more important than how much money they make, or to indicate that buying American is important.

	River	Panel	CATI
% agree (top two box)			
Areas where River Sample® and CATI diverge from Panel			
It's nearly always worth paying extra for quality goods	54%	40%	50%
I'm always looking for new ways to improve my home	52%	40%	46%
I usually speak my mind even when it upsets people	46%	38%	46%
There is too much concern with the environment	18%	14%	20%
Similar attitudes toward risk taking and shopping			
I like to do things that are unconventional	27%	28%	28%
I enjoy taking risks	28%	22%	22%
Friends and associates ask my advice in financial matters	24%	20%	20%
I like to shop around before making a purchase	66%	61%	62%
Price is more important to me than brand names	37%	39%	39%
If really want something I'll buy on credit rather than wait	23%	24%	20%
Attitudes toward early adoption and being in the know			
I'm the first among my friends to have the latest electronics	20%	16%	9%
I prefer products that offer the latest in technology	41%	31%	28%
I think it's important to stay informed about current events	74%	71%	67%
Presence of interviewer and socially desirable effects?			
I am perfectly happy with my standard of living	39%	34%	53%
How I spend my time more important than money I make	41%	47%	57%
Buying American products is important to me	43%	40%	51%

Blue indicates statistically significant difference at 95% confidence level
Blue indicates significant difference to both sample sources

Respondent Survey History

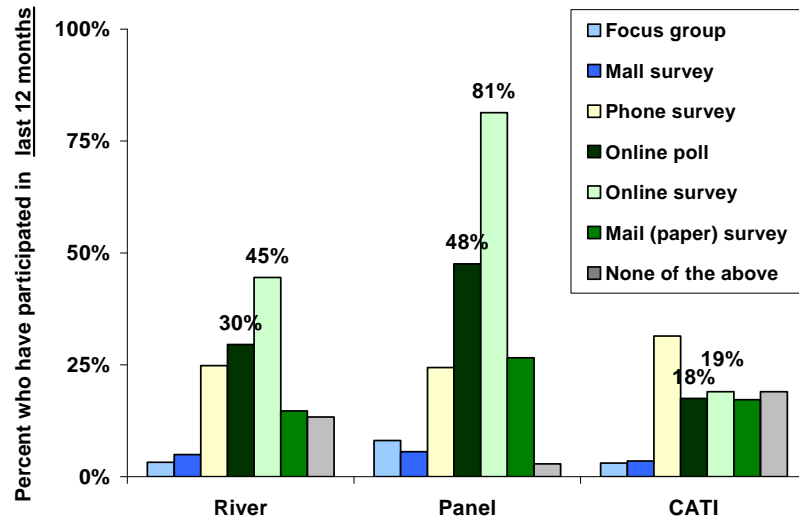
The area of greatest difference among River Sample®, Panelists, and CATI respondents emerges in their overall pattern of survey taking. While the vast majority of respondents in all three groups had participated in at least one form of market research (including focus groups, mall surveys, online surveys, etc.), Panelists by far had the greatest overall lifetime participation, with CATI at the opposite end of the spectrum and River representing the middle ground.

Comparing the two online sample sources, the results suggest that River sampling does reach people who do not typically participate in online surveys. Among River respondents, 42% had *never* participated in an online survey prior to this survey.

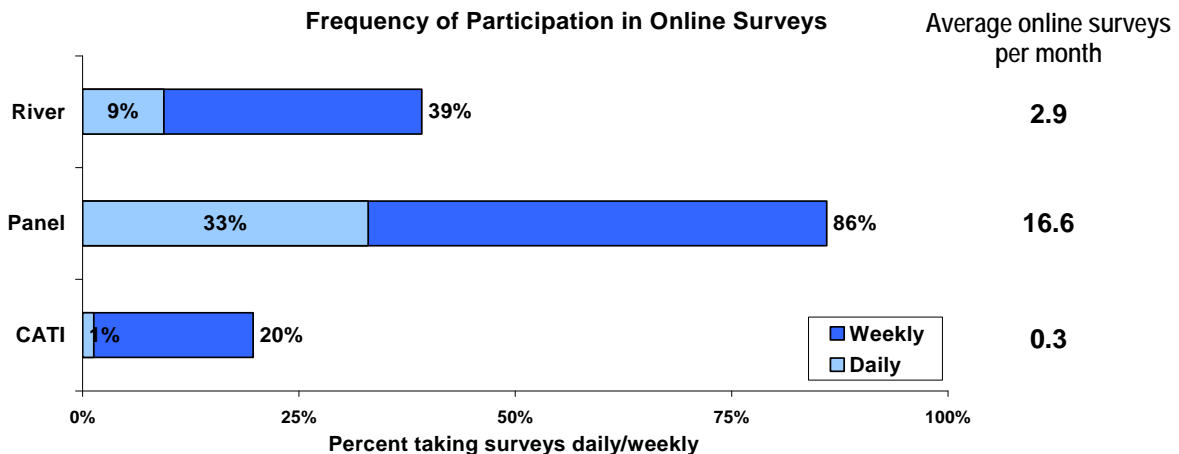
The results are similarly striking when limited to a more recent timeframe: among online respondents, the rate of River respondents' participation in online surveys over the last 12 months was almost half that of Panelists (45% and 81%, respectively).

Rates of participation in online polls (which differ from online surveys in that they are limited to 1-5 questions) were also lower among River Respondents as compared to Panelists, both overall (lifetime) and in the last 12 months.

Market Research Participation in last 12 months



Finally, among online respondents, River Sample® had the lowest percentage of respondents participating in online surveys on a daily (9%) and weekly (39%) basis. By contrast, almost 9 in 10 Panelists indicated at least weekly participation in online surveys, with an average of nearly 17 online surveys per month. CATI respondents had the lowest participation in online surveys overall (daily 1%; weekly 20%).



Survey Behavior

Survey & Panel Participation

Participation in panels is another area where Panelists and CATI respondents occupy the extremes of the spectrum and River Sample® occupies the middle ground. Roughly 80% of the Panel respondents indicated that they currently or at one time belonged to an online research panel (more about that other 20% in a moment), while only around 10% of CATI respondents do now or at one time did belong to a panel. Meanwhile, around 30% of River respondents currently belong or belonged at one time to an online research panel. This is noteworthy both for the fact that some River respondents are panelists (suggesting participation in surveys on a regular basis), and that while some River respondents were willing to participate in a one-time survey, the vast majority (70%) do not do so on a regular, invited basis.

And what about the 20% of Panelists who say they do not belong to a panel? This phenomenon appeared across all three panel sources surveyed (both the internal panel sample and the two external panels) but may be explained by the following factors:

- Although the term “panel” was defined in the survey, the word itself may be more an industry label than something that is in the respondent vernacular.
- The marketing and positioning of some panels may be such that respondents who agree to participate do not realize they are in a panel or think of themselves as panelists. Sample providers work to distinguish themselves from other panel companies and to attract respondents; consequently, some position themselves as “programs,” “communities,” or use terms other than “panel” in their messaging.
- Most tellingly, an analysis of the data by survey frequency reveals a direct correlation between participation frequency and identification with the term “panel”: respondents who took more surveys on a monthly basis were more likely to label themselves panelists than those who completed fewer surveys on average.

Whether citing reasons for participating in this survey or in a panel, it is not surprising to see that when an incentive is offered, it is the biggest motivator. Panelists are particularly moved by earning rewards, with 67% listing it as a reason for participating in this survey and 84% listing it as a reason for their participation in online research panels. The majority of Panelists also indicate that they participate for a chance to share their opinions and for the fun and sheer enjoyment in participating in market research studies. These motivations and a tendency to list more reasons for participation set them apart from River Sample® and CATI respondents – who list fewer reasons for participation and are motivated by the same key factors (earning rewards, sharing opinions, enjoying participation) but to a lesser extent. River and CATI respondents also mirror each other in listing curiosity as a reason for participating in this particular survey; the novelty of the survey is likely a function of these respondents’ less frequent exposure to and participation in online research.

One surprise finding may be that among River and CATI respondents who do not belong to a panel, the reason “have never been asked” tops the list for both respondent groups (~45%). This implies that River and CATI respondents who do not belong to a panel might consider participating in one if invited. In addition, as Internet penetration and home Internet access go up among CATI respondents, we would expect the percent of CATI respondents who belong to a panel to rise.

Rounding out the list of reasons for non-participation, CATI respondents are more unified in their concern about the time commitment (42% believe belonging to a panel would take too much time, vs. only 25% of River Sample®), around a quarter of both groups list privacy concerns as a reason for non-participation, and around one in five question the value received for the time spent participating.

Response Quality

As important as it is to understand who participates in market research and why they participate, it is perhaps most important to understand how respondents behave once they agree to take a survey and the ultimate quality of their responses. Does River Sample® "freshness" yield less fatigued and more conscientious respondents, or does their inexperience sometimes cause confusion and inaccuracies? Do Panelists race through multiple surveys without regard for accuracy to claim their prize, or does their enjoyment in survey taking produce engagement? And are CATI respondents and their performance on quality measures dissimilar from online respondents as a result of the different medium in which they participate?

The answer to all of these questions is yes ... and no. Depending on the measure, a group might perform particularly well compared to the others, while on another, show room for improvement. In some cases all three groups perform equally well, while on others, all three exhibit issues. Regarding those issues, on the positive side, this research made no attempt to control for or ameliorate known survey design issues which may have caused quality issues – long grid questions were used (and at the end of the survey no less), while data traps were employed specifically to trick people rather than help identify valuable (and weed out inattentive) respondents. In reviewing the specific quality measures that follow, it is important therefore to remember that this (and other research) has demonstrated the importance of quality in the upfront design and selection of respondents to greatly improve the chances of the final product yielding the highest quality.

Low incidence questions

reveal an equally high response quality across all three sample sources in terms of proximity to benchmarks. The accuracy of the left-handed question is noteworthy as this question was asked late in the survey, and "left-handed" was listed as the first of three response options.

The response to open-ended questions yielded a somewhat surprising result, as CATI had the highest percent of non-substantive responses (such as "nothing" or "I don't know," etc.) to the question "What made you decide to take this survey today?" Despite the lack of an interviewer to prompt for a response, online respondents were more likely to provide a thoughtful answer.

Measure		River	Panel	CATI
Low incidence questions	Own Hybrid car (2.5%)	2.0%	1.5%	1.2%
	Left-handed (11%)	9%	11%	10%
Response to open-ended Q	% who did NOT supply thoughtful response	3.7%	3.3%	11.5%
Item inconsistency	% inconsistent on "Price more important than brand" / "brand more important than price"	28%	29%	34%
Speeders	% completing ~15 minute survey in less than 7 minutes	5%	21%	n/a
"Trick" question	Failure to "mark your place in survey by selecting 3 here"	23%	12%	n/a
Use of scale: 5-point satisfaction scale	% rating all parts of question same value	30%	36%	20%
Use of scale: 7-point agreement scale	% rating all parts of question same value	2%	3%	0%

To measure **item inconsistency**, respondents were asked two questions regarding their attitudes toward brand and price:

- Price is more important to me than Brand Names.
- Brand Names are more important to me than Price.

Respondents who agreed with both statements and respondents who disagreed with both statements were considered "inconsistent" responders. (Respondents who gave a Neutral value of "4" to either question were

eliminated from the analysis.) A crosstab of these two questions yielded a fairly large number of inconsistent responders in the total base sample, and there were no differences in this measure across the three groups.

Speeders, those respondents who finish a survey ~50% faster than the average respondent, are known to cause consistency and quality issues. River Sample® had the fewest number of speeders in this research, making it the clear winner on this measure. However, it is also possible that experienced respondents may just be more familiar with surveying techniques, scales, and instructions, and therefore able to more quickly complete surveys without impacting overall quality.

Trick questions are gaining greater use in surveys as researchers look to control for inattentive respondents and foster data quality. This survey employed a traditional data trap asking respondents to mark their place in the survey by selecting “3” on a 7-point scale grid question with multiple attributes. River Sample® did not perform on this measure as well as Panelists, raising two questions: 1) are more experienced respondents “on to us” and on the lookout for control mechanisms that might block them from future participation in surveys; and 2) are trick questions such as this confusing to less experienced respondents who have less exposure to survey instructions, question wording, and scaled responses?

Use of scale – It is not surprising that respondents used the scale more uniformly on a 5-point satisfaction question, as there were fewer parts (three) to the question and it was conceivable that respondents could have been equally satisfied with the items that were rated (cable, cell phone, and ISP service providers). As has been seen in previous research, CATI respondents show a tendency to use the midpoint of the scale more than online respondents, who in turn showed a slightly greater tendency to rate at the top box level.

More of a surprise was the finding that respondents used the entire scale on a 7-point agreement scale with multiple attitudinal statements. Only 2% of River Sample® and 3% of Panelists provided the same response to each statement, a very low percentage of “straight-lining.”

Comparison to Benchmarks

While setting demographic quotas is one way to ensure that a respondent base mirrors the overall US population, demographics are not the only measure of a survey sample’s representativeness. Respondents were measured on a range of issues – including media and product consumption, voting history, coupon use, and world travel – and compared to third-party data on non-demographic benchmarks to further examine how these sample sources differ – and how closely each approximates the US population.

Where possible, benchmarks were culled from census and other government sources, trade group data (for product ownership), or on large-scale nationwide surveys when independent, non-survey sources were not available.

On a range of non-technology benchmarks, the three sample sources exhibited more similarities than differences – to each other and to the benchmarks. Overall, River Sample® had the least average variance.

Non-Technology Measure	Benchmark	River	Panel	CATI
Read daily newspaper	52%	54%	51%	49%
Read Sunday newspaper	60%	63%	59%	55%
Voted in 2004 presidential election	64%	66%	74%	78%
Hold valid passport	30%*	43%	45%	39%
Took overseas trip in last year	10%	16%	16%	13%
Frequent flier member	28%	29%	41%	23%
Coupon user	76%	71%	72%	53%
Smoke cigarettes	22%	34%	28%	20%
Left-handed	11%	9%	11%	10%
Average absolute error %		5%	6%	7%

(green indicates difference from benchmark)

On the one measure where all three sample sources outpace the benchmark – passport ownership – we theorize that the benchmark itself is not as accurate as real-time survey information. Specifically, the rate of passport ownership is increasing rapidly due to new U.S. Homeland Security Department requirements.

On technology-related benchmarks, there is some divergence between the general population and survey respondents, with online respondents in particular showing a tendency toward early adoption and high rates of device ownership.

On these measures, where the three sources again share similarities, CATI in this case is closest to the overall benchmark average in having generally lower rates of technology ownership.

Technology Measures	Benchmark	River	Panel	CATI
Own laptop	35%	53%	51%	39%
Own portable MP-3 player	34%	47%	43%	41%
Own iPhone	1.5%	6%	4%	2%
Own DVR	18%	33%	30%	25%
Own handheld videogame	28%	31%	23%	23%
Own HDTV	28%	33%	27%	33%
Own hybrid car	2%	2%	2%	1%
Average absolute error %		8%	7%	4%

(green indicates difference from benchmark)

The calculation for the average absolute error is based on the averaged sum of the variance between the sample source and the benchmark.

Conclusions & Implications

Are River respondents different than Panel respondents? And do either differ in significant ways from RDD CATI samples? The results from this research suggest that there is not one answer to these questions but rather a pattern of differences and similarities that must be understood. The sample sources vary from each other in several key areas (online activities, technology adoption, technology and lifestyle attitudes, and offline activities like travel and smoking), while in other areas similarities among the three exist (such as entertainment/media device use and attitudes toward shopping and risk). In some cases River Sample® and CATI seem to be more aligned (particularly on certain attitudes), while in others, the online sample sources resemble each other and look different than CATI respondents (especially on questions related to technology and online behavior).

The largest differences we see among the three sources are in their overall pattern of survey-taking participation. It is no surprise that Panelists take more surveys and participate more frequently than other respondent groups, while at the other extreme, CATI respondents take few online surveys and participate much more rarely. River Sample® occupies a middle ground in terms of survey frequency – participating on occasion, but not with significant frequency.

Despite differences in the respondents' survey history, key similarities in survey-taking patterns were noted. Participants from all three sources engaged in all types of research, with surprisingly few people having not participated in any other research over the past 12 months. All three sources have repeat participants, including CATI, whose repeat phone participation shows that they will participate more often in a mode with which they are comfortable.

The data quality differences observed were mixed and at times unanticipated. Sample groups did not exhibit differences – from each other or from the overall population – on the low-incidence benchmarks. While response inconsistency was higher than desirable, there were no significant differences among the sources surveyed. On grid/rating questions, respondents used the entire scale, and most provided thoughtful responses on open-ended questions. CATI respondents showed a tendency to use the mid-point of the scale more heavily in rating satisfaction and to provide more socially acceptable responses on attitudinal statements. And the use of a common data “trap” showed that we have more to learn about identifying inattentive respondents vs. those who are simply unfamiliar with

research. Importantly, this study substantiated evidence that speeding may be a good indicator of overall respondent quality.

In summary, there are several areas of differences and similarities for each sample source, as well as corresponding data quality considerations. When designing a sampling frame, researchers should know the implications of each methodology and carefully consider how to mitigate risk. Thus, based on this research, we believe that:

- Panel is the best option for low incidence projects,
- CATI is best for research that might be skewed by online / technology adoption and behaviors, and
- River is the best option for reaching a random, less-surveyed online audience.

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