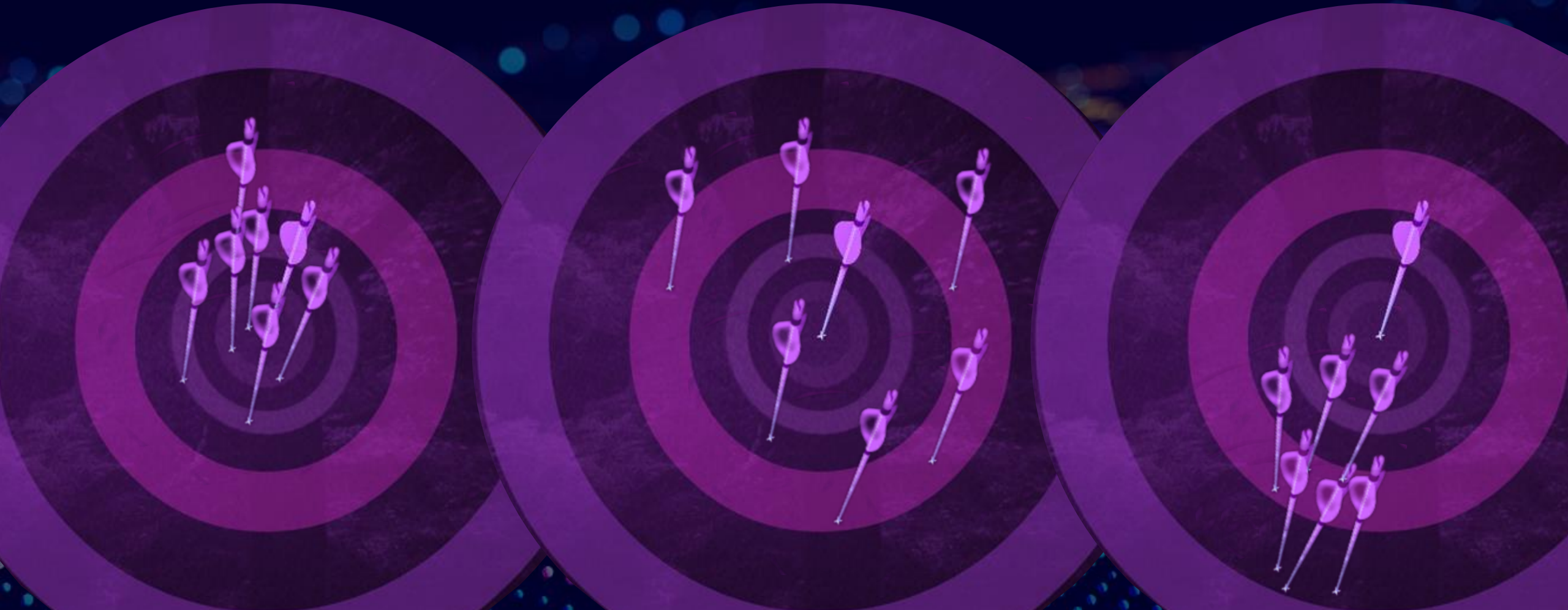


Last Call for Bad Data: ***The truth or fraud “drinking” game*** ***St. Patrick’s Day Edition***

Results presented are from a market research study and do not represent the views of the presenters or the companies they represent.

WHAT IS THE TRUE COST OF BAD DATA?

YOU MIGHT BE WRONG



THE HOLIDAY TRACKER

*What do consumers buy for
St. Patrick's Day?
Where? When? How?*



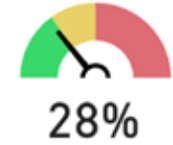
**RESEARCH
DESK**



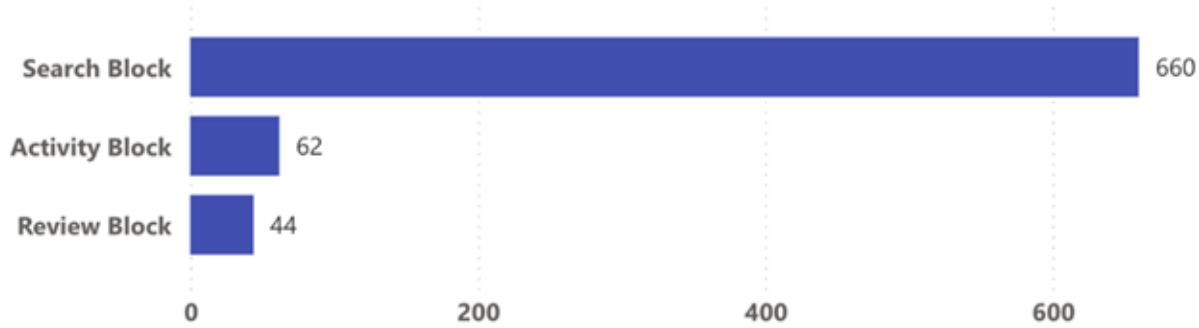
**RESEARCH
DEFENDER**

ReDem[®]
by REPDATA

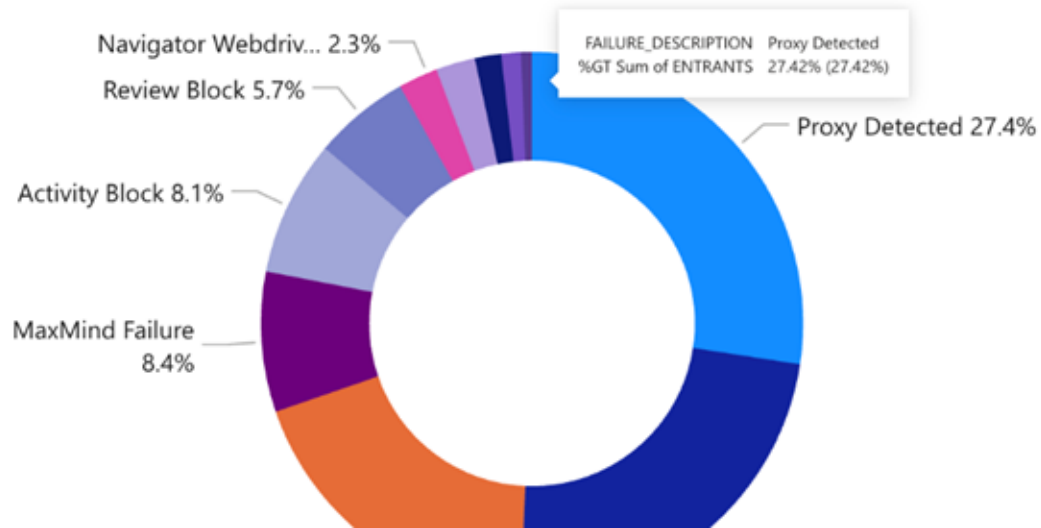
*Gallo leverages
Rep Data's multi-
layered data quality
assurance*



Defender Terms by Module

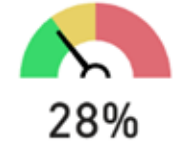


Defender Term Reason Detail

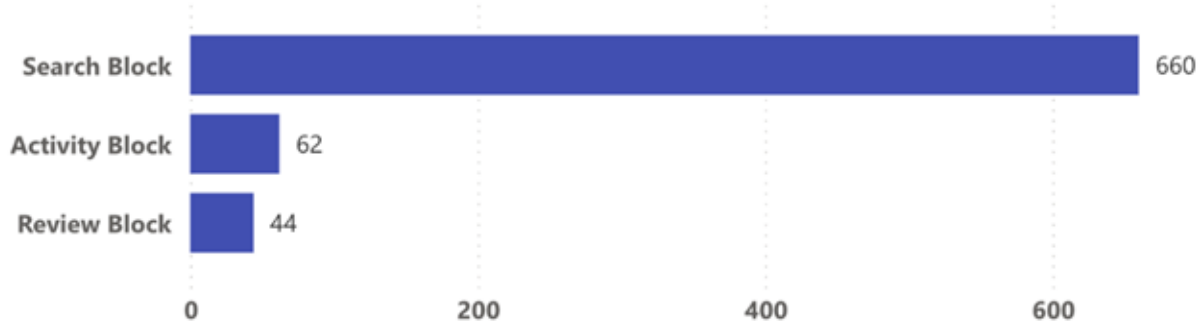


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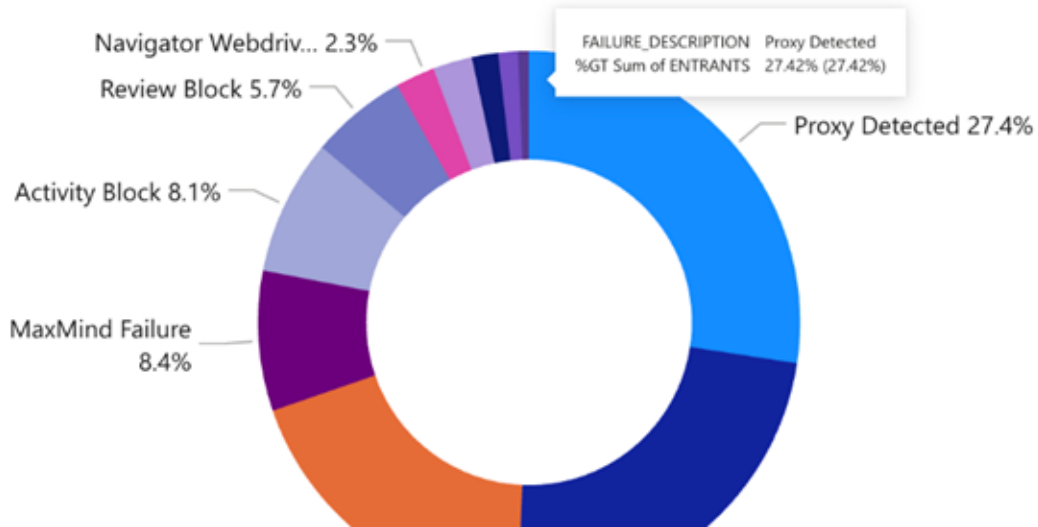
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Activity Block	62	8.09%
Review Block	44	5.74%
Poor current behavior	44	5.74%
Review Block	44	5.74%
Total	766	100.00%



Defender Terms by Module

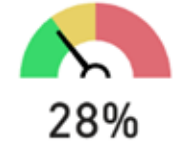


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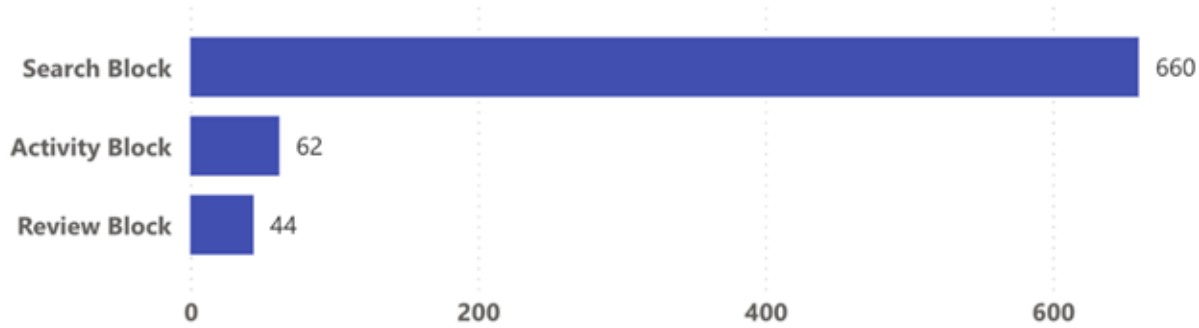


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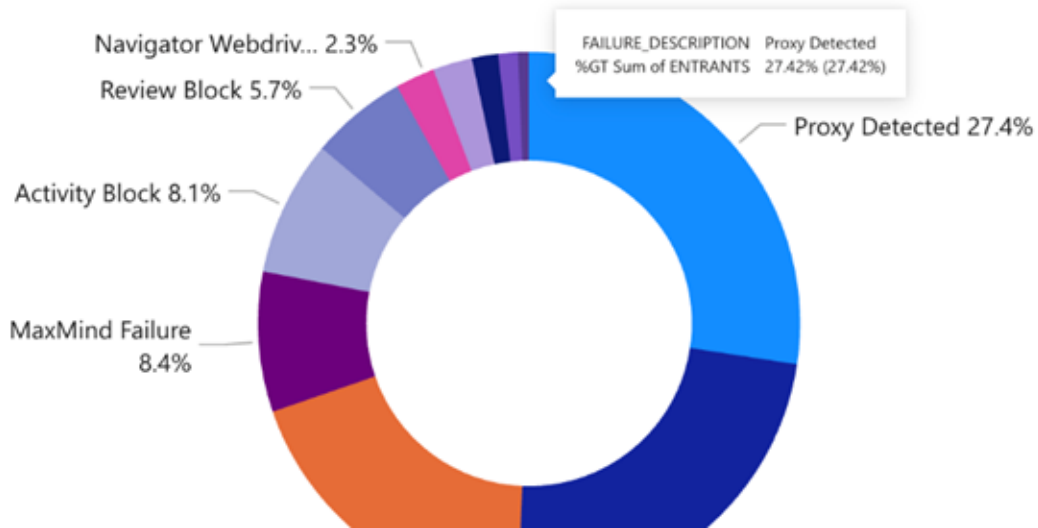
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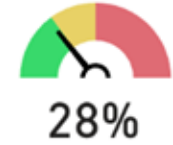


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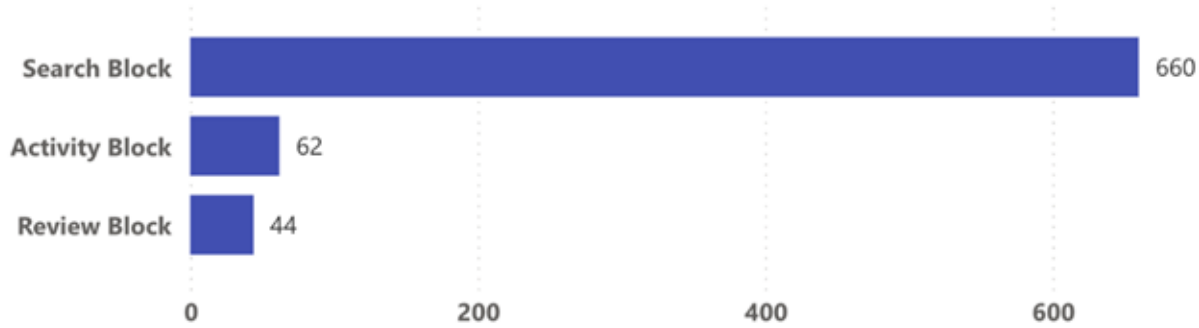


Defender Term Reason Detail

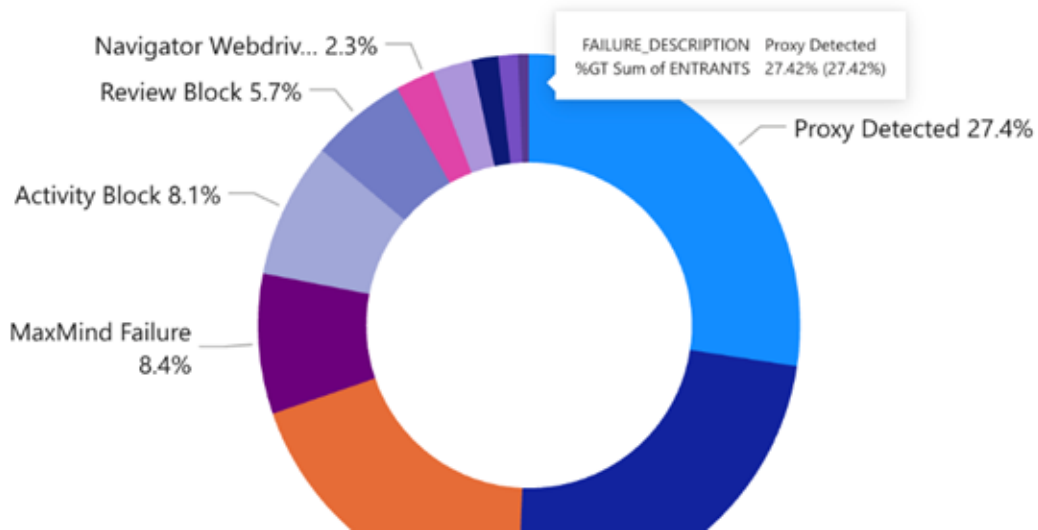
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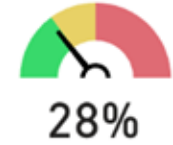


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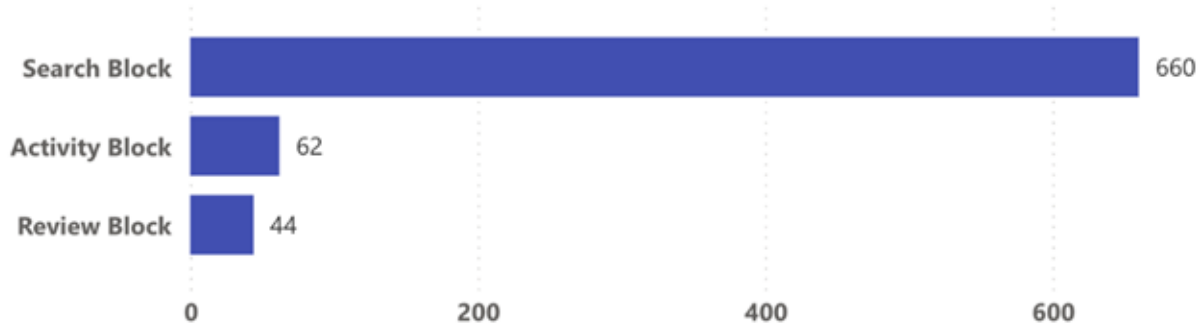


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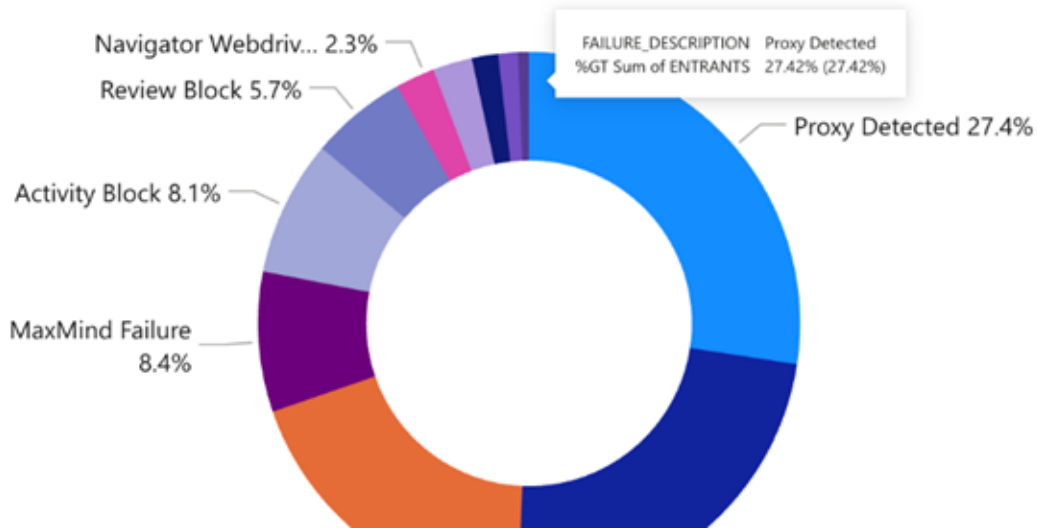
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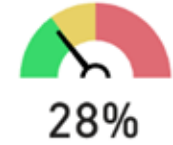


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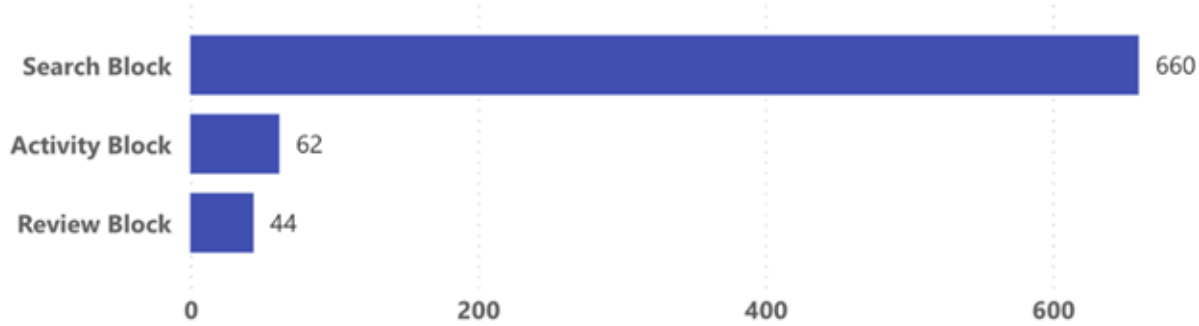


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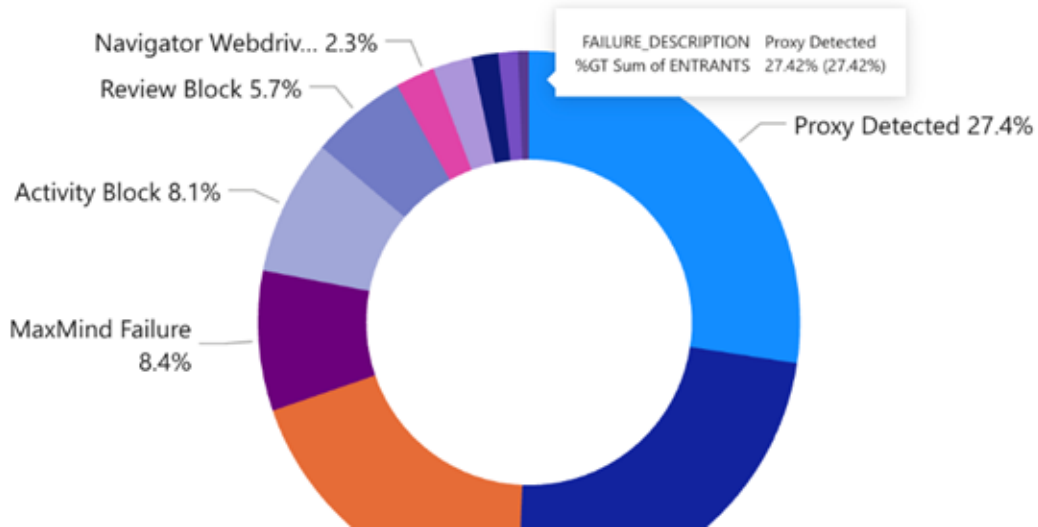
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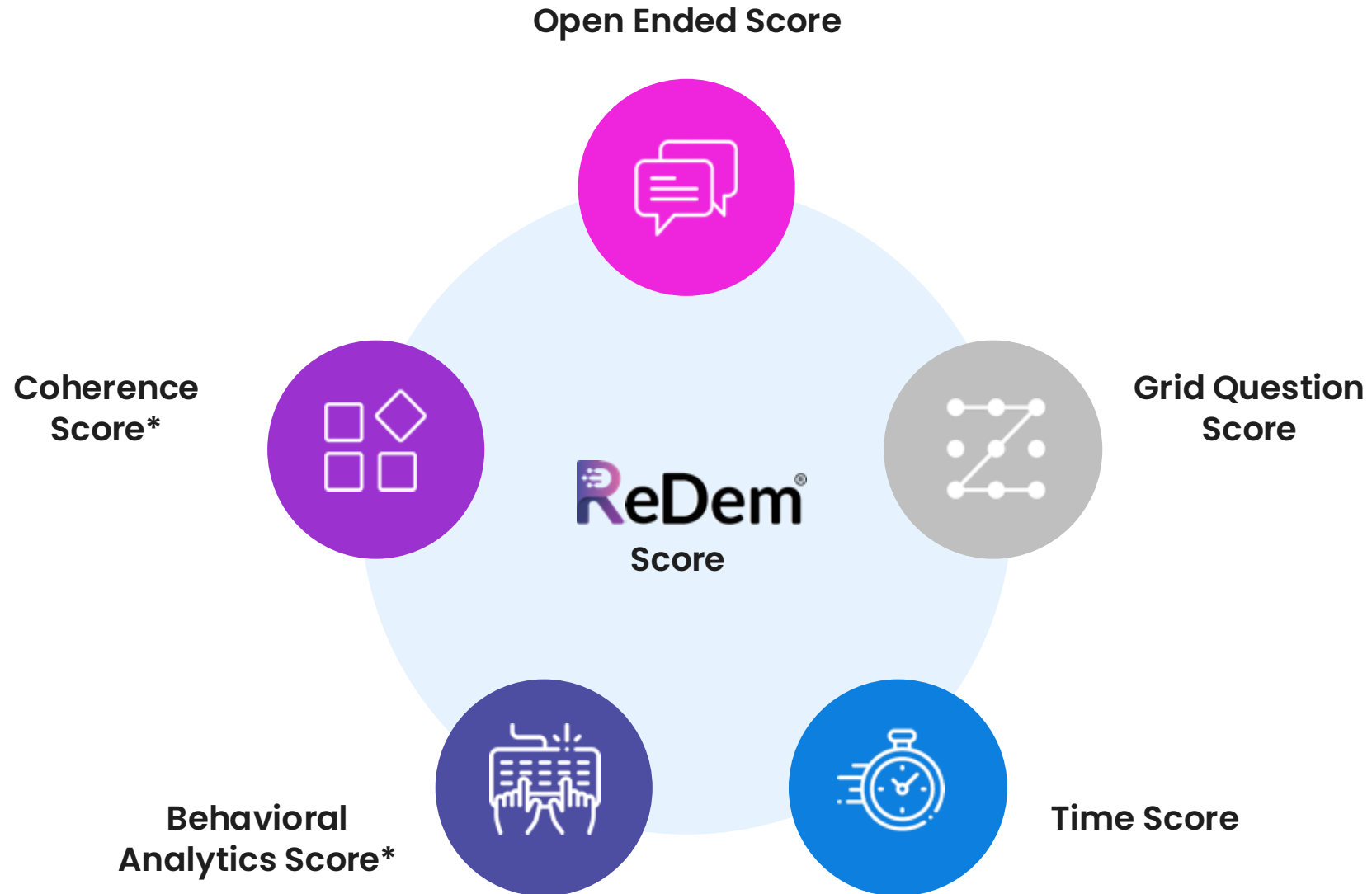


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Result				Quality Checks						
REMOVALS	Respondent ID	Number of failed checks	Number of checks	Insights Checks/ AI Review Composite Review	Coherence Review	TS Review	OE Review	Manual OE Review	Batch Entrant	Session Dup
134	643	134	643	81	0	24	93	0	6	2
To exclude?	uuid, respondentID, etc	Number of failed checks	Number of checks	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE
TRUE	60187k8qdaquam3e	3	7	TRUE	FALSE	TRUE	TRUE	OFF TOPIC	FALSE	FALSE
FALSE	1ryvw9snz42yh9mw	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
TRUE	csvp3rep5e207g5h	2	7	TRUE	FALSE	FALSE	TRUE	OFF TOPIC	FALSE	FALSE
TRUE	ffxj1afxhtty0cy3	2	7	TRUE	FALSE	FALSE	TRUE	OFF TOPIC	FALSE	FALSE
FALSE	tanyg34m7cxauqnn	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
FALSE	j2251qmp3svuy2es	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
FALSE	rxty5d1gnxr198fp	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
TRUE	gdeesdgstq60grd6	1	7	FALSE	FALSE	FALSE	TRUE	AI SUSPECT	FALSE	FALSE
FALSE	kvumxn0f3u6t9y4v	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
TRUE	6gqs2c54teh5gjej	1	7	FALSE	FALSE	TRUE	FALSE	0	FALSE	FALSE
TRUE	uwj6xd6czm079gu	1	7	TRUE	FALSE	FALSE	FALSE	1	FALSE	FALSE
FALSE	k9a5qy9083nb994n	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
FALSE	1nqu7nhpypz9yraa	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
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FALSE	ke4yt5fzpdz5kjpj	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
TRUE	tzksr6ddc578w2b2	1	7	TRUE	FALSE	FALSE	FALSE	1	FALSE	FALSE
TRUE	xr9q09apz2v5vn24	2	7	TRUE	FALSE	FALSE	TRUE	AI SUSPECT	FALSE	FALSE
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TRUE	v0a4uk6v76urftx	2	7	TRUE	FALSE	FALSE	TRUE	AI SUSPECT	FALSE	FALSE
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TRUE	xmqsf8q1eknb7b3g	3	7	TRUE	FALSE	FALSE	TRUE	OFF TOPIC	FALSE	TRUE
TRUE	a6waxbegm8k02f67	1	7	FALSE	FALSE	FALSE	TRUE	AI SUSPECT	FALSE	FALSE
TRUE	wrvd44qpyg1a42ya	3	7	TRUE	FALSE	TRUE	TRUE	OFF TOPIC	FALSE	FALSE
FALSE	7h96sbgbx7s83yh	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
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FALSE	3eeu9h5fkups7mps	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
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FALSE	r1ntdyvjsb6x1492	0	7	FALSE	FALSE	FALSE	FALSE	0	FALSE	FALSE
TRUE	um4nwfcgru3aby6	2	7	TRUE	FALSE	TRUE	FALSE	1	FALSE	FALSE
TRUE	j8azr93ph8w85gk	1	7	FALSE	FALSE	FALSE	TRUE	OFF TOPIC	FALSE	FALSE

HOW DOES FRAUD DISTORT PURCHASE PATTERNS?

We asked, "Which type of alcohol did you purchase for St. Patrick's Day 2026?"

Among low quality respondents, 37% said they purchased "Sparkling Wine/Champagne/Prosecco."

What percent of qualified respondents said the same?

A. 8%

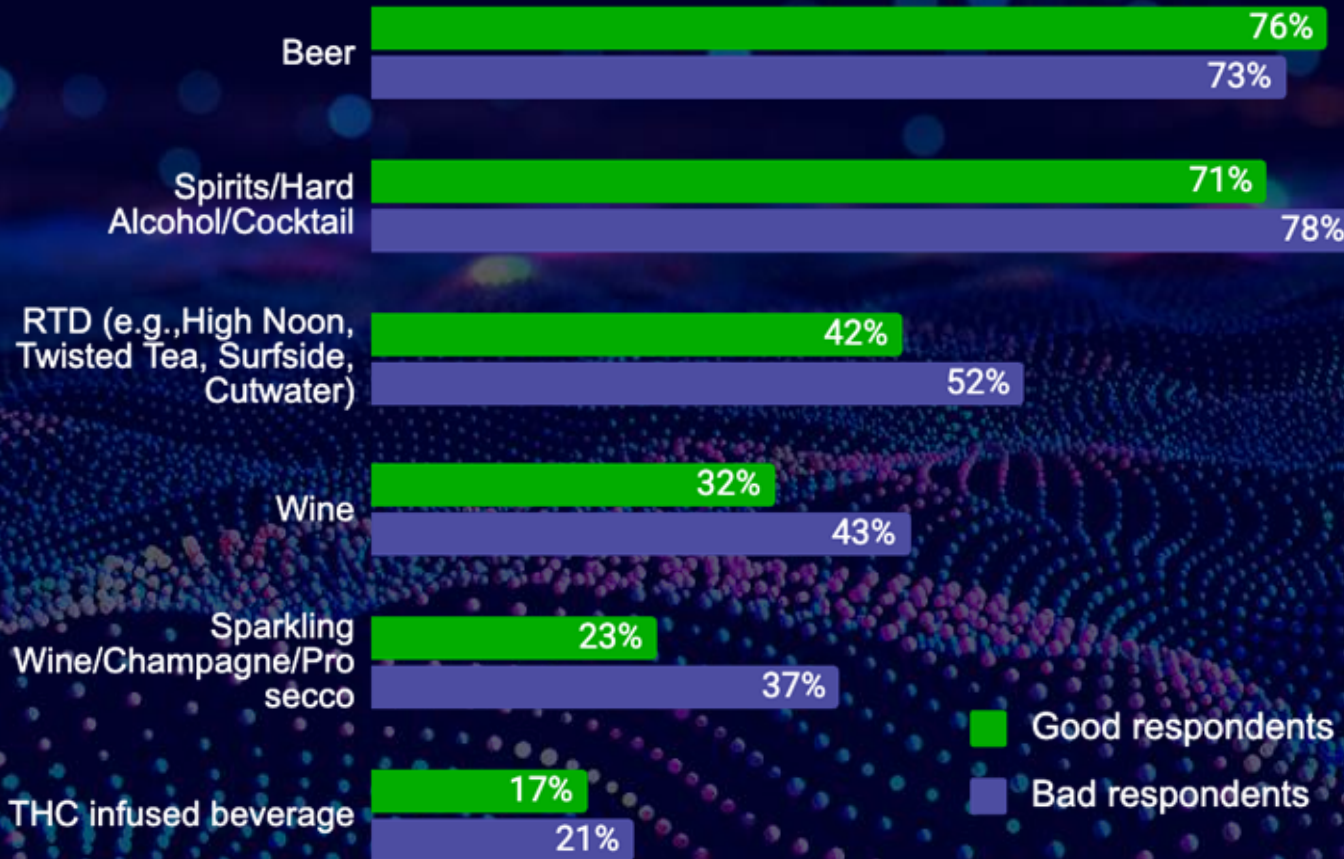
B. 23%

C. 39%

D. 44%

Low-quality respondents overreport uncommon purchases

Which type of alcohol did you purchase for the holiday?



The delta between high- and low-quality respondents is inconsistent, but very large for drinks like wine and champagne that are not typically associated with St. Patrick's Day.

We asked, "How did you acquire your alcohol for St. Patrick's Day 2026?"

Among low quality respondents, 31% said they purchased from an "online store/website/app to celebrate at home."

What percent of qualified respondents said the same?

A. 15%

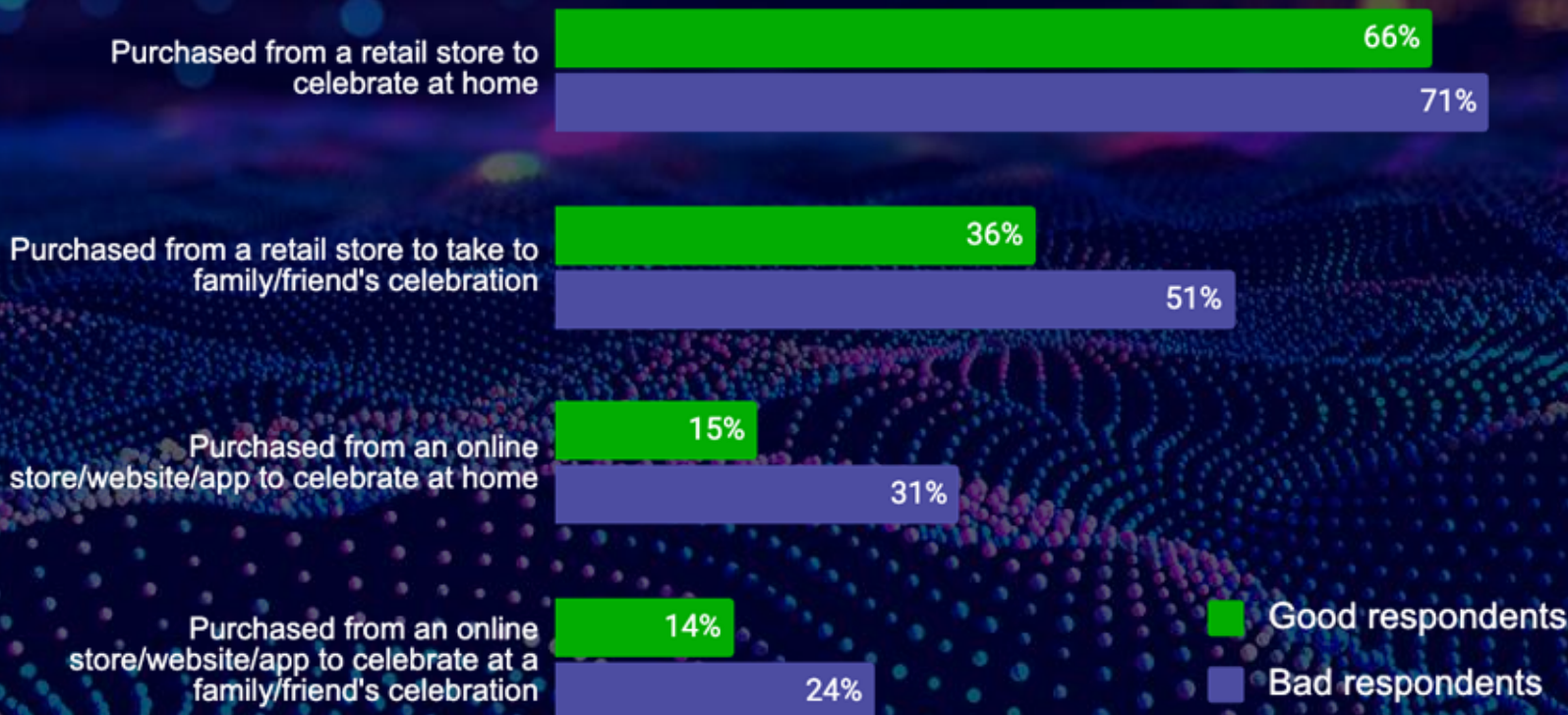
B. 28%

C. 37%

D. 52%

Low-quality respondents wildly overstate online purchases

How did you acquire your alcohol for St. Patrick's Day 2026?



Over-reporting by low-quality respondent might lead researchers to believe that consumers make many shopping trips across modes.

We asked, "In what type of store did you purchase alcohol for St. Patrick's Day 2026?"

Among low quality respondents, 44% said they purchased from a liquor store.

What percent of qualified respondents said the same?

A. 21%

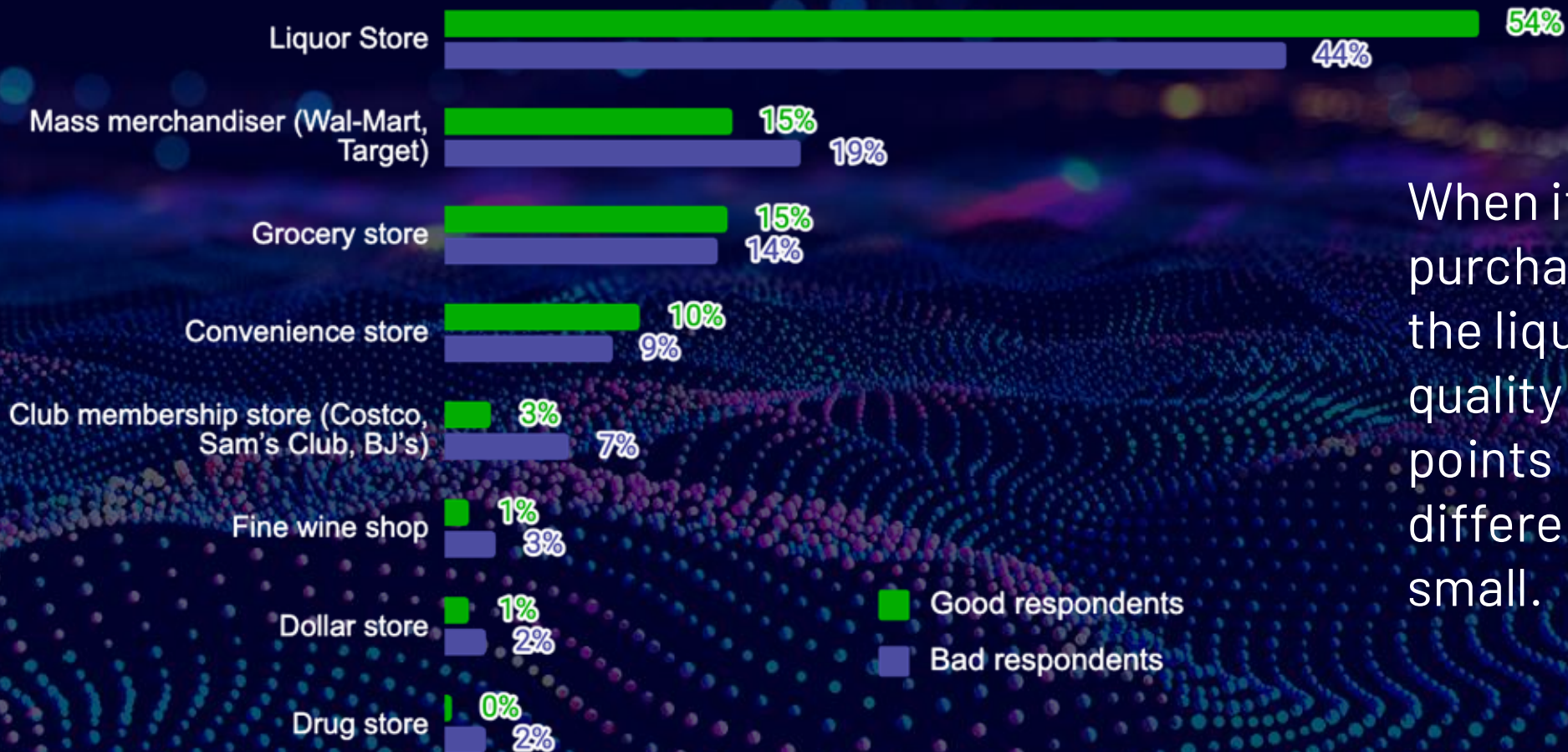
B. 38%

C. 46%

D. 54%

Low-quality respondents can also bias estimates downward

In what type of store did you purchase alcohol for this holiday?



When it comes to purchasing alcohol from the liquor store, low-quality are 10 percentage points lower, but all other differences are quite small.

We asked, “When did you start planning for your alcohol beverage needs for this holiday?”

Among low quality respondents, 69% said they planned their purchase a few days or more *BEFORE* St. Patrick’s Day.

What percent of qualified respondents said the same?

A. 47%

B. 58%

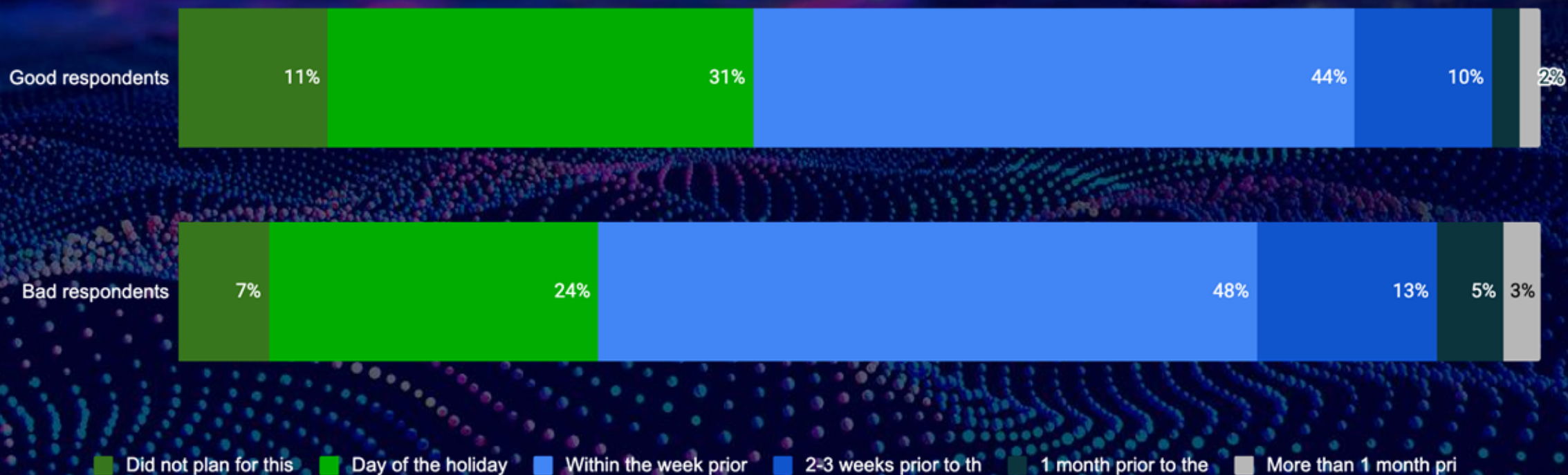
C. 65%

D. 75%

Low-quality respondents mask the modal buyer behavior

Compared to low-quality respondents, good respondents are much more likely not to plan or to plan only on the day of the holiday.

When did you start planning for your alcohol beverage needs for this holiday?



We asked, “Why did you buy [CATEGORY] for your St. Patrick’s Day, 2026 celebration?” A 25 year-old woman in Illinois in a low-income home said:

“I chose spirits or cocktails for St. Patrick’s Day because they’re strongly associated with Irish culture and celebration, especially drinks like whiskey or festive green cocktails. It felt like an appropriate way to match the lively, social atmosphere of the holiday and to make the celebration feel more authentic and fun. Sharing those drinks was also about creating a cheerful, relaxed vibe something that brings people together, encourages laughter, and makes the moment feel special and memorable.”

What do you want to do?

KEEP

TOSS

We asked, "Why did you buy [CATEGORY] for your St. Patrick's Day, 2026 celebration?" A 52 year-old man in Pennsylvania in a middle-income home said:

"Bought Irish beer to celebrate the day with my relatives"

What do you want to do?

KEEP

TOSS

We asked, "Why did you buy [CATEGORY] for your St. Patrick's Day, 2026 celebration?" A 30 year-old woman in Florida in a low-income home said:

"My family enjoys those drinks, which is why brought them."

What do you want to do?

KEEP

TOSS

We asked, "Why did you buy [CATEGORY] for your St. Patrick's Day, 2026 celebration?" A 24 year-old man in Indiana in a low-income home said:

"I bought Guinness beer because it is a well know Irish beer and that's just how my family celebrates st Patrick's day each year."

What do you want to do?

KEEP

TOSS

BAD RESPONDENTS MAY LEAD YOU ASTRAY

1. **BIASED** Low quality respondents may over or under report behaviors.
2. **UNRELIABLE** Differences between low and high quality respondents are not consistent.
3. **INCONCLUSIVE** The sniff test of reading open-ends is likely inconclusive.





REpdata

