

# What Happened on Election Night?

## Impact of RVA (Response Veracity Adjustment®)



- 🌟 Social Desirability bias can cause massive problems in polling and surveys. A respondent's desire to "please" the interviewer or not be fully open with their answers can result in poor data and misleading insights
- 🌟 Based on EthniFacts' years of psychometric research on response styles and personality traits, we have developed a proprietary battery of questions and algorithms to determine an RVA score for each respondent allowing us to refine results by survey respondents' likelihood to provide high veracity vs. lower veracity responses. This doesn't necessarily mean answers are not truthful, but rather, can be refined for social desirability bias.
- 🌟 Using a live example below, respondents in this client tracker all received a calculated RVA score. We then looked at higher vs. lower veracity scored responses and either eliminated or adjusted consumer responses to provide the final refined insights, providing the client with superior predictive analytics.

EXAMPLE Top 2 box responses : Attributes of Product/Media Content/Candidate	Consumer Response (Employing RVA Score)			
	Total (Raw Data)	Respondent Group A (High RVA Score)	Respondent Group B (Low RVA Score)	Total (RVA Adjusted)
Attribute 1	59%	56%	63%	57% (-2%)
Attribute 2	91%	86%	95%	87% (-4%)
Attribute 3	58%	54%	62%	55% (-3%)
Attribute 4	22%	19%	25%	20% (-2%)

Differences vary, but percentage points matter when determining major investments and guiding strategy. Without RVA, findings can be misleading, as happened on Election night.



EthniFacts has applied for a patent on the RVA to refine for Social Desirability Bias. Shouldn't your research employ the best possible methods to get the most predictive results?

Learn more about how RVA can improve your insights. Discover what your consumer *really thinks and intends to do*. For more information, email us: [info@ethnifacts.com](mailto:info@ethnifacts.com) or call (972) 567-1981