

**Validation data:**

**Date:**

**ACR**

**November 2011**



**ACCURACY**

<u>EM</u>	<u>Afinion</u>	<u>%Diff</u>
<u>ACR</u>	<u>ACR</u>	
0.50	1.00	100.0
2.10	1.80	-14.3
0.50	0.80	60.0
0.90	1.20	33.3
0.60	1.40	133.3
0.90	1.20	33.3
178.00	66.80	-62.5
19.00	22.00	15.8
3.90	4.10	5.1
26.50	11.60	-56.2

<u>EM</u>	<u>Afinion</u>	<u>%Diff</u>
<u>Creat</u>	<u>Creat</u>	
6.00	4.90	-18.3
17.00	15.50	-8.8
13.00	12.70	-2.3
10.00	9.00	-10.0
7.00	6.20	-11.4
27.00	25.80	-4.4
4.00	3.00	-25.0
5.00	4.10	-18.0
23.00	21.00	-8.7
18.00	17.30	-3.9

<u>EM</u>	<u>Afinion</u>	<u>%Diff</u>
<u>UAib</u>	<u>UAib</u>	
3.00	5.00	66.7
35.00	28.00	-20.0
7.00	10.70	52.9
9.00	10.60	17.8
4.00	8.40	110.0
25.00	30.00	20.0
712.00	200.00	-71.9
95.00	90.60	-4.6
90.00	86.60	-3.8
477.00	200.00	-58.1

