

How to Read a Simmons OneView Crosstab

How to read a cross tab

How to Read a Crosstab – No Base

		Total	BURGER KING
		8,051	81,812
Total	Sample Weighted (000) Vertical % Horizontal % Index	24,722 224,603 100% 100% 100	8,051 81,812 100% 36.4% 100
PEOPLE	Sample Weighted (000) Vertical % Horizontal % Index	7,348 28,604 12.7% 100% 100	2,523 10,516 12.9% 36.8% 100
NATIONAL GEOGRAPHIC	Sample Weighted (000) Vertical % Horizontal % Index	5,074 19,220 8.56% 100% 100	1,693 6,456 7.89% 33.6% 92

Sample: 8,051 respondents visited Burger King in the past 30 days.

Weighted (000): Those 8,051 respondents represent 81,812,000 people 18+ in the U.S. who visited Burger King in the past 30 days.

Vertical %: Of Burger King respondents, 12.9% [of them] read People Magazine.

Horizontal %: Of the people who read People magazine, 36.8% [of them] visited Burger King in the past 30 days.

Index: Index represents 'likelihood'. 100=average. People who have visited Burger King in the past 30 days are 1% more likely than the average adult 18+ to read People magazine.



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How to Read a Crosstab – With Base

A Base is a smaller subset of the Adult 18+ total Sample

RESPNDNT-SPANISH/HISPANIC/LATINO ORIG...		Total	BURGER KING
		2,626	11,489
Total	Sample Weighted (000) Vertical % Horizontal % Index	7,840 31,878 100% 100% 100	2,626 11,489 100% 36% 100
PEOPLE	Sample Weighted (000) Vertical % Horizontal % Index	1,754 3,138 9.85% 100% 100	711 1,399 12.2% 44.6% 124
NATIONAL GEOGRAPHIC	Sample Weighted (000) Vertical % Horizontal % Index	1,390 2,216 6.95% 100% 100	502 820 7.14% 37% 103

Sample: 2,626 respondents are Hispanic and visited Burger King in the past 30 days.

Weighted (000): Those 2,626 respondents represent 11,489 Hispanics 18+ in the U.S. who visited Burger King in the past 30 days.

Vertical %: Of Hispanic Burger King respondents, 12.2% [of them] read People Magazine.

Horizontal %: Of the Hispanics who read People magazine, 44.6% [of them] visited Burger King in the past 30 days.

Index: Index represents 'likelihood'. 100=average. Hispanics who have visited Burger King in the past 30 days are 24% more likely than the average Hispanic 18+ to read People magazine.



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How to Calculate a Crosstab

Crosstab Data: Calculations



		Total	BURGER KING	
				Vertical %
Total	Sample Weighted (000) Vertical % Horizontal % Index	24,722 224,603 100% 100% 100	8,051 81,812 100% 36.4% 100	Weighted Crosstab Target 10,516 Weighted Column Target 81,812 = 12.9%
PEOPLE	Sample Weighted (000) Vertical % Horizontal % Index	7,348 28,604 12.7% 100% 100	2,523 10,516 12.9% 36.8% 101	Weighted Crosstab Target 6,456 Weighted Row Target 19,220 = 33.6%
NATIONAL GEOGRAPHIC	Sample Weighted (000) Vertical % Horizontal % Index	5,074 19,220 8.56% 100% 100	1,693 6,456 7.89% 33.6% 92	Horizontal % Crosstab Target 36.8% Horizontal % Column Target 36.4% = 100 Horizontal % Crosstab Target 36.8% Horizontal % Column Target 36.4% = 101

Index numbers which are <95 or >105 are statistically significant. Responses which have a larger number(s) and higher index number(s) are usually better bets when trying to figure out which respondents might help to insure a more positive marketing result.