

How to Read a Simmons OneView Crosstab

How to read a cross tab

How to Read a Crosstab – No Base

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

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

How to Calculate a Crosstab

Crosstab Data: Calculations



Crosstab
Private Eye
Trend

		Total	BURGER KING
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% 101
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

Vertical %

Weighted Crosstab Target 10,516
Weighted Column Target 81,812 = 12.9%

Horizontal %

Weighted Crosstab Target 6,456
Weighted Row Target 19,220 = 33.6%

Index

Horizontal

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.