

Interpreting Simmons OneView Results

Crosstab		Total	POTATO CHIPS - BRANDS MO: LAY'S	POTATO CHIPS - BRANDS MO: WISE
Private Eye				
Trend				
Total	Sample	12,350	4,705	611
	Weighted (000)	225,862	94,365	11,344
	Vertical %	100%	100%	100%
	Horizontal %	100%	41.8%	5.02%
	Index	100	100	100
25 - 29	Total %	100%	41.8%	5.02%
	Sample	590	241	* 34
	Weighted (000)	18,646	8,605	* 783
	Vertical %	8.26%	9.12%	* 6.9%
	Horizontal %	100%	46.1%	* 4.2%
55 - 59	Index	100	110	* 84
	Total %	8.26%	3.81%	* 0.347%
	Sample	1,250	479	84
	Weighted (000)	17,233	6,718	1,261
	Vertical %	7.63%	7.12%	11.1%
	Horizontal %	100%	39%	7.32%
	Index	100	93	146
	Total %	7.63%	2.97%	0.558%

External sources of data are not MRC accredited.

* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.

** Indicates cell count below 31. Projections are likely unstable, use with caution.

4,705 out of the 12,350 people surveyed said that Lay's was the brand eaten most often.

This sample is projected out to represent a total of 94,365,000 people out of an overall weighted number of 225,862,000 which represents the total adult population over the age of 18. We will look at the 55-59 Age Group that responded that they ate Lay's Potato Chips.

$$\text{Vertical \%} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Column Target Total}} = \frac{6,718 (000)}{94,365 (000)} = 7.12\%$$

7.12% = percentage of people who have a given characteristic as defined by the Column heading.

$$\text{Horizontal \%} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Row Target}} = \frac{6,718 (000)}{17,233 (000)} = 39\%$$

39% = percentage of people who have a given characteristic as defined by the Row heading.

Index -- Indicates the likelihood, compared to the total population, of meeting the specifications of both Column and Row. The base number for comparison is 100. Over (>)100 is more likely, under (<) 100 is less likely, to meet specific criteria. **Index numbers >105 and <95 are considered significant.**

$$\text{Index Horizontal \%} = \frac{\text{Horizontal \% Crosstab Target}}{\text{Horizontal \% Column Target}} = \frac{39\%}{41\%} * 100 = 93$$

$$\text{Total \% of target cell} = \frac{\text{Weighted Sample Cell Base Number (000)}}{\text{Weighed Total Number (000)}} = \frac{6,718 (000)}{225,862 (000)} = 2.97\%$$

BEWARE! -- A single asterisk "*" in your crosstab result means the projections are relatively unstable and should be used with caution. Two asterisks "**" means the projections are from thirty or fewer interviews. These results are not sufficiently reliable to be safely used alone.

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