

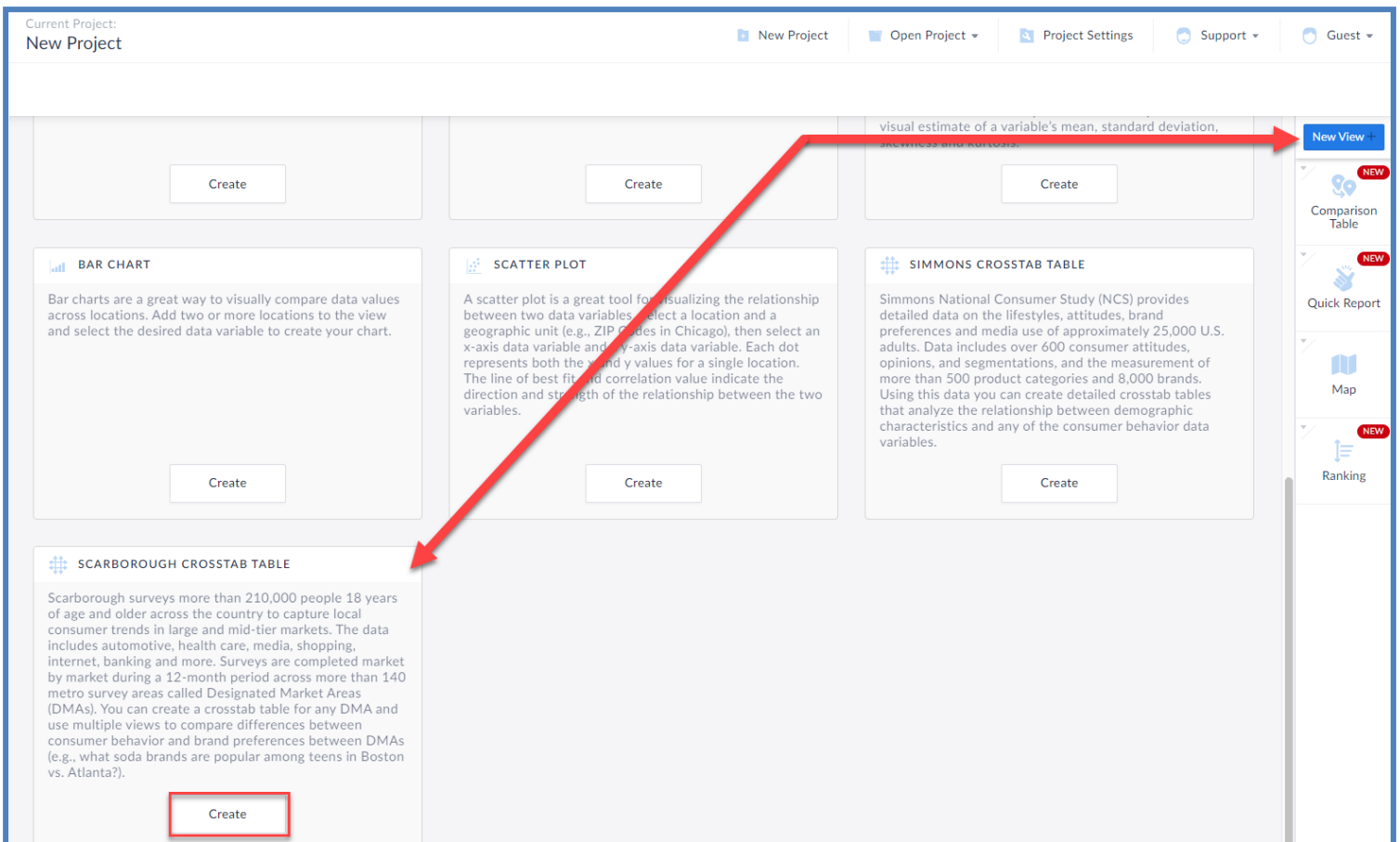
How to Use Nielsen Scarborough Crosstabs

Nielsen Scarborough surveys more than 210,000 people 18 years of age and older across the country to capture local consumer trends in large and mid-tier markets. With Nielsen Scarborough, you can examine consumer habits in areas such as: automotive, banking, beverages, internet, grocery, health care, home improvement, media, restaurants, retail, sports, and travel.

SimplyAnalytics allows you to create crosstabs of consumer behavior and demographic data at the DMA level. Here's how:

Getting Started

Scarborough crosstabs are available in a special type of report available to subscribing institutions. Within your project, select **New View** > **Create Scarborough Crosstab table**.



The screenshot displays the SimplyAnalytics interface for a 'New Project'. At the top, there are navigation options: 'New Project', 'Open Project', 'Project Settings', 'Support', and 'Guest'. The main content area is a grid of report types, each with a 'Create' button. The 'SCARBOROUGH CROSTAB TABLE' option is highlighted with a red box and a red arrow pointing to it. A red arrow also points from the 'New View' button in the right-hand sidebar to the 'SCARBOROUGH CROSTAB TABLE' option. The sidebar also includes 'Comparison Table', 'Quick Report', 'Map', and 'Ranking' options, each with a 'NEW' badge.

Current Project: New Project

New Project Open Project Project Settings Support Guest

visual estimate of a variable's mean, standard deviation, skewness and kurtosis.

Create

BAR CHART

Bar charts are a great way to visually compare data values across locations. Add two or more locations to the view and select the desired data variable to create your chart.

Create

SCATTER PLOT

A scatter plot is a great tool for visualizing the relationship between two data variables. Select a location and a geographic unit (e.g., ZIP Codes in Chicago), then select an x-axis data variable and y-axis data variable. Each dot represents both the x and y values for a single location. The line of best fit and correlation value indicate the direction and strength of the relationship between the two variables.

Create

SIMMONS CROSTAB TABLE

Simmons National Consumer Study (NCS) provides detailed data on the lifestyles, attitudes, brand preferences and media use of approximately 25,000 U.S. adults. Data includes over 600 consumer attitudes, opinions, and segmentations, and the measurement of more than 500 product categories and 8,000 brands. Using this data you can create detailed crosstab tables that analyze the relationship between demographic characteristics and any of the consumer behavior data variables.

Create

NEW

Comparison Table

NEW

Quick Report

Map

NEW

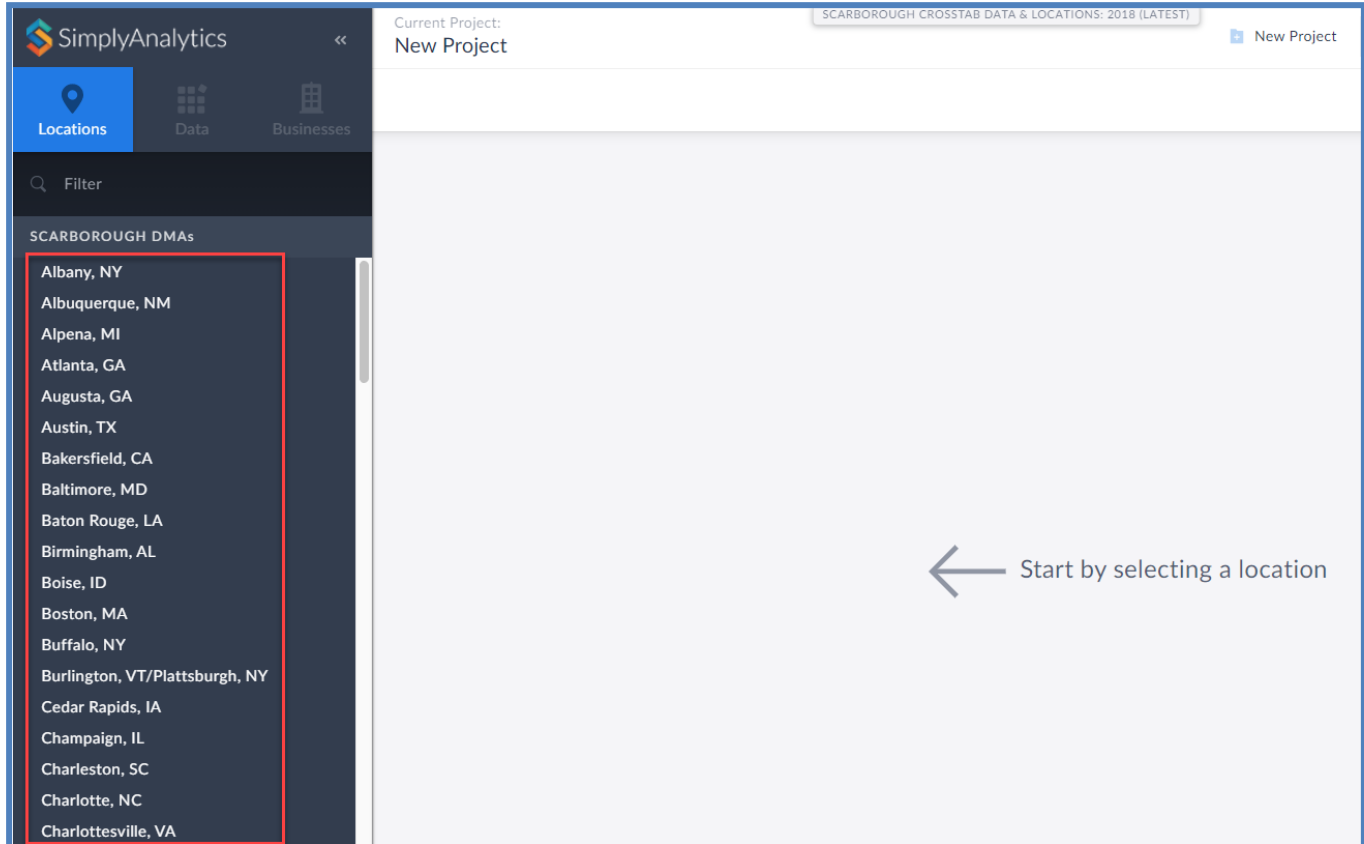
Ranking

SCARBOROUGH CROSTAB TABLE

Scarborough surveys more than 210,000 people 18 years of age and older across the country to capture local consumer trends in large and mid-tier markets. The data includes automotive, health care, media, shopping, internet, banking and more. Surveys are completed market by market during a 12-month period across more than 140 metro survey areas called Designated Market Areas (DMAs). You can create a crosstab table for any DMA and use multiple views to compare differences between consumer behavior and brand preferences between DMAs (e.g., what soda brands are popular among teens in Boston vs. Atlanta?).

Create

You will be prompted to choose from one of the available DMAs:

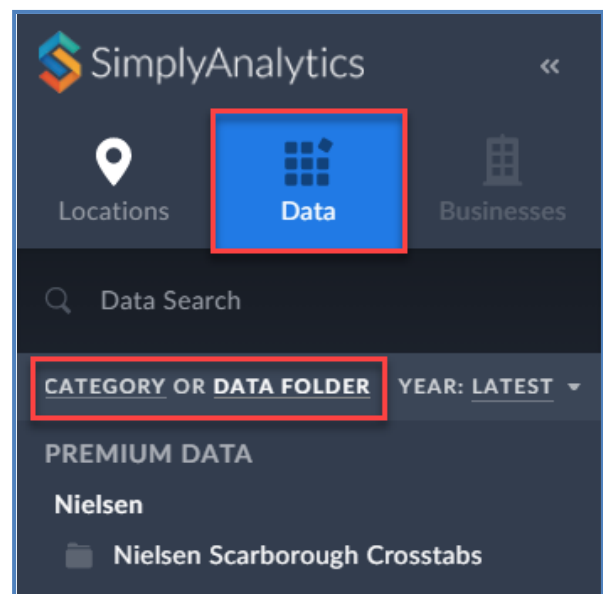


Choose your DMA (in this example, **Austin, TX DMA** is chosen) and click on the Data tab located towards the top left of the screen.

Adding Data Variables

Similar to all reports in SimplyAnalytics, users can either *Browse by Category* or *Data Folder*.

Note: When you click on the Data tab, all the data variables available to you are presented for the DMA you chose, so you're welcome to add in any variables that you see.





Many users prefer to crosstab demographic variables and consumer behavior data. For example, creating a crosstab for Age by Local Voting Habits and Instagram Usage or Income by Airline preference.

Demographic variables are conveniently placed towards the top of the folder list. Click on a few demographic variables, and then choose some of the behavior data variables to generate your crosstab.

Demographic Variables

The screenshot shows the SimplyAnalytics interface for a project titled "Nielsen Scarborough Crosstabs - Latest". The left sidebar has a "Data" tab selected, and the "DATA FOLDER" is highlighted. The main panel displays a tree view of folders under "Nielsen Scarborough":

- Demographics (highlighted with a red box)
- Household demographics
- Demographic summaries
- Personal demographics
 - Age
 - Among Hispanics:Born in United States
 - Detailed occupation codes
 - Among Hispanics:Spanish language dominant
 - Level of education
 - Employment status
 - Among Hispanics:Ethnic descent
 - Grandparent of child under 18
 - Among Hispanics:Length of residence

The right panel shows a list of selected variables for a crosstab:

- Demographics | Personal demographics | Age | 18 - 20 (checked)
- Demographics | Personal demographics | Age | 21 - 24
- Demographics | Personal demographics | Age | 25 - 29 (checked)
- Demographics | Personal demographics | Age | 30 - 34
- Demographics | Personal demographics | Age | 35 - 39 (checked)
- Demographics | Personal demographics | Age | 40 - 44
- Demographics | Personal demographics | Age | 45 - 49 (checked)

Behavior Variables

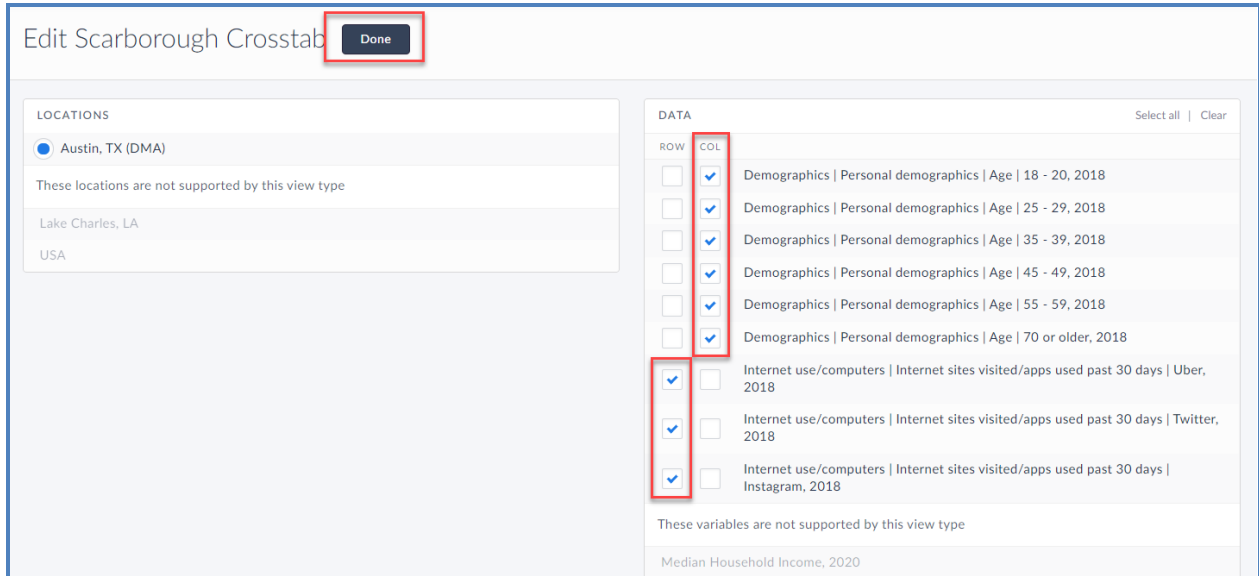
The screenshot shows the SimplyAnalytics interface for a project titled "Nielsen Scarborough Crosstabs - Latest". The left sidebar has a "Data" tab selected, and the "DATA FOLDER" is highlighted. The main panel displays a tree view of folders under "Nielsen Scarborough":

- Automotive
- Banking/financial
- Beverages
- Business
- Internet use/computers (highlighted with a red box)
 - Accessed Internet:Past 30 days
 - Access Internet
 - Amount spent on purchases made on Internet past 12 months
 - Computer/mobile devices currently own
 - Individual owns computer
 - Ways used Internet/apps in past 30 days on tablet
 - No. ways used Internet/apps past 30 days on tablet
 - Ways used Internet/apps in past 30 days on computer
 - No. ways used Internet/apps past 30 days on computer
 - Type of Internet connection HHLd uses (HHLd)
 - Internet sites visited/apps used past 30 days (highlighted with a red box)
 - Internet service providers household uses (HHLd)

The right panel shows a list of selected variables for a crosstab:

- Internet use/computers | Internet sites visited/apps used past 30 days | TheWeatherChannel
- Internet use/computers | Internet sites visited/apps used past 30 days | TVGuide
- Internet use/computers | Internet sites visited/apps used past 30 days | Twitter (checked)
- Internet use/computers | Internet sites visited/apps used past 30 days | Uber (checked)
- Internet use/computers | Internet sites visited/apps used past 30 days | UFC
- Internet use/computers | Internet sites visited/apps used past 30 days | WWE
- Internet use/computers | Internet sites visited/apps used past 30 days | Yahoo!
- Internet use/computers | Internet sites visited/apps used past 30 days | Yelp

After choosing the variables, the Edit View screen appears. Notice that Demographic variables will always default to the Columns. This is a best practice to better read your crosstab. Click **Done**, and the crosstab will generate.



Crosstab Table:

Cells Display: Vertical %, Index, Horizontal % Location: Austin, TX (DMA) Dataset: Nielsen Scarborough Crosstabs

	Demographics Personal demographics Age 18 - 20			Demographics Personal demographics Age 25 - 29			Demographics Personal demographics Age 35 - 39			Demographics Personal demographics Age 45 - 49			Demographics Personal demographics Age 55 - 59		
TOTAL	↑ 100%	INDEX 100	↔ 5.3%	↑ 100%	INDEX 100	↔ 8.2%	↑ 100%	INDEX 100	↔ 9.2%	↑ 100%	INDEX 100	↔ 7.7%	↑ 100%	INDEX 100	↔ 7.7%
Internet use/computers Internet sites visited/apps used past 30 days Uber	↑ 4.0%	INDEX 81	↔ 4.3%	↑ 3.5%	INDEX 71	↔ 5.8%	↑ 6.2%	INDEX 127	↔ 11.8%	↑ 2.5%	INDEX 51	↔ 3.9%	↑ 2.6%	INDEX 54	↔ 4.1%
Internet use/computers Internet sites visited/apps used past 30 days Twitter	↑ 42.3%	INDEX 188	↔ 10.0%	↑ 31.6%	INDEX 141	↔ 11.6%	↑ 30.0%	INDEX 134	↔ 12.3%	↑ 18.1%	INDEX 80	↔ 6.2%	↑ 15.6%	INDEX 69	↔ 5.3%
Internet use/computers Internet sites visited/apps used past 30 days Instagram	↑ 48.1%	INDEX 163	↔ 8.6%	↑ 41.8%	INDEX 142	↔ 11.7%	↑ 34.6%	INDEX 118	↔ 10.9%	↑ 28.5%	INDEX 97	↔ 7.4%	↑ 10.8%	INDEX 37	↔ 2.8%

Congratulations! The Crosstab table is complete. The example above is analyzing age ranges and app usage amongst adults in the **Austin, TX (DMA)**.

Interpreting the Crosstab Table

Each cell in the crosstab table contains 3 different values: Index, Horizontal Percentage, and Vertical Percentage. Here is what those mean using an example:

	Demographics Personal demographics Age 18 - 20		
TOTAL	100%	INDEX 100	5.3%
Internet use/computers Internet sites visited/apps used past 30 days Uber	4.0%	INDEX 81	4.3%
Internet use/computers Internet sites visited/apps used past 30 days Twitter	42.3%	INDEX 188	10.0%

Index: Value of 188 - This means that 18 to 20-year-olds are 88% more likely to have used Twitter in the past month, than the overall adult population of Austin, TX (DMA).

Vertical Percentage: Value of 42.3% - Of the 18 to 20-year olds in Austin, 42.3% of them have used Twitter in the past month.

Horizontal Percentage: Value of 10% - Of the people who have used Twitter in the past month in Austin, 10% of them are in the 18 to 20 age range.



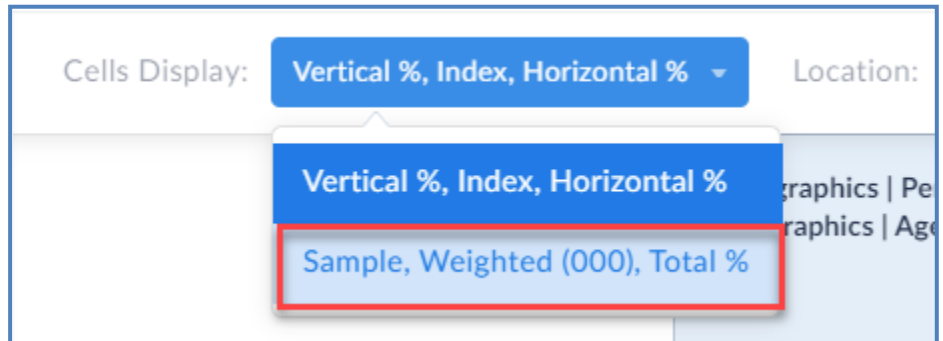
TIP: Hover over any of the values on the crosstab table, and SimplyAnalytics will present a definition.

	Demographics Personal demographics Age 18 - 20	Demographics Personal demographics Age 25 - 29	Demographics Personal demographics Age 30 - 39
TOTAL	100% INDEX 100 5.3%	100% INDEX 100 8.2%	100% INDEX 100 8.2%
Internet use/computers Internet sites visited/apps used past 30 days Uber	4.0% INDEX 81 4.3%		
Internet use/computers Internet sites visited/apps used past 30 days Twitter	42.3% INDEX 188 10.0%		
Internet use/computers Internet sites visited/apps used past 30 days Instagram	48.1% INDEX 163 8.6%		

Horizontal Percent
 The percent of respondents who first meet the row criterion and then meet the column criterion.
 Of the people in this group:
 Internet use/computers | Internet sites visited/apps used past 30 days | Twitter
 10.0% of them are also in this group:
 Demographics | Personal demographics | Age | 18 - 20

Interpreting the Crosstab Table Cont.

One great benefit of the Scarborough Crosstabs is having access to the raw values for your DMA. To view this, at the top of the table, select the dropdown for: **Sample, Weighted (000), Total %**.



The report will change over to display the actual values based on the DMA survey:

	Demographics Personal demographics Age 18 - 20		Demographics Personal demographics Age 25 - 29		Demographics Personal demographics Age 35 - 39	
TOTAL	Sample	54	Sample	101	Sample	109
	Weighted (000)	90	Weighted (000)	140	Weighted (000)	157
	Total %	5.3%	Total %	8.2%	Total %	9.2%
Internet use/computers Internet sites visited/apps used past 30 days Uber	Sample	3	Sample	4	Sample	8
	Weighted (000)	4	Weighted (000)	5	Weighted (000)	10
	Total %	0.2%	Total %	0.3%	Total %	0.6%
Internet use/computers Internet sites visited/apps used past 30 days Twitter	Sample	26	Sample	37	Sample	30
	Weighted (000)	38	Weighted (000)	44	Weighted (000)	47
	Total %	2.2%	Total %	2.6%	Total %	2.8%
Internet use/computers Internet sites visited/apps used past 30 days Instagram	Sample	32	Sample	48	Sample	44
	Weighted (000)	43	Weighted (000)	58	Weighted (000)	54
	Total %	2.5%	Total %	3.4%	Total %	3.2%

Sample – the actual number of respondents to the survey who meet the criteria of both the Row and the Column.

Weighted – a projection the total number of adults in the DMA who meet the criteria of both the Row and the Column. Add three zeros (000) to the end of the number to get the total value.

Total % – The crosstab count divided by the total population in the DMA.

See the image below for reference:

	Demographics Personal demographics Age 18 - 20	
TOTAL	Sample	54
	Weighted (000)	90
	Total %	5.3%
Internet use/computers Internet sites visited/apps used past 30 days Uber	Sample	3
	Weighted (000)	4
	Total %	0.2%
Internet use/computers Internet sites visited/apps used past 30 days Twitter	Sample	26
	Weighted (000)	38
	Total %	2.2%

Sample – 26. The exact number of respondents to the Survey in the Austin, TX DMA aged 18-20 who have used Twitter in the past month.

Weighted – 38,000 is the estimated number of adults in the Austin DMA aged 18-20 who have used Twitter in the past month.

Total % – Adults aged 18-20 who have used Twitter in the past month are 2.2% of the total population of the Austin, TX DMA.

Final Considerations and Tips

Some final key takeaways and tips for getting the most out of your Scarborough Crosstabs:

- Index values are a great way to quickly spot trends or identify outliers.
- You can often recreate the exact crosstab with a different DMA to quickly compare markets.
- Exported Crosstabs will contain 3 tabs – One for the Index/Percentage data, one for the raw sample data, and one tab for the data source.