

How to Interpret Crosstab Data

Terminology

- **BASE**
 - Also known as: filter or universe; the comparison point.
 - Filters out anyone who does not conform to the selected criteria:
 - Female
 - US Hispanic
 - A21+
 - Etc.
- **COLUMNS**
 - Also known as: target audience.
 - Who you want to know about; can be built from:
 - Demographics
 - Psychographics
 - Brand usage
 - Etc.
- **ROWS**
 - What you want to know about the people you want to know about:
 - What brands are they buying?
 - What media are they consuming?
 - What are their attitudes & opinions?
 - Etc.

Base/Filter/Universe

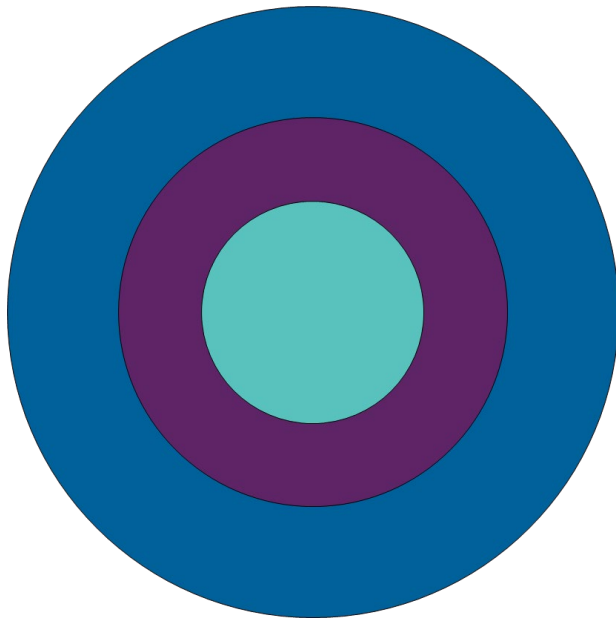
Who is the comparison point for my target?

MRI-Simmons USA Sample (Total A18+)

In Insights, the base automatically defaults to the total study population.

Base or Universe - a subset of the total sample

(e.g., Women or US Hispanics)
Choosing a base overlays that information across the entire crosstab and makes the universe being compared to your target smaller.



Target - a subset of the chosen universe or the total sample (e.g., Brand Purchasers + Demographics & Psychographics)

If you have not chosen a base, your indices will be compared to the total A18+ population. If you have, the comparison is always built to the universe chosen.

Crosstab Data: Calculations

		Study Universe	GenXers (b.1965-1976)
Study Universe	Unweighted	51,118	9,069
	Weighted (000)	254,604	48,073
	Vertical(%)	100.00%	100.00%
	Horizontal(%)	100.00%	18.88%
	Index	⇒ 100	⇒ 100
La Croix	Unweighted	4,059	635
	Weighted (000)	18,171	3,337
	Vertical(%)	7.14%	6.94%
Perrier	Horizontal(%)	100.00%	18.36%
	Index	⇒ 100	⇒ 97
	Unweighted	1,787	366
S.Pellegrino	Weighted (000)	8,586	2,166
	Vertical(%)	3.37%	4.51%
	Horizontal(%)	100.00%	25.23%
S.Pellegrino	Index	⇒ 100	↑ 134
	Unweighted	2,472	470
	Weighted (000)	11,089	2,243
S.Pellegrino	Vertical(%)	4.36%	4.67%
	Horizontal(%)	100.00%	20.23%
	Index	⇒ 100	⇒ 107

Vertical % (La Croix)	Weighted Column	3,337	= 7%
	Weighted Total	48,073	

Horizontal % (Perrier)	Weighted Row	2,166	= 25%
	Weighted Total	8,586	

Index Horizontal (S. Pellegrino)	Horizontal % Target	20.23%	*100 = 107
	Horizontal % Total	18.88%	

Index Vertical (S. Pellegrino)	Vertical % Target	4.67%	*100 = 107
	Vertical % Total	4.36%	

How to Read: Study Universe, Population Weighting

Study Universe	Study Universe (A18+)			Millennials (b.1977-1996)				
	Unweighted	Weighted (000)	Vertical(%)	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
Study Universe	51,118	254,604	100.00%	20,231	87,802	100.00%	34.49%	👉 100
Bang	1,356	6,807	2.67%	815	3,723	4.24%	54.69%	👤 159
5-hour Energy	755	3,722	1.46%	374	1,673	1.91%	44.95%	👤 130
Monster	2,964	14,857	5.84%	1,680	7,741	8.82%	52.10%	👤 151
Red Bull	3,121	14,245	5.59%	1,878	8,182	9.32%	57.44%	👤 167

Unweighted: The number of people surveyed who meet both the column & row criteria.

There are **815** Millennials that responded they've consumed Bang energy drink in the past 6 months.

Weighted (000): Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria.

There are **3.7MM** Millennials that have consumed Bang energy drink in the past 6 months.

Vertical %: Percent of the column reached by the row.

Of Millennial Adults, **4%** [of them] have consumed Bang energy drink in the past 6 months.

Horizontal %: Percent of the row reached by the column.

Of respondents who have consumed Bang energy drink in the past 6 months, **55%** of them are a Millennial Adult.

Index: The likelihood of the target to meet a specified criteria, expressed in relation to the base.

100 = average | 90-110 is flat | <90 or 110> is significant.

Millennials are **59%** more likely to have consumed Bang in the last 6 months than the US Adult (18+) population overall.

For Index, You can also flip the Row & Column criteria as follows: Those that have consumed Bang in the last 6 months are also 59% more likely to be a Millennial.

How to Read: Category Base, Population Weighting

Energy Drinks: Total users Drank in Last 6 Months	Energy Drinks: Total users Drank in Last 6 Months			Millennials (b.1977-1996)				
	Unweighted	Weighted (000)	Vertical(%)	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	7,824	37,438	100.00%	4,440	19,911	100.00%	53.18%	⇒ 100
Bang	1,356	6,807	18.18%	815	3,723	18.70%	54.69%	⇒ 103
5-hour Energy	755	3,722	9.94%	374	1,673	8.40%	44.95%	↓ 85
Monster	2,964	14,857	39.68%	1,680	7,741	38.88%	52.10%	⇒ 98
Red Bull	3,121	14,245	38.05%	1,878	8,182	41.09%	57.44%	⇒ 108

Base: A more focused universe from which you select your target. All measures are within the context of the chosen universe or filter:
Total A18+ who have consumed Energy Drinks in the time frame.

Unweighted: The number of people surveyed who meet both the column & row criteria.
There are **815** Millennial Energy Drink Consumers that responded they've consumed Bang.

Weighted (000): Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria.
There are **3.7MM** Millennial Energy Drink Consumers that responded they consumed Bang in the last 6 months.

Vertical %: Percent of the column reached by the row.
Of Millennial Adult Energy Drink Consumers, **19%** [of them] have consumed Bang in the last 6 months.

Horizontal %: Percent of the row reached by the column.
Of Energy Drink Respondents who have consumed Bang in the last 6 months, **55%** of them are Millennial Adults.

Index: The likelihood of the target to meet a specified criteria, expressed in relation to the base.
Millennials are **3%** more likely to have consumed Bang in the last 6 months than Total A18+ have used Energy Drinks.

How to Read: With Base, HH Variables, Population Weight

	Ground Coffee {HH} Total users last 6 months			Boomers (b. 1946-1964)				
	Unweighted	Weighted (000)	Vertical (%)	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
Ground Coffee {HH} Total users in last 6 months	29,866	153,688	100.00%	8,368	45,619	100.00%	29.68%	⇒ 100
Café Bustelo	1,956	8,453	5.50%	392	1,865	4.09%	22.06%	↓ 74
Dunkin' Ground	3,530	17,615	11.46%	938	4,940	10.83%	28.04%	⇒ 94
Folgers 100% Colombian	1,391	7,537	4.90%	336	1,724	3.78%	22.87%	↓ 77
Gevalia	994	5,148	3.35%	313	1,805	3.96%	35.06%	↑ 118

Base: A more focused universe from which you select your target. All measures are within the context of the chosen universe or filter:

Total adults in a HH using ground coffee in the last 6 months.

Unweighted: The number of people surveyed who meet both the column & row criteria.

There are **392** Boomers living in a household where Café Bustelo was consumed in the last 6 months.

Weighted (000): Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria.

There are **1.9MM** Boomers living in a household where Café Bustelo was consumed in the last 6 months.

Vertical %: Percent of the column reached by the row.

Of Boomer Adults who live in a HH with ground coffee, for **4%** [of them] Café Bustelo was consumed in the last 6 months.

Horizontal %: Percent of the row reached by the column.

Of HH that consume Café Bustelo, **22%** [of them] contain a Boomer Adult.

Index: The likelihood of the target to meet a specified criteria, expressed in relation to the base.

Boomers are **26%** less likely to live in a HH where Café Bustelo is consumed than total households that consume ground coffee.

Boolean Logic: AND, OR, X-OR, NOT, Parentheses

AND is used where the user wants to restrict a definition to a certain group.

- **Example:** Men who are 25-29 years old.
- **Coding:** Male AND ages 25-29

OR is used to broaden a definition to include two or more answers.

- **Example:** Purchasers of Adidas, Converse, or Vans Athletic Shoes in the past 12 months.
- **Coding:** Adidas OR Converse OR Vans

Exclusive OR is used when looking at members of one group or another, but not both.

- **Example:** Respondents with only ONE parent born in the US.
- **Coding:** Birthplace of Respondents Mother: US XOR Birthplace of Respondents Father: US

NOT is used to exclude a certain group.

- **Example:** Women who haven't watched Showtime in the last 30 days.
- **Coding:** Women AND NOT Showtime

PARENTHESES: when defining complicated coding, it is crucial that you observe the positioning of parentheses in the coding line.

Married AND (Coca Cola OR Diet Coke)
Sample Size = 8,169



Married AND Coca Cola OR Diet Coke
Sample Size = 13,581