



# HOW DO I read and interpret the results of a Crosstab in SurveyTime?

## Crosstab Media – Target vs Publications

Source: TAM18 GB TGI 2018 Q3 (April 2017 - March 2018)

Input Men aged 25-44 years into **Columns** and **National Dailies** into **Rows**.

### Resps / Respondent Count:

**24,215** total respondents were interviewed (figure 1)

### Audience (000):

**150,000** men aged 25-44 read The Daily Mail (upweighted figure to UK population) (figure 2)

### %Row (Profile):

**7.6%** of Daily Express readers are men aged 25-44  
Calculation:  $60,000 / 787,000 * 100$  (figure 3)

### %Col (Reach):

**2.1%** of men aged 25-44 read the Daily Mirror  
Calculation:  $178,000 / 8,419,000 * 100$  (figure 4)

### Index:

Men aged 25-44 are **40% less likely** than the average adult in GB to read The Daily Record (figure 5)  
Calculation:  $0.4\% / 0.6\% * 100$   
(please consider rounding)

			0	1
			Totals	All Men AND (Age 25-34 OR Age 35-44)
0	Totals	Audience(000)	52,816	8,419
		Resps	24,215	3,073
		%Col	100.0	100.0
		%Row	100.0	15.9
		Index	100	100
1	Daily Express ~ National Dailies	Audience(000)	787	60
		Resps	384	58
		%Col	1.5	0.7
		%Row	100.0	7.6
		Index	100	48
2	Daily Mail ~ National Dailies	Audience(000)	2,805	150
		Resps	1,445	106
		%Col	5.3	1.8
		%Row	100.0	5.3
		Index	100	34
3	Daily Mirror ~ National Dailies	Audience(000)	1,437	178
		Resps	963	130
		%Col	2.7	2.1
		%Row	100.0	12.4
		Index	100	78
4	Daily Record ~ National Dailies	Audience(000)	332	32
		Resps	241	49
		%Col	0.6	0.4
		%Row	100.0	9.6
		Index	100	60

# HOW DO I create a heat map using Highlight Values?

## Crosstab Non-Media – Social Grade vs Grocers Shopped At – Regular Main Shopping

Source: TAM18 GB TGI 2018 Q3 (April 2017 - March 2018)

Input **Social Grades (Demographics: Grouped)** into **Columns** and **Grocers Regular Main Shop** into **Rows**.

Here we have selected **Highlight Values** and set Indices  $\geq 110$  to display in **Blue**, and  $\leq 80$  to display in **Orange** (figure 6)

### Audience (000):

**11,027,000** Adults do a regular main shop in Aldi (figure 7)

### Index:

Social grade C2DE are **6% more** likely than the average adult in GB to do a regular main shop in Aldi (figure 8) Calculation:  $22.2\% / 20.9\% * 100$  (please consider rounding)

### %Row (Profile):

**52.6%** of people who do a regular main shop in ASDA are C2DE (figure 9) Calculation:  $5,778,000 / 10,987,000 * 100$

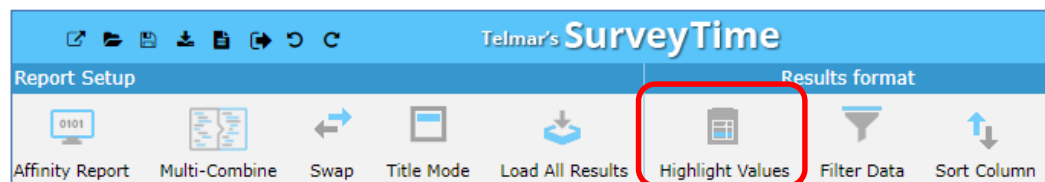
### Resp / Respondent Count:

**152** total respondents who were interviewed are social grade ABC1 and do regular main shop at Booths (figure 10)

### %Col (Reach):

**5.4%** of social grade ABC1's do a regular main shop at ASDA.com (figure 11) Calculation:  $1,571,000 / 29,261,000 * 100$

Figure 6



			0	1	2
			Totals	Social Grade ABC1 ~ Social Grade	Social Grade C2DE ~ Social Grade
0	Totals	Audience(000)	52,816	29,261	23,555
		Resps	24,215	13,448	10,767
		%Col	100.0	100.0	100.0
		%Row	100.0	55.4	44.6
		Index	100	100	100
1	Aldi ~ Companies - Regular Main Shopping	Audience(000)	11,027	5,793	5,234
		Resps	5,142	2,703	2,439
		%Col	20.9	19.8	22.2
		%Row	100.0	52.5	47.5
		Index	100	95	106
2	Asda.com ~ Companies - Regular Main Shopping	Audience(000)	3,239	1,571	1,668
		Resps	1,504	737	767
		%Col	6.1	5.4	7.1
		%Row	100.0	48.5	51.5
		Index	100	88	115
3	Asda ~ Companies - Regular Main Shopping	Audience(000)	10,987	5,209	5,778
		Resps	5,174	2,523	2,651
		%Col	20.8	17.8	24.5
		%Row	100.0	47.4	52.6
		Index	100	86	118
4	Booths ~ Companies - Regular Main Shopping	Audience(000)	305	283	102
		Resps	220	152	68
		%Col	0.6	0.7	0.4
		%Row	100.0	66.6	33.4
		Index	100	120	75