

# How Do I read and interpret the results of a YouGovProfiles Crosstab in SurveyTime?

The Telmar code book contains the YouGovProfile datapoints (approximately 550,000 answers to about 125,000 questions). These can be looked up in the <http://research.yougov.co.uk/profiles-codebook/> (user name profiles\_codebook password123). The total potential sample is around 210,000 (weighted to 47,999,996 i.e. the population of adults aged over 18). Obviously, due to the number of questions, not every respondent can answer every question. As a result, the report and percentages are calculated from those people who have answered sets of questions i.e. **both** the column and the row answers. The rule is to input the target as the column and the questions that you are using to explain them as the rows.

<i>Unlike most other Telmar surveys, the figures below are shown in units not 000's</i>			0	1
			Totals	Agree ~ I'm usually looking for the lowest prices when I go shopping
0	Totals	Market Size	47,999,996	33,111,048
		Resps - Filtered	210,315	53,377
		%Col - Filtered	100.0	100.0
		%Row - Filtered	100.0	69.0
		Index - Filtered	100.0	100.0
		Z-Score - Filtered	-1.00	1.00
1	Tesco ~ Main supermarket	Market Size	13,219,616	9,307,663
		Resps - Filtered	99,770	40,267
		%Col - Filtered	27.5	28.1
		%Row - Filtered	100.0	71.3
		Index - Filtered	100.0	102.1
		Z-Score - Filtered	0.00	2.15
2	Asda ~ Main supermarket	Market Size	7,753,784	5,728,286
		Resps - Filtered	99,770	40,267
		%Col - Filtered	16.2	17.3
		%Row - Filtered	100.0	74.5
		Index - Filtered	100.0	107.1
		Z-Score - Filtered	0.00	5.17
3	Sainsbury's ~ Main supermarket	Market Size	7,744,594	4,972,354
		Resps - Filtered	99,770	40,267
		%Col - Filtered	16.1	15.0
		%Row - Filtered	100.0	63.8
		Index - Filtered	100.0	93.1
		Z-Score - Filtered	0.00	-5.25
4	Morrisons ~ Main supermarket	Market Size	5,491,567	3,823,154
		Resps - Filtered	99,770	40,267
		%Col - Filtered	11.4	11.5
		%Row - Filtered	100.0	70.7
		Index - Filtered	100.0	100.9
		Z-Score - Filtered	0.00	0.56

## Market size

Estimate of those that answered yes to both the row and column criteria

## Resps - filtered

53,377 answered the low price question and also the supermarket questions

## %Col - filtered

28.1% of definitely agree usually looking for lowest prices when shopping go to Tescos for their main shop

Tesco market size divided by total market size \* 100

$33,111,048 / 9,307,663 * 100 = 28.1\%$

## %Row - filtered

And 71.3% of Tescos main shoppers are usually looking for the lowest prices.

$9,307,663 / 13,219,616 * 100 = 71.3\%$

## Index - filtered

The %col - filtered for the column is divided by the % col for the total population (the control group) to get the index e.g.  $28.1\% / 27.5\% * 100 = 102.1$

## Z-score - filtered

A score above or below +1.96/-1.96 can be interpreted as significant. It is recommended that you use this in conjunction with the index to identify whether an index is reliable based on the number of respondents

## Z-score - filtered (Asda result)

As mentioned above, the z score helps you understand the statistical reliability of the results (good to view alongside the index) to help you understand the confidence in the difference. +5.17 indicates a reliable high index and -5.25 indicates a reliable low index

Key the **red explanation** above is about Tesco main supermarket and the **blue** is about z-scores