

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, travel and more.

Getting Started

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

Current Project: **New Project**

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HISTOGRAM

A histogram is a chart that shows the frequency distribution of a data variable for the locations you select (e.g., median income for all counties in Texas). Each bar represents a "bin" of data with the same width as the other bars, and the height of the bar represents the count of the number of locations that have a value that falls within each bin. It's an extremely useful chart that provides a visual estimate of a variable's mean, standard deviation, skewness and kurtosis.

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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.

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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 a 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.

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SIMMONS CROSSTAB 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.

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SCARBOROUGH CROSSTAB 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?).

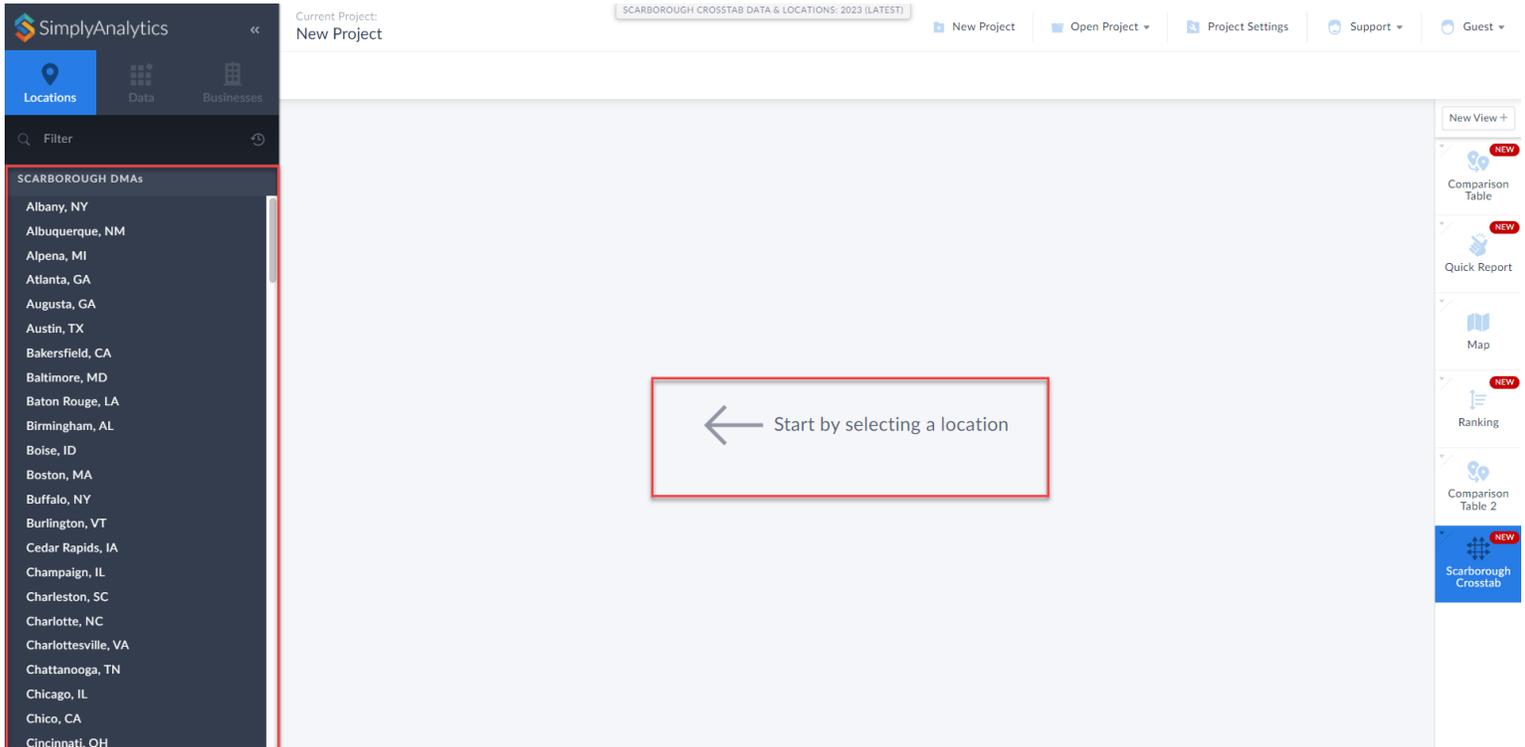
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in other views.

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- [Map](#)
- [Ranking](#) **NEW**
- [Comparison Table 2](#)

You will be prompted to begin by selecting one of the available DMAs:



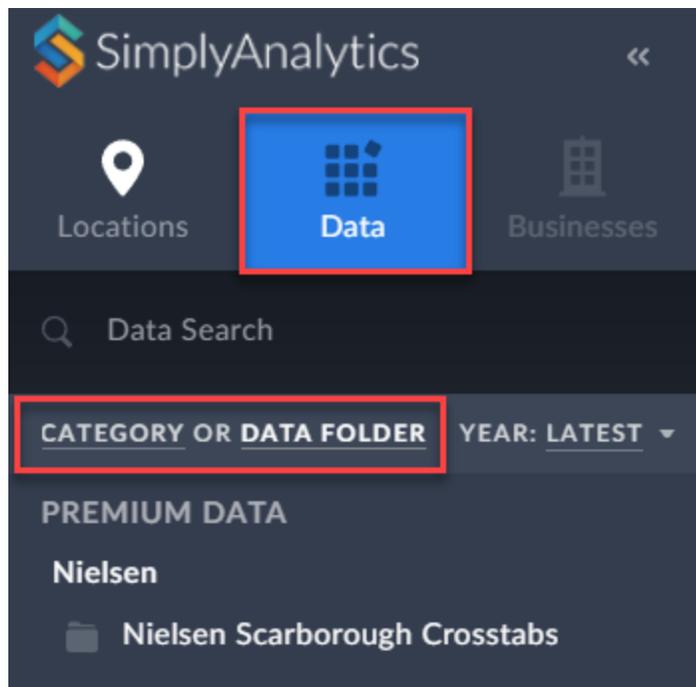
Choose your DMA – in this example, **Phoenix, AZ DMA** is chosen. With the location added, the next step is to add some data variables to generate the crosstab.

Adding Data

Like all reports in SimplyAnalytics, users can search for data by **Category** or **Data Folder**.



Note: When you click on the Data block (as shown to the right), all of the data variables available to you are presented for the DMA you chose, so you're welcome to add any variables you see in the data folder or category.





Many users prefer to crosstab demographic variables by consumer behavior data. For example, creating a crosstab for Age by Local Voting Habits, or Income by Using Food Delivery Services, or Airline preferences, etc.

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

Demographic Variables

The screenshot shows the SimplyAnalytics interface for a project titled "Nielsen Scarborough Crosstabs - Latest". The left sidebar has a "Data" folder highlighted with a red box. The main content area shows a folder tree where "Demographics" is selected, and within it, the "Age" folder is also selected with a red box. On the right, a list of variables is shown, including "Demographics | Personal demographics | Age | 18 - 20" through "Age | 45 - 49", each with a checkmark and a menu icon.

Behavior Variables

The screenshot shows the SimplyAnalytics interface for the same project. The left sidebar has the "Data" folder highlighted with a red box. The main content area shows a folder tree where "Restaurants" is selected, and within it, the "Quick service restaurants used past 30 days" folder is also selected with a red box. On the right, a list of variables is shown, including "Restaurants | Quick service restaurants used past 30 days | Burger King" through "Dairy Queen", each with a checkmark and a menu icon.

After choosing the variables, the **Edit View** screen appears. Notice that the Demographic variables will default to the Columns section. This is a best practice to better read your crosstab (you typically then would want behavior/brand/non-demographic data to be rows). Click **Done**, and the crosstab will generate.

Edit Scarborough Crosstab Done

LOCATIONS

Phoenix, AZ (DMA)

These locations are not supported by this view type

USA

DATA Select all | Clear

ROW	COL	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 18 - 20, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 21 - 24, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 25 - 29, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 30 - 34, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 35 - 39, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 40 - 44, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 45 - 49, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 50 - 54, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 55 - 59, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 60 - 64, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 65 - 69, 2023
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demographics Personal demographics Age 70 or older, 2023
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Restaurants Quick service restaurants used past 30 days Burger King, 2023
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Restaurants Quick service restaurants used past 30 days Chick-fil-A, 2023
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Restaurants Quick service restaurants used past 30 days Chipotle, 2023

Crosstab Table:

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

	Demographics Personal demographics Age 18 - 20			Demographics Personal demographics Age 21 - 24			Demographics Personal demographics Age 25 - 29			Demographics Personal demographics Age 30 - 34		
TOTAL	↑ 100%	INDEX 100	↔ 3.4%	↑ 100%	INDEX 100	↔ 8.5%	↑ 100%	INDEX 100	↔ 7.7%	↑ 100%	INDEX 100	↔ 9.8%
Restaurants Quick service restaurants used past 30 days Chipotle	↑ 27.5%	INDEX 160	↔ 5.5%	↑ 34.2%	INDEX 199	↔ 16.8%	↑ 32.6%	INDEX 190	↔ 14.6%	↑ 17.0%	INDEX 99	↔ 9.7%
Restaurants Quick service restaurants used past 30 days Starbucks	↑ 27.1%	INDEX 131	↔ 4.5%	↑ 44.3%	INDEX 214	↔ 18.1%	↑ 40.1%	INDEX 194	↔ 15.0%	↑ 26.5%	INDEX 128	↔ 12.6%
Restaurants Quick service restaurants used past 30 days Chick-fil-A	↑ 29.3%	INDEX 133	↔ 4.6%	↑ 25.9%	INDEX 118	↔ 10.0%	↑ 31.7%	INDEX 145	↔ 11.1%	↑ 21.9%	INDEX 100	↔ 9.8%
Restaurants Quick service restaurants used past 30 days Burger King	↑ 8.2%	INDEX 38	↔ 1.3%	↑ 14.2%	INDEX 65	↔ 5.5%	↑ 25.5%	INDEX 117	↔ 9.0%	↑ 25.1%	INDEX 116	↔ 11.4%
Restaurants Quick service restaurants used past 30 days Taco Bell	↑ 27.3%	INDEX 105	↔ 3.6%	↑ 34.7%	INDEX 134	↔ 11.3%	↑ 25.1%	INDEX 97	↔ 7.5%	↑ 25.2%	INDEX 97	↔ 9.5%
Restaurants Quick service restaurants used past 30 days Jimmy John's	↑ 4.5%	INDEX 115	↔ 4.0%	↑ 2.7%	INDEX 69	↔ 5.8%	↑ 2.8%	INDEX 72	↔ 5.5%	↑ 3.7%	INDEX 94	↔ 9.3%

Congratulations! The Crosstab table is complete. The example above is crosstabulating age ranges by quick service restaurants used in the past month for adults in the **Phoenix, AZ (DMA)**.

How to Read the Crosstab Table

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

Cells Display: **Vertical %, Index, Horizontal %** Location: **Phoenix, AZ (DMA)** Dataset:

	Demographics Personal demographics Age 21 - 24			Demographics Personal demographics Age 25 - 29		
TOTAL	100%	INDEX 100	8.5%	100%	INDEX 100	7.7%
Restaurants Quick service restaurants used past 30 days Chipotle	34.2%	INDEX 199	16.8%	32.6%	INDEX 190	14.6%
Restaurants Quick service restaurants used past 30 days Starbucks	44.3%	INDEX 214	18.1%	40.1%	INDEX 194	15.0%
Restaurants Quick service restaurants used past 30 days Chick-fil-A	25.9%	INDEX 118	10.0%	31.7%	INDEX 145	11.1%

Index: Value of 214 - This means that 21-24 year olds are **114% more likely** to have gone to Starbucks in the past month, than the overall adult population of Phoenix, AZ (DMA)

Vertical Percentage: Value of 44.3% - Of the 21-24 year olds in Phoenix, AZ (DMA), **44.3%** of them have gone to Starbucks in the past month.

Horizontal Percentage: Value of 18.1% - Of the adults who have gone to Starbucks in the past month in Phoenix, AZ (DMA), **18.1%** of them are in the 21-24 age range.

Cells Display: **Vertical %, Index, Horizontal %** Location: **Phoenix, AZ (DMA)** Dataset:

	Demographics Personal demographics Age 21 - 24			Demographics Personal demographics Age 25 - 29		
TOTAL	100%	INDEX 100	8.5%	100%	INDEX 100	7.7%
Restaurants Quick service restaurants used past 30 days Chipotle	34.2%					
Restaurants Quick service restaurants used past 30 days Starbucks	44.3%					
Restaurants Quick service restaurants used past 30 days Chick-fil-A	25.9%					

Vertical Percent
 The percent of respondents who first meet the column criterion and then meet the row criterion.
 Of the people in this group:
 Demographics | Personal demographics | Age | 21 - 24
 44.3% of them are also in this group:
 Restaurants | Quick service restaurants used past 30 days | Starbucks



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

How to Read the Crosstab Table - Continued

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 %**.

Current Project: **New Project** SCARBOROUGH CROSTAB DATA & LOCATIONS: 202

Cells Display: **Sample, Weighted (000), Total %** Location: **Phoenix, AZ (DMA)** Dataset:

	Demographics Personal demographics Age 21 - 24	Demographics Personal demographics Age 25 - 29
TOTAL	Sample 95 Weighted (000) 375 Total % 8.5%	Sample 107 Weighted (000) 341 Total % 7.7%

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

	Demographics Personal demographics Age 21 - 24	Demographics Personal demographics Age 25 - 29	Demographics Personal demographics Age 30 - 34	Demographics Personal demographics Age 35 - 39
TOTAL	Sample 95 Weighted (000) 375 Total % 8.5%	Sample 107 Weighted (000) 341 Total % 7.7%	Sample 167 Weighted (000) 436 Total % 9.8%	Sample 140 Weighted (000) 385 Total % 8.7%
Restaurants Quick service restaurants used past 30 days Chipotle	Sample 28 Weighted (000) 128 Total % 2.9%	Sample 35 Weighted (000) 111 Total % 2.5%	Sample 42 Weighted (000) 74 Total % 1.7%	Sample 29 Weighted (000) 67 Total % 1.5%
Restaurants Quick service restaurants used past 30 days Starbucks	Sample 35 Weighted (000) 166 Total % 3.7%	Sample 41 Weighted (000) 137 Total % 3.1%	Sample 47 Weighted (000) 116 Total % 2.6%	Sample 43 Weighted (000) 102 Total % 2.3%
Restaurants Quick service restaurants used past 30 days Chick-fil-A	Sample 26 Weighted (000) 97 Total % 2.2%	Sample 28 Weighted (000) 108 Total % 2.4%	Sample 46 Weighted (000) 95 Total % 2.1%	Sample 37 Weighted (000) 116 Total % 2.6%
Restaurants Quick service restaurants used past 30 days Burger King	Sample 12 Weighted (000) 53 Total % 1.2%	Sample 27 Weighted (000) 87 Total % 2.0%	Sample 46 Weighted (000) 110 Total % 2.5%	Sample 45 Weighted (000) 119 Total % 2.7%
Restaurants Quick service restaurants used past 30 days Taco Bell	Sample 27 Weighted (000) 130 Total % 2.9%	Sample 32 Weighted (000) 86 Total % 1.9%	Sample 43 Weighted (000) 110 Total % 2.5%	Sample 42 Weighted (000) 105 Total % 2.4%

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

Weighted – a projection of 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:

Cells Display: **Sample, Weighted (000), Total %** ▾Location: **Phoenix, AZ (DMA)** ▾

Dataset:

	Demographics Personal demographics Age 21 - 24		Demographics Personal demographics Age 25 - 29	
TOTAL	Sample	95	Sample	107
	Weighted (000)	375	Weighted (000)	341
	Total %	8.5%	Total %	7.7%
Restaurants Quick service restaurants used past 30 days Chipotle	Sample	28	Sample	35
	Weighted (000)	128	Weighted (000)	111
	Total %	2.9%	Total %	2.5%
Restaurants Quick service restaurants used past 30 days Starbucks	Sample	35	Sample	41
	Weighted (000)	166	Weighted (000)	137
	Total %	3.7%	Total %	3.1%
Restaurants Quick service restaurants used past 30 days Chick-fil-A	Sample	26	Sample	28
	Weighted (000)	97	Weighted (000)	108
	Total %	2.2%	Total %	2.4%

Sample – **35**. The exact number of respondents to the survey in the Phoenix, AZ (DMA) aged 21-24 who have gone to Starbucks in the past month.

Weighted – **166,000** is the estimated number of adults in the Phoenix, AZ (DMA) aged 21-24 who have gone to Starbucks in the past month.

Total % - Adults aged 21-24 who have gone to Starbucks in the past month are **3.7%** of the total population of the Phoenix, AZ DMA.

Final Considerations & Tips

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. 100 as an Index value is flat average. Anything more is above average, anything less is less than average
- You can often recreate the exact crosstab with a different DMA to quickly compare markets
- Exported Crosstabs will contain 3 tabs – One of the Index/Percentage data, one for the raw sample data, and one tab for the data source