Using Cross-Tabs

This activity is designed to highlight the value of using cross-tabs to help analyze market research data.

In this exercise, you will start with the top-level results and then 'drill down' in the data through the use of cross-tabs. Hopefully you will find that, as you drill down, that more valuable information (and potentially market insights) are uncovered.

As you can see, there are two behavioral questions presented below:

1. *Do you like Pepsi Max?* (Yes or no)

2. *How often do you buy it?* (Daily, weekly, sometimes, never)

We have also captured two demographic variables:

- Gender (Male or female)

- Age group (Under 25 years, 25-44 years, 45 years and over)

For each of the two questions, we have included the overall result (all respondents), and then cross-tabulated results – first by gender and then gender and age combined.

As we include more variables in the cross-tab, we are "drilling down" and providing more depth to the analysis. This would be a standard analytical approach for marketing research survey and the analysis of customer databases.

Please see the results table over the page

Student Discussion Questions

1. Look at the results for 'all respondents' first; what do the responses indicate?
2. Now look at the results for 'all males' and 'all females'; what does the data suggest now?
3. Finally, review the results by gender and age combines; what information can now be obtained?
4. In what ways does the information obtained vary as the cross-tabs are added?
5. Which box above, do you think provides the most valuable information? Why?
6. What are the advantages and limitations of using cross-tabs to analyze market research data?

Pepsi Max Survey Results

Do you like Pepsi Max?	Yes	No
All Respondents	35%	65%
All Males	30%	70%
Males under 25 years	50%	50%
Males 25-44 years	30%	70%
Males 45 years and over	10%	90%
All Females	40%	60%
Females under 25 years	80%	20%
Females 25-44 years	40%	60%
Females 45 years and over	20%	80%

How often do you buy it?	Daily	Weekly	Sometimes	Never
All Respondents	2.5%	5.0%	10.0%	82.5%
All Males	5.0%	5.0%	10.0%	80.0%
Males under 25 years	15.0%	10.0%	20.0%	55.0%
Males 25-44 years	0.0%	5.0%	5.0%	90.0%
Males 45 years and over	0.0%	0.0%	5.0%	95.0%
All Females	0.0%	5.0%	10.0%	85.0%
Females under 25 years	0.0%	10.0%	20.0%	70.0%
Females 25-44 years	0.0%	0.0%	10.0%	90.0%
Females 45 years and over	0.0%	0.0%	10.0%	90.0%