Crosstab Media – Target vs TV Channels

Source: Ipsos Affluent Asia Q1 - Q4 2017 10 markets

Input **Males aged 25-64 years** and **females aged 25-64** into **Columns** and **Cable / Satellite TV Channels** into **Rows.**

Resps / Respondent Count:
21,941 total respondents
were interviewed in 10 Asian countries **(figure 1)**

Audience or Audience (000):
801,750 males aged 45-64
Watched BBC World (upweighted figure to Asian countries population) **(figure 2)**
Note: *This survey is not in 000s, but many surveys are.*

%Row (Profile):
28.0% of Bloomberg Television viewers are males aged 45-64
*Calculation: 440,844/1,576,933*100* **(figure 3)**

%Col (Reach):
8.9% of females aged 45-64
Watched CNBC
*Calculation: 282,025/3,182,663*100* **(figure 4)**

Index:
Males aged 45-64 are **12% more likely** than the average respondent to watch CNN **(figure 5)**
Calculation: *36.1%/ 32.1%* 100*
(please consider rounding)

			Totals	Male 45-64	Female 45-64
0	Totals	Audience	16,224,000	3,459,903	3,182,663
		Resps	21,941	5,316	3,484
		%Col	100.0	100.0	100.0
		%Row	100.0	21.3	19.6
		Index	100	100	100
1	BBC World News ~ Viewership in P30D-Cable/Satellite	Audience	3,407,011	801,750	600,967
		Resps	6,464	1,639	888
		%Col	21.0	23.2	18.9
		%Row	100.0	23.5	17.6
		Index	100	110	90
2	Bloomberg Television ~ Viewership in P30D-Cable/Satellite	Audience	1,576,933	440,844	212,150
		Resps	3,314	910	363
		%Col	9.7	12.7	6.7
		%Row	100.0	28.0	13.5
		Index	100	131	69
3	CNBC ~ Viewership in P30D-Cable/Satellite	Audience	1,660,190	424,138	282,025
		Resps	3,386	833	512
		%Col	10.2	12.3	8.9
		%Row	100.0	25.5	17.0
		Index	100	120	87
4	CNN ~ Viewership in P30D-Cable/Satellite	Audience	5,214,013	1,247,309	911,860
		Resps	9,174	2,339	1,374
		%Col	32.1	36.1	28.7
		%Row	100.0	23.9	17.5
		Index	100	112	89
5	Discovery Channel ~ Viewership in P30D-Cable/Satellite	Audience	6,496,618	1,448,246	1,119,289
		Resps	9,331	2,371	1,260
		%Col	40.0	41.9	35.2
		%Row	100.0	22.3	17.2
		Index	100	105	88
6	National Geographic Channel ~ Viewership in P30D-Cable/Satellite	Audience	6,150,381	1,473,649	1,099,487
		Resps	9,268	2,363	1,260
		%Col	37.9	42.6	34.5
		%Row	100.0	24.0	17.9
		Index	100	112	91

Figure 1 — (circled: Resps 21,941 under Totals)
Figure 2 — (circled: Audience 801,750 under Male 45-64)
Figure 3 — (circled: %Row 28.0 under Male 45-64)
Figure 4 — (circled: %Col 8.9 under Female 45-64)
Figure 5 — (circled: Index 112 under Male 45-64, CNN)

Crosstab Non-Media – Monthly Personal Income vs Investments
Source: Ipsos Affluent Asia Q1 - Q4 2017 10 markets

Input **Monthly Personal Income (US$) (Demographics: Income US$)** into **Columns** and **Ownership of Financial Products (Lifestyle: Products and Services)** – into **Rows.**

Here we have selected **Highlight Values** and set Index >= 120 to display in **Orange**, and Index <= 80 to display in **Blue (figure 6)**

Audience:
5,795,703 have stocks/securities/ bonds **(figure 7)**

Index:
People with Monthly Personal Income US$8000+ are **38% more** likely than the average respondent to have foreign currencies as an investment **(figure 8)**
*Calculation: 19.2%/13.9%*100 (please consider rounding)*

%Row (Profile):
6.5% of people who have a Privilege / Priority Banking account have monthly personal income of US$8000+ **(figure 9)** Calculation: 193,548/2,994,110*100

Resp / Respondent Count:
14,017, total respondents who were interviewed have life insurance **(figure 10)**

%Col (Reach):
57.0% of people with monthly personal income of US$8,000 own the property they are living in **(figure 11)**
*Calculation: 359,242/629,884*100*

Figure 6

Telmar's **SurveyTime**

Report Setup | Results format

Affinity Report | Multi-Combine | Swap | Title Mode | Load All Results | Highlight Values | Filter Data | Sort Column

Highlight Values

Gradient
Custom

Index | >=

Select highlight Color for this condition : | Add

✕ Index <= 80
✕ Index >= 120

Delete Selected | Apply

			0 Totals	1 US$ up to 2999 ~ Monthly Personal Income (US$)	2 US$ 3,000-4,999 ~ Monthly Personal Income (US$)	3 US$ 5,000-7,999 ~ Monthly Personal Income (US$)	4 US$ 8,000+ ~ Monthly Personal Income (US$)
0	Totals	Audience	16,224,000	7,612,789	2,776,642	1,661,348	629,884
		Resps	21,941	10,513	3,853	2,643	1,540
		%Col	100.0	100.0	100.0	100.0	100.0
		%Row	100.0	46.9	17.1	10.2	3.9
		Index	100	100	100	100	100
1	Stocks/securities/bonds ~ Ownership of financial products	Audience	5,795,703	2,538,889	1,295,176	743,644	332,762
		Resps	8,279	3,282	1,927	1,357	824
		%Col	35.7	33.4	46.6	44.8	52.8
		%Row	100.0	43.8	22.3	12.8	5.7
		Index	100	93	131	125	148
2	Foreign currencies as an investment ~ Ownership of financial products	Audience	2,257,375	1,019,824	527,577	240,070	121,251
		Resps	3,561	1,419	822	561	388
		%Col	13.9	13.4	19.0	14.5	19.2
		%Row	100.0	45.2	23.4	10.6	5.4
		Index	100	96	137	104	138
3	Unit trust fund/mutual fund ~ Ownership of financial products	Audience	3,534,166	1,944,320	605,982	288,587	141,137
		Resps	5,337	2,630	967	687	477
		%Col	21.8	25.5	21.8	17.4	22.4
		%Row	100.0	55.0	17.1	8.2	4.0
		Index	100	117	100	80	103
4	Privilege/priority banking account ~ Ownership of financial products	Audience	2,994,110	1,221,894	638,903	408,992	193,548
		Resps	4,983	1,949	992	837	597
		%Col	18.5	16.1	23.0	24.6	30.7
		%Row	100.0	40.8	21.3	13.7	6.5
		Index	100	87	125	133	167
5	Property you are living in ~ Ownership of financial products	Audience	7,766,910	3,379,537	1,405,262	891,025	359,242
		Resps	11,464	5,149	2,147	1,509	945
		%Col	47.9	44.4	50.6	53.6	57.0
		%Row	100.0	43.5	18.1	11.5	4.6
		Index	100	93	106	112	119
6	Life insurance ~ Ownership of financial products	Audience	9,972,716	5,078,348	1,804,704	884,001	368,295
		Resps	14,017	6,928	2,628	1,669	1,002
		%Col	61.5	66.7	65.0	53.2	58.5
		%Row	100.0	50.9	18.1	8.9	3.7
		Index	100	109	106	87	95
7	Offshore accounts for investment purposes ~ Ownership of financial products	Audience	1,051,592	516,479	217,184	111,037	54,902
		Resps	1,613	697	310	245	194
		%Col	6.5	6.8	7.8	6.7	8.7
		%Row	100.0	49.1	20.7	10.6	5.2
		Index	100	105	121	103	134

Figure 7
Figure 8
Figure 9
Figure 11
Figure 10

Need Further Help? Call our helpdesk: +852 2811 8566 or email HelpdeskAsia@telmar.com

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