Simmons OneView

How to Interpret Crosstab Data
Crosstab Data: How to Read
(No Base, Population Weighted)

Sample: The number of people surveyed who meet both the column and row criteria
There are 809 Females 18 to 34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers

Weighted (000): Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column and row criteria
There are 9,416,000 Females 18 to 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers

Vertical %: Percent of the column reached by the row
Of Females 18 to 34, 28.3% [of them] agree that they pay attention to ratings and reviews posted online by other consumers

Horizontal %: Percent of the row reached by the column
Of respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 25.2% are Females 18 to 34

Index: The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average
Females 18 to 34 are 72% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the US Adult (18+) population overall
### Filter
A broader universe from which you select your target. All measures below are within the context of your base:

*Hispanic Adults (18+)*

### Sample
The number of people surveyed who meet both the column and row criteria:

*There are 322 Hispanic Females 18 to 34 that responded that they agree that they pay attention to ratings and reviews posted online by other consumers.*

### Weighted (000)
Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column and row criteria:

*There are 1,855,000 Hispanic Females 18 to 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers.*

### Vertical %
Percent of the column reached by the row:

*Of Hispanic Females 18 to 34, 25.6% [of them] agree that they pay attention to ratings and reviews posted online by other consumers.*

### Horizontal %
Percent of the row reached by the column:

*Of Hispanic respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 38.7% are Females 18 to 34.*

### Index
The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average:

*Hispanic Females 18 to 34 are 83% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the Hispanic Adults (18+) population overall.*
## Crosstab Data: Calculations

(No Base, Population Weighted)

| Study Universe | Total | Females
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>18-34'</td>
</tr>
<tr>
<td></td>
<td>Sample</td>
<td>Weighted (000)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25,207</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9,416</td>
</tr>
<tr>
<td>I Pay Attention To Ratings And Reviews POSTED ONLINE BY OTHER CONSUMERS</td>
<td>Sample</td>
<td>3,632</td>
</tr>
<tr>
<td></td>
<td></td>
<td>809</td>
</tr>
<tr>
<td>I Often Post Or Comment On Social Sharing/Networking Websites</td>
<td>Sample</td>
<td>3,661</td>
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<tr>
<td></td>
<td></td>
<td>1,044</td>
</tr>
<tr>
<td>I Often Click On Links Or Items Posted By Other People On Social</td>
<td>Sample</td>
<td>3,591</td>
</tr>
<tr>
<td></td>
<td></td>
<td>919</td>
</tr>
</tbody>
</table>

### Vertical %

\[
\text{Vertical \%} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Column Target}} = \frac{9,416}{33,301} = 0.2819
\]

### Horizontal %

\[
\text{Horizontal \%} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Row Target}} = \frac{12,776}{39,614} = 0.3213
\]

### Index Horizontal

\[
\text{Index Horizontal} = \frac{\text{Horizontal \% Crosstab Target}}{\text{Horizontal \% Column Target}} = \frac{28%}{14.7%} \times 100 = 190
\]

### Index Vertical

\[
\text{Index Vertical} = \frac{\text{Vertical \% Crosstab Target}}{\text{Vertical \% Row Target}} = \frac{32.3%}{16.9%} \times 100 = 191
\]