Simmons OneView℠

How to Interpret Crosstab Data

Experian℠

Marketing Services
**Sample:** The number of people surveyed who meet both the column & row criteria

*There are 809 Females 18-34 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 & row criteria

*There are 9,416,000 Females 18 – 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 18-34, 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 18-34*

**Index:** The likelihood of the target to meet a specified criteria, expressed in relation to the base

100 = average

*Females 18-34 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*

*For Index, you can also flip the row & column criteria as follows: Of adults that agree that they pay attention to ratings and reviews posted online by other consumers…72% are more likely to be Females 18-34*
**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 & row criteria

*There are 322 Hispanic Females 18-34 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 & row criteria

*There are 1,855,000 Hispanic Females 18–34 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 18-34, 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 18-34*

**Index**: The likelihood of the target to meet a specified criteria, expressed in relation to the base

100 = average

*Hispanic Females 18-34 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)*

<table>
<thead>
<tr>
<th>Study Universe</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td>25,207</td>
<td>3,632</td>
</tr>
<tr>
<td>Weighted (000)</td>
<td>227,010</td>
<td>37,308</td>
</tr>
<tr>
<td>Vertical %</td>
<td>100%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Horizontal %</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Index</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Weighted Column Target</td>
<td>33,301</td>
<td>9,416</td>
</tr>
<tr>
<td>Weighted Row Target</td>
<td>39,614</td>
<td>12,776</td>
</tr>
</tbody>
</table>

- **Vertical %** = Weighted Crosstab Target / Weighted Column Target = 9,416 / 33,301 = 30.6%
- **Horizontal %** = Weighted Crosstab Target / Weighted Row Target = 12,776 / 39,614 = 32%
- **Index Horizontal** = Horizontal % Crosstab Target / Horizontal % Column Target = 28% / 14.7% *100 = 190
- **Index Vertical** = Vertical % Crosstab Target / Vertical % Row Target = 32.3% / 16.9% *100 = 191