

How to Read an MRI CrossTab

The CrossTab format is a standard research display format that allows multiple variables of related data to be grouped together. Below is a screen capture of a MEMRI² CrossTab, complete with explanations of key numbers. Please note that all the numbers are based on the 1999 Spring MRI study, and that the projected numbers (000) are expressed in thousands.

Unit labels: these describe each one of the variables in the stacked format – e.g.: the top number in each cell is the unweighted count, and the bottom number in each cell is the index.

Base counts: in the MRI Spring 1999 study weighted to Population (000), there were 25,060 MRI respondents, and they represent 197,462,000 adults (18+) in the 48 contiguous United States

		All	County size A	County size D
All	Unwgt'd (000)	25060	14412	2201
	Horz %	100.00	41.15	14.85
	Vert %	100.00	100.00	100.00
	Index	100	100	100
All users: Type: Baking Soda And Peroxide	Unwgt'd (000)	5634	3374	463
	Horz %	100.00	44.46	13.93
	Vert %	23.07	24.93	21.65
	Index	100	108	94

Unweighted Count: 463 MRI Respondents who lived in D Counties indicated that they used baking soda and peroxide toothpaste

Projected Count (000): projected to the full population, 6,347,000 people live in D Counties and use baking soda and peroxide toothpaste

Horizontal Percent: out of all the people who used baking soda and peroxide toothpaste, 13.93% lived in D Counties

Index: people who live in D counties are (100-94=) 6% less likely than the general population to use baking soda and peroxide toothpaste; also, users of baking soda and peroxide toothpaste are 6% less likely than the general population to live in D counties

Vertical Percent: out of all the people who live in D counties, 21.65% used baking soda and peroxide toothpaste

How the Numbers are Derived	
Unwgt'd=463	The number of MRI respondents who meet the qualifications specified (in this case, living in a D county and using baking soda and peroxide toothpaste).
(000)=6,347	After applying each respondent's weight, the "(000)" value is the number of thousands of adults in the 48 contiguous United States represented by the MRI respondents who met the qualifications specified. Expressed in terms of individuals, this means 6,347,000 people.
Horz %=13.93	The percent calculated by dividing the "(000)" value in the cell by the "(000)" value in the base column= $6347/45563=13.93\%$.
Vert %=21.65	The percent calculated by dividing the "(000)" value in the cell by the "(000)" value in the base row= $6347/29314=21.65\%$.
Index=94	The percent calculated by dividing either the horz % in the cell by the horz % in the base row ($13.93/14.85$) or by dividing the vert % in the cell by the vert % in the base column ($21.65/23.07$). Either calculation generates the same result, because, when the horz % numbers and vert % numbers are expressed in terms of "(000)", the relationship is identical.