HOW TO READ A GfK 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 MEMRI Crosstab, complete with explanations of key numbers. Please note that all the numbers are based on the 2014 Doublebase GfK MRI study, and that the projected numbers (000) are expressed in thousands.

Crosstab	Matrix View		1
		All	age 35-54
No Golddigger Filters	2014 Doublebase GfK MRI		
All	Unwgtd	48881	18177
	Weighted (000)	235421	84124
	Horz %	100.00	35.73
	Vert %	100.00	100.00
	Index	100	100
1 Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category	Unwgtd	32265	12888
	Weighted (000)	154782	58587
	Horz %	100.00	37.85
	Vert %	65.75	69.64
	Index	100	106
2			
3			
4			
5			
6			
7			
8			
9			

Variable Labels:
These describe each one of the variables in the stacked format – e.g.: Unweighted count the top number and the bottom number in each cell is index.

All or Base:
In the GfK MRI Doublebase 2014 study, the Unwgtd base is 48,881, that is the number of GfK MRI respondents. The Weighted base (projected population) is 235,421, when calculated in thousands represents 235,241,000 Adults 18+ (Base: All) in the 48 contiguous United States)

Unweighted:
12,888 GfK MRI Respondents age 35-54 indicated they drank bottled water in the last 6 months.

Weighted (000):
Projected to population 58,587,000 people age 35-54 drank bottled water in the last 6 months.

Horz %:
37.85% of people who drank bottled water in the last 6 months are age 35-54.

Vert %:
69.64% of people who age 35-54 drank bottled water.

Index:
People age 35-54 are 6% more likely than the general population to drink bottled water in the last 6 months.

How the numbers are derived

Unwgtd = 12,888	The numbers of GfK MRI Respondents who meet the qualifications specified (in this case, age 35-54 and Drank Bottled Water in the last 6 months).
Weighted (000) = 58,587	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 GfK MRI Respondents who met the qualifications of the crosstab. In this example people age 35-54 who Drank Bottled Water in the last 6 months. Expressed in terms of individuals, this means 58,587,000 people age 35-54 drank bottled water in the last 6 months.
Horz% = 37.85%	The percent is calculated by dividing the Weighted (000) value in the crosstab Target cell by the Weighted (000) value in the crosstab row base cell 58,587/154,782 = 37.85%
Vert% = 69.64%	The percent is calculated by dividing the Weighted (000) value in the crosstab Target cell by the Weighted (000) value in the base column Target cell: 58,587/84,124 = 69.64%
Index = 106	The percent is calculated by dividing either the Horz% in the crosstab Target cell by the Horz% in the base Target cell (37.85/35.73) or by dividing Vert% in the crosstab Target cell by the Vert% in the Base row (69.64/65.75). Either calculation generates the same result, because when the Horz% number and Vert% numbers are expressed in terms of '(000)', the relationships are identical.

USEFUL TIPS & HELPFUL HINTS

To the right are some useful tips and helpful hints when building a crosstab and reading a crosstab.

Building a Crosstab:
One of the most common ways to build a Crosstab is to put the "Who" (your Target) in the column and the "What" (what you want to know about the "Who") in the row.

- In this example there are two Targets: Column 1 = Men; Column 2 = Women.
- The "What" in this example are the following three: Row 1 = Drank bottled water in the Last 6 months; Row 2 = drank sparkling water in the last 6 months; Row 3 = Drank non-sparkling water in the last 6 months.

Helpful Hints:
- When reading the horizontal (Horz%) and the vertical percent's (Vert%) one the simplest ways to do this is to start with the number and then read the direction of the %.
- For example if we read the Horz% located in crosstab target cell of column 1/row1.
- Start with the number 45.69% read the direction of horizontal (——).
- 45.69% of bottled water total users: Drank in the last 6 months were men.
- To read the Vert% in the crosstab target cell column 2/row 2.
- Start with the number 10.04% read the direction of vertical (|)
- 10.04% of women drank sparkling water in the last 6 months.

"WHO" Target

Crosstab	Matrix View		1	2
		All	men	women
No Golddigger Filters	2014 Doublebase GfK MRI			
All	Unwgtd	48881	25154	23727
	Weighted (000)	235421	113640	121781
	Horz %	100.00	48.27	51.73
	Vert %	100.00	100.00	100.00
	Index	100	100	100
1 Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category	Unwgtd	32265	15911	16354
	Weighted (000)	154782	70714	84068
	Horz %	100.00	45.69	54.31
	Vert %	65.75	62.23	69.03
	Index	100	95	105
2 Bottled Water & Seltzer: Drank in Last 6 Months: Sparkling	Unwgtd	4693	2085	2608
	Weighted (000)	20854	8625	12230
	Horz %	100.00	41.36	58.64
	Vert %	8.86	7.59	10.04
	Index	100	86	113
3 Bottled Water & Seltzer: Drank in Last 6 Months: Non-Sparkling	Unwgtd	17257	8341	8916
	Weighted (000)	85394	37577	47816
	Horz %	100.00	44.00	56.00
	Vert %	36.27	33.07	39.26
	Index	100	91	108

"WHAT"   **Crosstab Targets**

		All	men	women
No Golddigger Filters	2014 Doublebase GfK MRI			
All	Unwgtd	48881	25154	23727
	Weighted (000)	235421	113640	121781
	Horz %	100.00	48.27	51.73
	Vert %	100.00	100.00	100.00
	Index	100	100	100
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