

How to Interpret Crosstab Data

No Base, Population Weighted

How To Read Insights		MILLENNIALS (21-39)(GENERATIONS)				
		SAMPLE	WEIGHTED	VERTICAL %	HORIZONTAL	INDEX
TOTAL		5,944	79,669	100%	32.9%	100
COFFEE SHOPS(STARBUCKS,DUNKIN DONUTS,ET...		1,918	24,712	31%	44.7%	136 ↑
FAST FOOD RESTRNTS(MCDNLD'S,BRGR KNG,ETC...		629	8,345	10.5%	31.7%	96

Sample:

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

There are 1,918 Millennials who responded that they purchase on-the-go coffee from Coffee Shops.

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 24.7M Millennials in the U.S. who purchase coffee from Coffee Shops.

Vertical %:

Percent of the column reached by the row

Of Millennials, 31% of them purchase coffee from Coffee Shops.

Horizontal %:

Percent of the row reached by the column

Of those who purchase coffee from Coffee Shops, 44.7% of them are Millennials.

Index:

The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average. (Index can be applied either column to row, or row to column)

Millennials are 36% more likely to purchase coffee from a Coffee Shop than the U.S. 18+ population overall.

OR

Those who purchase coffee from a Coffee Shop are 36% more likely to be Millennials than any adult 18+.

With Base, Population Weighted

How To Read Insights		MILLENNIALS (21-39)(GENERATIONS)				
		SAMPLE	WEIGHTED	VERTICAL %	HORIZONTAL	INDEX
TOTAL		2,486	32,493	100%	37.2%	100
COFFEE SHOPS(STARBUCKS,DUNKIN DONUTS,ET...		1,918	24,712	76.1%	44.7%	120
FAST FOOD RESTRNTS(MCDNLD'S,BRGR KNG,ETC...		629	8,345	25.7%	31.7%	85

Base:

Can either be the total “universe” of adults 18+ in the U.S., or a more specific filter criterion; metrics are within the context of your base, in this case -

Those who have purchased on-the-go coffee (from anywhere) within the last 7 days.

Sample:

There are 629 Millennials who purchased coffee in the last 7 days, who responded that they purchased coffee from Fast Food restaurants.

Weighted (000):

There are 8.3M Millennials in the U.S. who purchased coffee in the last 7 days, who did so from Fast Food restaurants.

Vertical %:

Of Millennials who purchased coffee in the last 7 days, 25.7% of them did so from Fast Food restaurants.

Horizontal %:

Of those who purchased coffee in the last 7 days from Fast Food restaurants, 31.7% of them are Millennials.

Index:

Millennials who purchased coffee in the last 7 days are 15% less likely to have done so from Fast Food restaurants than adults 18+ who purchased coffee in the last 7 days

OR

Those who purchased coffee in the last 7 days from Fast Food restaurants are 15% less likely to be Millennials than adults 18+ who purchased coffee in the last 7 days.

No Base, Household Weighted

How To Read Insights		MILLENNIALS (21-39)(GENERATIONS)				
		SAMPLE	WEIGHTED (000)	VERTICAL %	HORIZONTAL %	INDEX
TOTAL		5,944	36,564	100%	29.8%	100
GROUND OR WHOLE BEAN COFFEE-HH USES?: YES		3,507	20,948	57.3%	27.5%	92

Sample:

There are 3,507 Millennials who live in a household where ground or whole bean coffee is consumed.

Weighted (000):

There are 21M Millennials in the U.S. who live in a household where coffee is consumed.

Vertical %:

57.3% of Millennials live in a household where coffee is consumed.

Horizontal %:

27.5% of households that consume coffee have at least one Millennial.

Index:

Millennials are 8% less likely to live in a household where coffee is consumed than all adults 18+ OR

Households that consume coffee are 8% less likely to have at least one Millennial than all adults 18+

Calculations

How To Read Insights		TOTAL			
	SAMPLE	WEIGHTED (000)	VERTICAL %	HORIZONTAL %	INDEX
TOTAL	24,138	242,486	100%	100%	100
COFFEE SHOPS(STARBUCKS,DUNKIN DONUTS,ET...)	5,638	55,232	22.8%	100%	100

		MILLENNIALS (21-39)(GENERATIONS)			
	SAMPLE	WEIGHTED (000)	VERTICAL %	HORIZONTAL %	INDEX
TOTAL	5,944	79,669	100%	32.9%	100
COFFEE SHOPS(STARBUCKS,DUNKIN DONUTS,ET...)	1,918	24,712	31%	44.7%	136

Vertical % =

$$\frac{\text{Weighted Column Target}}{\text{Weighted Column Total}} = \frac{24,712}{79,669} = 31\%$$

Horizontal %:

$$\frac{\text{Weighted Row Target}}{\text{Weighted Row Total}} = \frac{24,712}{55,232} = 44.7\%$$

Vertical Index:

$$\frac{\text{Vertical \% of Target}}{\text{Vertical \% of Row Total}} = \frac{31\%}{22.8\%} \times 100 = 136$$

Horizontal Index:

$$\frac{\text{Horizontal \% of Target}}{\text{Horizontal \% of Column Total}} = \frac{44.7\%}{32.9\%} \times 100 = 136$$