

# HOW TO READ A GfK MRI VOLUMETRIC CROSSTAB

Below is a screen capture of a MEMRI Volumetric Crosstab, complete with explanations of key numbers. Please note that all of the numbers are based on the 2018 Doublebase GfK MRI study, and that the projected numbers (000) are expressed in thousands. Unweighted numbers do not have significance in a volumetric crosstab, and thus are not included in these materials.

Crosstab	Matrix View	Adults 21+	1 men 21-34
No Golddigger Filters	2018 Doublebase GfK MRI		
Adults 21+	Weighted (000)	233483	30547
	Horz %	100.00	13.08
	Vert %	100.00	100.00
	Index	100	100
Regular Domestic Beer/Ale: Total: Volume Glasses/Last 7 Days	Weighted (000)	377529	80701
	Horz %	100.00	21.38
	Vert %	161.69	264.19
	Index	100	163

## How the numbers are derived

(000)=80,701	After applying reach respondent's volumetric information and weighting, the (000) value is the number of usages of regular domestic beer/ale in the last 7 days by men 21-34 in the 48 contiguous United States. Expressed in terms of individual usages of regular domestic beer/ale, this comes to 80,701,000 in the last 7 days.
Horz %=21.38	Share of volume, or the percent calculated by dividing the (000) value in the cell (number of usages in the target) by the (000) value in the base row (number of usages in the base)= $80701/377529=21.38$
Vert %=264.19	Per capita usage, or the percent calculated by dividing the (000) value in the cell (number of usages) by the (000) value in the base column (number people in the target) = $80701/30547=264.19$
Index=163	The percent calculated by dividing either the horz % in the cell by the horz % in the base row ( $21.38/13.08$ ) or by dividing the vert % in the cell by the vert % in the base column ( $264.19/161.69$ ). Either calculation generates the same result, because when the horz % and vert % are expressed in terms of (000), the relationship is identical.

### Base column:

Gives population numbers relative to the base (in this case, the base is all adults age 21+). GfK MRI respondents represents 233,483,000 living in the 48 contiguous United States; of these, 30,547,000 or 13.08% are men 21-34.

### Volume projections:

Weighted counts (000) in columns or rows coded for volume represent usages or consumption (expressed in thousands) instead of populations. There were 377,529,000 drinks or glasses of regular domestic beer/ale consumed by adults 21+ in the last 7 days, and 80,701,000 drinks/glasses by men 21-34.

### Index:

On average, men aged 21-34 drank 63% more regular domestic beer/ale per week than the average 21+ adult.

### Vert %:

In a row coded for volume, the vert % (divided by 100 since it is expressed as a percent) represents per capita usage by the population in the column. On average, each adult 21+ drinks 1.61 glasses of regular domestic beer/ale per week. On average, each man aged 21-34 drinks 2.64 glasses of regular domestic beer/ale per week. (Note: if volume is coded in a column, per capita usage will be the horz %)

### Horz %:

Share of volume, or the percent calculated by dividing the (000) value in the cell (number of usages in the target) by the (000) value in the base row (number of usages in the base)=  $80701/377529=21.38$