

# 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 2018 Doublebase GfK MRI study, and that the projected numbers (000) are expressed in thousands.

Crosstab		Matrix View		1	
	No Golddigger Filters	2018 Doublebase GfK MRI	All	age 18-49	
All		Unwgted	48098	24635	
		Weighted (000)	246466	135151	
		Horz %	100.00	54.84	
		Vert %	100.00	100.00	
		Index	100	100	
1	Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category	Unwgted	34792	18641	
		Weighted (000)	177135	101329	
		Horz %	100.00	57.20	
		Vert %	71.87	74.97	
		Index	100	104	

## Variable Labels:

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

## All or Base:

In the GfK MRI Doublebase 2018 study, the Unwgted base is 48,098 (the number of GfK MRI respondents.) The Weighted base (projected population) is 246,466. When calculated in thousands this represents 246,466,000 Adults 18+ (Base: All) in the 48 contiguous United States

## Unweighted:

18,641 GfK MRI respondents age 18-49 indicated they drank bottled water in the last 6 months

## Weighted (000):

Projected to population 101,329,000 people age 18-49 drank bottled water in the last 6 months.

## Horz %:

57.20% of people who drank bottled water in the last 6 months are age 18-49

## Vert %:

74.97% of people aged 18-49 drank bottled water in the last 6 months

## Index:

People age 18-49 are 4% more likely to drink bottled water in the last 6 months than the general 18+ population

## How the numbers are derived

Unwgted = 18,641      The number of GfK MRI respondents who meet the qualifications specified (in this case, age 18-49 and bottled water in the last 6 months)

Weighted (000) = 101,329,000      After applying each respondent's weight, the (000) value is the number in thousands of adults in the 48 contiguous United States represented by GfK MRI respondents who met the qualifications of the crosstab. In this example, people age 18-49 who drank bottled water in the last 6 months. Expressed in terms of individuals, this means 101,329,000 people age 18-49 drank bottled water in the last 6 months.

Horz% = 57.20%      The percent calculated by dividing the weighted (000) value in the target cell by the weighted value in the base row  $101,329/177,135 = 57.20\%$

Vert% = 74.97%      The percent calculated by dividing the weighted (000) in the target cell by the weighted (000) value in the base column:  $101,327/135,151 = 74.97\%$

Index = 104      The percent calculated by dividing either the horz % in the target cell by the horz % in the base cell ( $57.20/54.84$ ) or by dividing the vert % in the target cell by the vert % in the base row ( $74.97/71.87$ ). Either calculation generates the same result because when the horz % and vert % 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 non-sparkling water in the last 6 months; Row 3 = drank sparkling water in the last 6 months.

		Crosstab	Matrix View	"WHO" Target		
			All	1	2	
		No Golddigger Filters	2018 Doublebase GfK MRI	men	women	
All			Unwgt	48098	24236	23862
			Weighted (000)	246466	118932	127534
			Horz %	100.00	48.26	51.74
			Vert %	100.00	100.00	100.00
			Index	100	100	100
1	Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category		Unwgt	34792	16843	17949
			Weighted (000)	177135	81583	95552
			Horz %	100.00	46.06	53.94
			Vert %	71.87	68.60	74.92
			Index	100	95	104
2	Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Non-Sparkling		Unwgt	17443	8190	9253
			Weighted (000)	89924	40461	49463
			Horz %	100.00	44.99	55.01
			Vert %	36.49	34.02	38.78
			Index	100	93	106
3	Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Sparkling		Unwgt	6515	2905	3610
			Weighted (000)	30688	12875	17813
			Horz %	100.00	41.95	58.05
			Vert %	12.45	10.83	13.97
			Index	100	87	112

"WHAT"

Crosstab Targets

### Helpful Hints:

- When reading the horizontal (Horz%) and the vertical percent's (Vert%) one of 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 target cell of column 1/ row 1 – start with 46.06% and read across (horizontally) and then up to the target column
- 46.06% of those who drank bottled water in the last 6 months are men
- To read the vert % in target cell Column 2/Row 2 – start with the number 38.78% and then read across
- 38.78% of women drank non-sparkling bottled water in the last 6 months

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