SIMMONS
ESSENTIAL CONSUMER INTELLIGENCE

Simmons OneView

How to Interpret Crosstab Data

Crosstab Data: How to Read
(No Base, Population Weighted)

STUDY UNIVERSE

		FEMALES 18-34[1]
Total	Sample Weighted (000) Vertical % Horizontal % Index	2,874 33,301 100% 14.7% 100
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS[1]	Sample Weighted (000) Vertical % Horizontal % Index	809 9,416 28.3% 25.2% 172

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

There are 809 Females 18 to 34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers

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 9,416,000 Females 18 to 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers

Vertical %: Percent of the column reached by the row

Of Females 18 to 34, 28.3% [of them] agree that they pay attention to ratings and reviews posted online by
other consumers

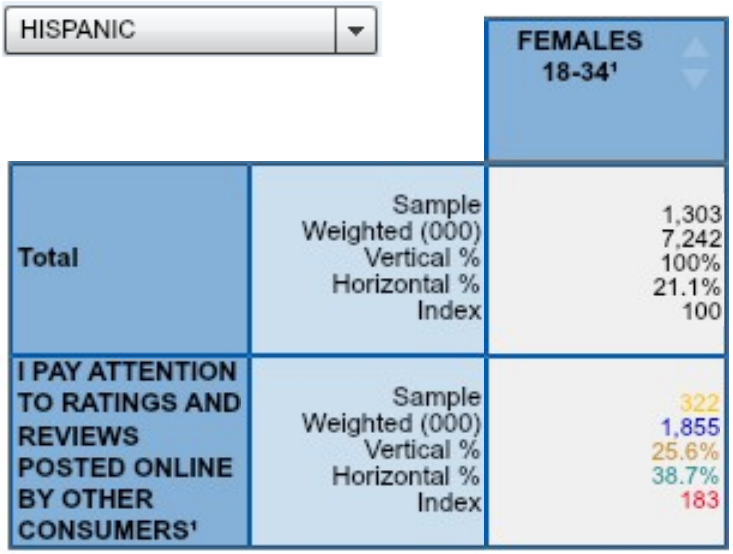
Horizontal %: Percent of the row reached by the column

Of respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 25.2% are Females 18 to 34

Index: The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average

Females 18 to 34 are 72% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the US Adult (18+) population overall

Crosstab Data: How to Read
(With Base, Population Weighted)



HISPANIC		FEMALES 18-34[1]
Total	Sample Weighted (000) Vertical % Horizontal % Index	1,303 7,242 100% 21.1% 100
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS[1]	Sample Weighted (000) Vertical % Horizontal % Index	322 1,855 25.6% 38.7% 183

Filter: A broader universe from which you select your target. All measures below are within the context of your base
Hispanic Adults (18+)

Sample: The number of people surveyed who meet both the column and row criteria
There are 322 Hispanic Females 18 to 34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers

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 1,855,000 Hispanic Females 18 to 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers

Vertical %: Percent of the column reached by the row
Of Hispanic Females 18 to 34, 25.6% [of them] agree that they pay attention to ratings and reviews posted online by other consumers

Horizontal %: Percent of the row reached by the column
Of Hispanic respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 38.7% are Females 18 to 34

Index: The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average
Hispanic Females 18 to 34 are 83% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the Hispanic Adults (18+) population overall

Crosstab Data: Calculations
(No Base, Population Weighted)

STUDY UNIVERSE
Private Eye
Trend

		Total	FEMALES 18-34[1]
Total	Sample	25,207	2,874
	Weighted (000)	227,010	33,301
	Vertical %	100%	100%
	Horizontal %	100%	14.7%
	Index	100	100
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS[1]	Sample	3,632	809
	Weighted (000)	37,308	9,416
	Vertical %	16.4%	28.3%
	Horizontal %	100%	25.2%
	Index	100	172
I OFTEN POST OR COMMENT ON SOCIAL SHARING/ NETWORKING WEBSITES[1]	Sample	3,661	1,044
	Weighted (000)	39,614	12,776
	Vertical %	17.5%	38.4%
	Horizontal %	100%	32.3%
	Index	100	220
I OFTEN CLICK ON LINKS OR ITEMS POSTED BY OTHER PEOPLE ON SOCIAL	Sample	3,591	919
	Weighted (000)	38,419	10,765
	Vertical %	16.9%	32.3%
	Horizontal %	100%	28%
	Index	100	191

Vertical %	=	Weighted Crosstab Target / Weighted Column Target	9,416 / 33,301	= 30.6%
Horizontal %	=	Weighted Crosstab Target / Weighted Row Target	12,776 / 39,614	= 32%
Index Horizontal	=	Horizontal % Crosstab Target / Horizontal % Column Target	28% / 14.7%	* 100 = 190
Index Vertical	=	Vertical % Crosstab Target / Vertical % Row Target	32.3% / 16.9%	* 100 = 191