

Understanding A CrossTab is Crucial to Your Analysis

(00) Weighted Population

Projected population for the row and column, expressed in hundreds. ie. 1,519,400 is the projected number of people age 50+ who read any community newspaper (weekday/end).

Vertical %

The percent of the column that will be reached by the row ie. 40.78% of all people who read any community newspaper (weekday/end) are age 50+

CALC = 1,519,400 / 3,726,000 = .4078
expressed as a percentage (X100) = 40.78%

Horizontal %

The percent of the row that makes up the column ie. 74.81% of all people age 50+ read any community newspaper (weekday/end).

CALC = 1,519,400 / 2,031,100 = .7481
expressed as a percentage (X100) = 74.81%

Index

The composition expressed in relation to the base. The average person in your base is represented as 100. The percentage over 100 is the percentage that your column is most likely, than the average person in your base to be doing what is in your row. ie. People aged 50+ are 5% more likely to be reading any community paper than the average adult 18+ in your base. Index reflects both vert and horz %.

Unweighted

Actual number of respondents (people who took the survey) that meet both the column and row criteria. ie. 8,158 respondents are age 50+ and read any community newspaper (weekday/end).

All ComBase Markets

		Totals	Read Any Community Paper (WDAWE)	Read Any Daily Paper M-F/Sa/Su
Totals	Unwgt (00)	24207 52489	19009 37260	11629 31789
	Vert%	100.00	100.00	100.00
	Horz%	100.00	70.99	60.56
	Index	100	100	100
age 50+	Unwgt (00)	9994 20311	8158 15194	5042 13020
	Vert%	38.70	40.78	40.96
	Horz%	100.00	74.81	64.10
	Index	100	105	106
age 35-49	Unwgt (00)	7911 17668	6282 12718	3891 10675
	Vert%	33.66	34.13	33.58
	Horz%	100.00	71.98	60.42
	Index	100	101	100

Source: ComBase 2003 Final Study