



# How to: Read a Vividata Crosstab Report



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# Crosstab Analysis

The Vividata Survey is made available to members through the use of **crosstab analysis**. Typically, one seeks information about a specific product, service or media product. For the purposes of this guided tour, we are looking at a profile of people who chewed gum in the past 6 months.

*This table is an example of a **crosstab analysis**.*

Total Canada 18+		Totals	Chewed Gum in Past 6 Months
Totals	Unwgt	18568	10283
	(000s)	28362	15611
	Vert%	100	100
	Horz%	100	55.04
	Index	100	100
Men	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	49.16	46.2
	Horz%	100	51.73
	Index	100	94
Women	Unwgt	10688	6379
	(000s)	14421	8398
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106

Source: Vividata 2015 Q2 Readership and Product Database

# Base

The base, or universe is the population group upon which one undertakes an analysis. The base of this example is **Total Canada Age 18+**. Smaller bases can be used for particular needs such as French-Quebec, or English-Canada Males Aged 25-54. By limiting the base, one narrows the focus of the research, but one also limits the number of potential respondents from the database.

*This is the **base**.*

Total Canada 18+		Totals	Chewed Gum in Past 6 Months
Totals	Unwgt	18568	10283
	(000s)	28362	15611
	Vert%	100	100
	Horz%	100	55.04
	Index	100	100
Men	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	49.16	46.2
	Horz%	100	51.73
	Index	100	94
Women	Unwgt	10688	6379
	(000s)	14421	8398
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106

# Unwgt

The **unweighted sample** is 18,568 and corresponds to the weighted population in 000's. In this report we see that 10,283 respondents aged 18+ answered **"Yes"** to having chewed gum in the past 6 months.

The **unweighted** sample.

Survey respondents who answered **"Yes"**.

Total Canada 18+		Totals	Chewed Gum in Past 6 Months
<b>Totals</b>	<b>Unwgt</b>	<b>18568</b>	<b>10283</b>
	(000s)	28362	15611
	Vert%	100	100
	Horz%	100	55.04
	Index	100	100
<b>Men</b>	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	49.16	46.2
	Horz%	100	51.73
	Index	100	94
<b>Women</b>	Unwgt	10688	6379
	(000s)	14421	8398
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106

**(000)**

The **(000)** line in the intersection represents the weighted, or projected, number of people that belong to both the column and the row characteristics. For the intersection of **“Chewed Gum in the Past 6 Months”** and **“Men”**, the (000) figure is 7,212. This represents a population of 7,212,000 men who chewed gum in the past 6 months among Canadians aged 18+.

The **projected population in 000's.**

**7,212,000**

Canadian men who chewed gum in the past 6 months.

Total Canadian 18+		Totals	Chewed Gum in the Past 6 Months
Totals	Unwgt	18568	10283
	<b>(000s)</b>	<b>28362</b>	<b>15611</b>
	Vert%	100	100
	Horz%	100	5.04
	Index	100	100
Men	Unwgt	7880	4904
	<b>(000s)</b>	<b>13942</b>	<b>7212</b>
	Vert%	49.16	46.2
	Horz%	100	51.73
	Index	100	94
Women	Unwgt	10688	6379
	<b>(000s)</b>	<b>14421</b>	<b>8398</b>
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106

# (Vert %)

When reading the **vertical percentage**, one immediately reads the column title, and then the row title.

For the intersection of **“Chewed Gum in the Past 6 Months”** and **“Women”**, the vertical percentage is 53.8%. This reads as 53.8% of people who have chewed gum in the past 6 months (column) are women (row).

The **projected % of population.**

**53.8%** of those who chewed gum in the past 6 months are women.

Total Canadian +		Totals	Chewed Gum in Past 6 Months
Totals	Unwgt	18568	20283
	(000s)	28362	5611
	Vert%	100	100
	Horz%	100	5.04
	Index	100	100
Men	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	49.16	46.2
	Horz%	100	1.73
	Index	100	94
Women	Unwgt	10688	6379
	(000s)	14421	8398
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106

# (Horz %)

When reading the **horizontal percentage**, one immediately reads the row title, and then the column title.

For the intersection of **“Chewed Gum in the Past 6 Months”** and **“Women”**, the vertical percentage is 58.23%. This reads as 58.23% of women (row) chewed gum in the past 6 months (column).

The **projected % of population.**

**58.3%** of Canadian women who chewed gum in the past 6 months.

Total Canadian +		Totals	Chewed Gum in Past 6 Months
Totals	Unwgt	18568	20283
	(000s)	28362	5611
	Vert%	100	100
	<b>Horz%</b>	<b>100</b>	<b>5.04</b>
	Index	100	100
Men	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	49.16	46.2
	<b>Horz%</b>	<b>100</b>	<b>1.73</b>
	Index	100	94
Women	Unwgt	10688	6379
	(000s)	14421	3398
	Vert%	50.85	53.8
	<b>Horz%</b>	<b>100</b>	<b>58.23</b>
	Index	100	106



# (Index - a)

If all things are equal, the distribution of men and women chewing gum would be proportional to their shares of the population (approximately 49/51; men/women), however, variations do occur in the habits of people.

The **index** is actually a percentage, with 100 reflecting the average. Scores above 100 represent intersections that are more likely to occur while index scores below 100 represent intersections that are less likely to occur.

This is the **Index**.

Total Canada 18+	Totals	Chewed Gum in Past 6 Months
Unwgt	18568	10283
(000s)	28362	15611
Vert%	100	100
Horz%	100	55.04
<b>Index</b>	<b>100</b>	<b>100</b>
Unwgt	7880	3904
(000s)	13942	7212
Vert%	49.16	46.2
Horz%	100	51.73
<b>Index</b>	<b>100</b>	<b>94</b>
Unwgt	10688	6379
(000s)	14421	8398
Vert%	50.85	53.8
Horz%	100	58.23
<b>Index</b>	<b>100</b>	<b>106</b>

# (Index - b)

In this report, the index for “Women” and “Chewed Gum in the Past 6 Months” is 106, meaning women are *6% more likely* than the base (Canadians aged 18+) to have chewed gum.

While the index for “Men” and “Chewed Gum in the Past 6 Months” is 94, meaning men are *6% less likely* than the base (Canadians aged 18+) to have chewed gum.

Canadian men are **6%** less likely to have chewed gum.

This is the **Index**.

Total Canada 18+	Totals	Chewed Gum in the Past 6 Months
Totals	Unwgt	18568
	(000s)	28362
	Vert%	100
	Horz%	100
	<b>Index</b>	<b>100</b>
Men	Unwgt	7880
	(000s)	13942
	Vert%	49.16
	Horz%	100
	<b>Index</b>	<b>94</b>
Women	Unwgt	10688
	(000s)	14421
	Vert%	50.85
	Horz%	100
	<b>Index</b>	<b>106</b>

# (Calculate Index - c)

To calculate the index, one divides the vertical percentage of the intersection by the vertical percentage of the row.  
 E.g.  $46.2 \div 49.16 = 0.939$  (94%).

OR

One can calculate the same figure by dividing the intersection's horizontal percentage by the horizontal percentage of the column.  
 E.g.  $51.73 \div 55.04 = 0.939$  (94%).

*Dividing by the Vert%.*

*Dividing by the Horz%.*

Total Canada		Totals	Chevy in 6 Months
Totals	Unwgt	18568	20283
	(000s)	28362	5611
	Vert%	100	100
	Horz%	100	<b>55.04</b>
	Index	100	100
Men	Unwgt	7880	3904
	(000s)	13942	7212
	Vert%	<b>49.16</b>	<b>46.2</b>
	Horz%	100	<b>51.73</b>
	Index	100	<b>94</b>
Women	Unwgt	10688	6379
	(000s)	14421	8398
	Vert%	50.85	53.8
	Horz%	100	58.23
	Index	100	106



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