How to Interpret Crosstab Data
No Base, Population Weighted

Sample:
The number of people surveyed who meet both the column and row criteria
There are 1,918 Millennials who responded that they purchase on-the-go coffee from Coffee Shops.

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 24.7M Millennials in the U.S. who purchase coffee from Coffee Shops.

Vertical %:
Percent of the column reached by the row
Of Millennials, 31% of them purchase coffee from Coffee Shops.

Horizontal %:
Percent of the row reached by the column
Of those who purchase coffee from Coffee Shops, 44.7% of them are Millennials.

Index:
The likelihood of the target to meet a specified criterion, expressed in relation to the base, where 100 = average. (Index can be applied either column to row, or row to column)
Millennials are 36% more likely to purchase coffee from a Coffee Shop than the U.S. 18+ population overall.
OR
Those who purchase coffee from a Coffee Shop are 36% more likely to be Millennials than any adult 18+.
With Base, Population Weighted

Base:
Can either be the total “universe” of adults 18+ in the U.S., or a more specific filter criterion; metrics are within the context of your base, in this case - Those who have purchased on-the-go coffee (from anywhere) within the last 7 days.

Sample:
There are 629 Millennials who purchased coffee in the last 7 days, who responded that they purchased coffee from Fast Food restaurants.

Weighted (000):
There are 8.3M Millennials in the U.S. who purchased coffee in the last 7 days, who did so from Fast Food restaurants.

Vertical %:
Of Millennials who purchased coffee in the last 7 days, 25.7% of them did so from Fast Food restaurants.

Horizontal %:
Of those who purchased coffee in the last 7 days from Fast Food restaurants, 31.7% of them are Millennials.

Index:
Millennials who purchased coffee in the last 7 days are 15% less likely to have done so from Fast Food restaurants than adults 18+ who purchased coffee in the last 7 days OR Those who purchased coffee in the last 7 days from Fast Food restaurants are 15% less likely to be Millennials than adults 18+ who purchased coffee in the last 7 days.
Sample:
There are 3,507 Millennials who live in a household where ground or whole bean coffee is consumed.

Weighted (000):
There are 21M Millennials in the U.S. who live in a household where coffee is consumed.

Vertical %:
57.3% of Millennials live in a household where coffee is consumed.

Horizontal %:
27.5% of households that consume coffee have at least one Millennial.

Index:
Millennials are 8% less likely to live in a household where coffee is consumed than all adults 18+
OR
Households that consume coffee are 8% less likely to have at least one Millennial than all adults 18+
Calculations

Vertical % =

\[
\frac{\text{Weighted Column Target}}{\text{Weighted Column Total}} = \frac{24,712}{79,669} = 31\%
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Horizontal %:

\[
\frac{\text{Weighted Row Target}}{\text{Weighted Row Total}} = \frac{24,712}{55,232} = 44.7\%
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Vertical Index:

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\frac{\text{Vertical % of Target}}{\text{Vertical % of Row Total}} = \frac{31\%}{22.8\%} \times 100 = 136
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Horizontal Index:

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\frac{\text{Horizontal % of Target}}{\text{Horizontal % of Column Total}} = \frac{44.7\%}{32.9\%} \times 100 = 136
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