

How to Read an MRI Volumetric CrossTab

Below is a screen capture of a MEMRI Volumetric CrossTab, complete with explanations of key numbers. Please note that all the numbers are based on the 1999 Doublebase MRI study, and that the projected numbers (000) are expressed in thousands. Unweighted numbers do not have significance in a volumetric Crosstab, and thus are not included in these materials.

Unit Labels: these describe each one of the variables in the stacked format – e.g.: the top number in each cell is the weighted count, expressed in thousands “(000)”; the bottom number in each cell is the Index.

Base Column: Gives population numbers relative to the base (in this case, the base is all adults, age 18+). MRI respondents represent 196,328,000 adults 18+ living in the 48 contiguous United States; of these 53,913,000, or 27.46% are age 21-34.

		All	Volume of Brand: Aim
All	(000)	196328	78614
	Horz %	100.00	40.04
	Vert %	100.00	100.00
	Index	100	100
Age 21-34	(000)	53913	27157
	Horz %	100.00	50.37
	Vert %	27.46	34.55
	Index	100	126

Volume projections: weighted counts (000) in columns or rows coded for volume represent usages or consumption (expressed in thousands) instead of populations. Aim toothpaste was used 78,614,000 times in the last week by adults 18+, and 27,157,000 times by adults 21-34.

Vertical Percent: in a column coded for volume, the vertical percent represents share of volume of the row compared to the base. Adults 21-34 account for 34.55% of the usages or total consumption of Aim. (if volume is coded into row, share of volume will be the horizontal)

Horizontal Percent: in a column coded for volume, the horizontal percent (divided by 100, since it's expressed as a percent) represents per capita usage by the population in the row. On average, each adult 18+ uses Aim .4004 times per week. On average, each adult aged 21-34 uses Aim .5037 times per week. (Note: if volume is coded into a row instead of a column, per capita usage will be the vertical percent).

Index: on average, an adult aged 21-34 uses Aim 26% more times per week than the average adult 18+

How the Numbers are Derived	
(000)=27,157	After applying each respondent's volumetric information and weighting, the “(000)” value is the number of usages of Aim in the last 7 days by adults aged 21-34 in the 48 contiguous United States. Expressed in terms of individual usages of Aim, this comes to 27,157,000 in the past 7 days.
Horz %=50.37	Per capita usage, or the percent calculated by dividing the “(000)” value in the cell (number of usages) by the “(000)” value in the base column (number of people aged 21-34) =27,157/53,913=50.37%. Per capita usage is usually not expressed as a percent, so drop the percent and move the decimal point two places to the left (.5037)
Vert %=34.55	Share of volume, or the percent calculated by dividing the “(000)” value in the cell (number of usages in the age break) by the “(000)” value in the base row (number of usages in the base)=27,157/78,614=34.55%.
Index=126	The percent calculated by dividing either the horz % in the cell by the horz % in the base row (50.37/40.04) or by dividing the vert % in the cell by the vert % in the base column (34.55/27.46). Either calculation generates the same result, because, when the horz % numbers and vert % numbers are expressed in terms of “(000)”, the relationship is identical.