Interpreting Simmons OneView Results

### Vertical %

Vertical % = \( \frac{\text{Weighted Crosstab Target}}{\text{Weighted Column Target Total}} \) = \( \frac{6,718 (000)}{94,365 (000)} \) = 7.12%

7.12% = percentage of people who have a given characteristic as defined by the Column heading.

### Horizontal %

Horizontal % = \( \frac{\text{Weighted Crosstab Target}}{\text{Weighted Row Target}} \) = \( \frac{6,718 (000)}{17,233 (000)} \) = 39%

39% = percentage of people who have a given characteristic as defined by the Row heading.

### Index

Index -- Indicates the likelihood, compared to the total population, of meeting the specifications of both Column and Row. The base number for comparison is 100. Over (>100) is more likely, under (<100) is less likely, to meet specific criteria. Index numbers >105 and <95 are considered significant.

- **Index Horizontal %**
  - Horizontal % Crosstab Target \( = \frac{39 \%}{100} = 93 \)
  - Horizontal % Column Target \( = 41\% \)

- **Total % of target cell**
  - Weighted Sample Cell Base Number \( = \frac{6,718 (000)}{225,862 (000)} = 2.97\%
  - Weighted Total Number \( = \frac{225,862 (000)}{225,862 (000)} = 1\)

BEWARE! -- A single asterisk "*" in your crosstab result means the projections are relatively unstable and should be used with caution. Two asterisks "**" means the projections are from thirty or fewer interviews. These results are not sufficiently reliable to be safely used alone.

4,705 out of the 12,350 people surveyed said that Lay's was the brand eaten most often.

This sample is projected out to represent a total of 94,365,000 people out of an overall weighted number of 225,862,000 which represents the total adult population over the age of 18. We will look at the 55-59 Age Group that responded that they ate Lay's Potato Chips.
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