**Sample:** The number of people surveyed who meet both the column & row criteria. *There are 809 Females 18-34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers.*

**Weighted (000):** Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria. *There are 9,416,000 Females 18 – 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers.*

**Vertical %:** Percent of the column reached by the row. *Of Females 18-34, 28.3% [of them] agree that they pay attention to ratings and reviews posted online by other consumers.*

**Horizontal %:** Percent of the row reached by the column. *Of respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 25.2% are Females 18-34.*

**Index:** The likelihood of the target to meet a specified criteria, expressed in relation to the base, where 100 = average. *Females 18-34 are 72% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the US Adult (18+) population overall.*
Filter: A broader universe from which you select your target. All measures below are within the context of your base

Hispanic Adults (18+)

Sample: The number of people surveyed who meet both the column & row criteria

There are 322 Hispanic Females 18-34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers

Weighted (000): Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria

There are 1,855,000 Hispanic Females 18 – 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers

Vertical %: Percent of the column reached by the row

Of Hispanic Females 18-34, 25.6% [of them] agree that they pay attention to ratings and reviews posted online by other consumers

Horizontal %: Percent of the row reached by the column

Of Hispanic respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 38.7% are Females 18-34

Index: The likelihood of the target to meet a specified criteria, expressed in relation to the base, where 100 = average

Hispanic Females 18-34 are 83% more likely to agree that they pay attention to ratings and reviews posted online by other consumers than the Hispanic Adults (18+) population overall
## Crosstab Data: Calculations
*(No Base, Population Weighted)*

<table>
<thead>
<tr>
<th>Study Universe</th>
<th>Total</th>
<th>Females 18-34</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sample</td>
<td>Weighted (000)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I Pay Attention to Ratings and Reviews Posted Online By Other Consumers¹</td>
<td>3,632</td>
<td>37,308</td>
</tr>
<tr>
<td>I Often Post or Comment on Social Sharing/Networking Websites¹</td>
<td>3,661</td>
<td>39,614</td>
</tr>
<tr>
<td>I Often Click on Links or Items Posted by Other People on Social</td>
<td>3,591</td>
<td>38,419</td>
</tr>
</tbody>
</table>

### Calculations:

- **Vertical %**
  
  \[
  \text{Vertical %} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Column Target}} \times 100
  \]
  
  \[
  \text{Vertical %} = \frac{9,416}{33,301} \times 100 = 30.6\%
  \]

- **Horizontal %**
  
  \[
  \text{Horizontal %} = \frac{\text{Weighted Crosstab Target}}{\text{Weighted Row Target}} \times 100
  \]
  
  \[
  \text{Horizontal %} = \frac{12,776}{39,614} \times 100 = 32\%
  \]

- **Index Horizontal**
  
  \[
  \text{Index Horizontal} = \frac{\text{Horizontal % Crosstab Target}}{\text{Horizontal % Column Target}} \times 100
  \]
  
  \[
  \text{Index Horizontal} = \frac{28\%}{14.7\%} \times 100 = 190
  \]

- **Index Vertical**
  
  \[
  \text{Index Vertical} = \frac{\text{Vertical % Crosstab Target}}{\text{Vertical % Row Target}} \times 100
  \]
  
  \[
  \text{Index Vertical} = \frac{32.3\%}{16.9\%} \times 100 = 191
  \]