What is a Cross Tab Report?
A Cross Tab Report allows you to conduct an in-depth profile of a single target for a local market. A National Cross Tab report is also available and represents an aggregate of all of the local U.S. markets measured by The Media Audit.

The Cross Tab Report Main Menu appears below with a brief explanation of the functionality for each report within the Cross Tab application. Note: the simplest way to access Cross Tab is to access from the main menu of The Media Audit software. To change between surveys, use the Survey button from the main menu of The Media Audit software.
Cross Tab Report—the toolbar

The Cross Tab Toolbar
This is an example of a Cross Tab toolbar within the Cross Tab program of TMA.

<table>
<thead>
<tr>
<th>Base</th>
<th>Primary</th>
<th>Targets</th>
<th>Options</th>
<th>Find...</th>
<th>Reports</th>
<th>Clip</th>
<th>Genders</th>
<th>?</th>
<th>Exit</th>
</tr>
</thead>
</table>

**Base**
Users can change the respondent base that will be used in all computations. By clicking on this button, you can change the base from adults 18+ to any qualitative target, zip code, cluster of zip codes, county, cluster of counties, city or cluster of cities. Available base options vary whether you are using Local Cross Tab Data or National Cross Tab data.

**Primary**
This allows the user to select a single target (or media) to be profiled.

**Targets**
This allows the user to choose from a list of targets (and media).

**Options**
Here you can modify how the report will appear on screen and when printed. Below is an example of what you can modify:

**Find...**
Allows user to quickly find text in a displayed report.

**Previous Report**
Shows the previous report.

**Reports**
Lets you choose from a list of available reports.

**Next Report**
Shows next report.
The Cross Tab Toolbar Continued

<table>
<thead>
<tr>
<th>Base</th>
<th>Primary</th>
<th>Targets</th>
<th>Options</th>
<th>Find...</th>
<th>Reports</th>
<th>Clip</th>
<th>Genders</th>
<th>Exit</th>
</tr>
</thead>
</table>

**Print**
Prints the current report.

**Clip**
Clips the data for pasting into other programs.

**Genders**
Applies an additional filtering restriction (male or female) to the base.

**Help**
Depending on where you are in the Cross Tab program, it will launch some or all pages of this manual in an electronic or PDF format.

**Exit**
Exits the report.
Cross Tab—how to create a report

How to Create a Cross Tab Report

1. Click on Cross Tab from The Media Audit Main Menu.
2. Click on Cross Tab from the main menu of the Cross Tab program.
3. At the Primary Target Selection Screen, select a single target (or media if available) to profile. Click OK.
4. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
5. An example of a Cross Tab report is below. By clicking on the “Reports” button, you can scroll through the different reports that are available.

In the above example using a local market database, the user created a report that analyzed which sporting events automobile purchasers like to follow on TV. For an explanation on how to read this report, see next page.
Cross Tab Reports—how to read a report

How to Read a Cross Tab Report

Below is an example of a Cross Tab Report, profiling Automobile Purchasers by the different sporting events they follow on TV. In this example, the base selected was Adults 18+. The definition for each of the column headers is below.

1. **Base**: A selected demo, target, or geographic area from which the report is based.
2. **Primary Target**: The target (or media) that is being profiled.
3. **Targets**: The criteria that is used to describe the Primary Target. Also referred to as Secondary Targets.
4. **Base Persons**: Total number of persons in the market that are in the base.
5. **Primary Persons**: Total number of persons in the base that are in the primary target.
6. **Horizontal Percent**: % of people in the secondary target that match the primary target audience.
7. **Vertical Percent**: % of People in primary target that fall into the secondary target group.
8. **Target Index**: Likelihood that the primary target audience is to be above or below the market average with the secondary target.

**Cross Tab Reports**

<table>
<thead>
<tr>
<th>Target</th>
<th>Base Persons</th>
<th>Primary Persons</th>
<th>Horizontal Percent</th>
<th>Vertical Percent</th>
<th>Target Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow Sport on TV—College Baseball</td>
<td>891,200</td>
<td>227,800</td>
<td>25.7</td>
<td>48.3</td>
<td>158</td>
</tr>
<tr>
<td>Follow Sport on TV—College Basketball</td>
<td>2,357,100</td>
<td>566,400</td>
<td>24.0</td>
<td>48.3</td>
<td>142</td>
</tr>
<tr>
<td>Follow Sport on TV—Chicago Bears</td>
<td>3,661,700</td>
<td>894,400</td>
<td>15.7</td>
<td>58.6</td>
<td>131</td>
</tr>
<tr>
<td>Follow Sport on TV—Chicago White Sox</td>
<td>3,182,200</td>
<td>600,000</td>
<td>19.0</td>
<td>51.3</td>
<td>122</td>
</tr>
<tr>
<td>Follow Sport on TV—Chicago Bulls</td>
<td>3,205,200</td>
<td>638,000</td>
<td>19.8</td>
<td>64.3</td>
<td>117</td>
</tr>
<tr>
<td>Follow Sport on TV—Chicago Blackhawk</td>
<td>4,303,100</td>
<td>937,300</td>
<td>13.1</td>
<td>71.6</td>
<td>110</td>
</tr>
<tr>
<td>Follow Sport on TV—NASCAR</td>
<td>1,094,400</td>
<td>267,800</td>
<td>23.0</td>
<td>22.0</td>
<td>11</td>
</tr>
<tr>
<td>Base selected is adults 18+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number of persons in the base who follow the Chicago Cubs on TV

Number of Automobile Purchasers in the base who Follow the Chicago Cubs on TV

% of Total Chicago Cubs Fans who plan to buy an automobile

% of Automobile Buyers follow the Chicago Cubs on TV

Adults who plan to buy a car/van/truck or SUV are 11% more likely to be Cubs fans compared to the average adult in the market

# of adults in base who plan to purchase a vehicle

% of adults in base who plan to purchase vehicle

Base selected is adults 18+

---

The Media Audit is a Syndicated Service of International Demographics, Inc.

Customer Support: 800.324.9921
Double Target Cross Tab Reports—how to create a report

How to Create a Double Target Report

1. Click on Double Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the two targets you wish to profile Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Double Target Report is below. By clicking on the “Reports” button, you can scroll through the different reports that are available.

<table>
<thead>
<tr>
<th>Targets</th>
<th>Target 1 Vertical Percent</th>
<th>Target 2 Vertical Percent</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL HOUSEHOLD INCOME - $50,000 PLUS</td>
<td>59.1</td>
<td>57.4</td>
<td>-1.7</td>
</tr>
<tr>
<td>ANNUAL HOUSEHOLD INCOME - $75,000 PLUS</td>
<td>42.1</td>
<td>39.0</td>
<td>-3.1</td>
</tr>
<tr>
<td>ANNUAL HOUSEHOLD INCOME - $100,000 PLUS</td>
<td>31.3</td>
<td>24.5</td>
<td>-6.8</td>
</tr>
<tr>
<td>ADULTS - AGE 15-20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADULTS - AGE 21-24</td>
<td>0.7</td>
<td>6.9</td>
<td>6.2</td>
</tr>
<tr>
<td>ADULTS - AGE 25-34</td>
<td>11.3</td>
<td>21.2</td>
<td>9.9</td>
</tr>
<tr>
<td>ADULTS - AGE 35-44</td>
<td>26.4</td>
<td>21.3</td>
<td>-5.1</td>
</tr>
<tr>
<td>ADULTS - AGE 45-54</td>
<td>12.1</td>
<td>11.3</td>
<td>-0.8</td>
</tr>
<tr>
<td>ADULTS - AGE 55-64</td>
<td>12.2</td>
<td>10.1</td>
<td>-2.1</td>
</tr>
<tr>
<td>ADULTS - AGE 65-74</td>
<td>19.3</td>
<td>11.8</td>
<td>-7.5</td>
</tr>
<tr>
<td>ADULTS - AGE 75-PLUS</td>
<td>11.6</td>
<td>4.8</td>
<td>-6.8</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS - STEREO, DVD OR MP3 PLAYER/ IPOD</td>
<td>16.6</td>
<td>25.1</td>
<td>8.4</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS - PERSONAL COMPUTER/ EQUIPMENT</td>
<td>13.1</td>
<td>22.9</td>
<td>9.6</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS - COMPUTER SOFTWARE</td>
<td>23.8</td>
<td>28.8</td>
<td>5.0</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS - NEW TV SET</td>
<td>21.9</td>
<td>21.1</td>
<td>-0.8</td>
</tr>
<tr>
<td>HD TV - OWN</td>
<td>41.6</td>
<td>41.2</td>
<td>-0.4</td>
</tr>
<tr>
<td>HD TV - PLAN TO BUY NEXT 12 MONTHS</td>
<td>14.7</td>
<td>13.9</td>
<td>-0.8</td>
</tr>
<tr>
<td>DIGITAL RECORDING DEVICE NOW HAVE OR TWO</td>
<td>35.4</td>
<td>35.4</td>
<td>0.0</td>
</tr>
</tbody>
</table>

In the example above, the user profiled two electronics retail stores on a number of targets, using “Vertical Percent” as the comparison metric. In this example, customers who shop ABT Electronics have a higher household income and are also older than those who shop Best Buy. See next page for an explanation on how to read this report.
How to Create Multiple Target Report

1. Click on Multiple Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select up to five targets you wish to profile Click OK.
3. At the Order Primaries screen, you can choose to re-order the selected targets by changing the numbers in each of the boxes. Click OK when satisfied with order.

4. At the Targets Screen, select as many targets as you wish. Click OK.
5. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
6. An example of a Multiple Target Report is below. By clicking on the "Reports" button, you can scroll through the different reports that are available.

In the example above, the user profiled different auto buying groups against age, gender, and household income. For example, the number of adults who plan to buy a new car/van/truck or SUV who are 25-49 years old is 287,800.

**The Media Audit** is a Syndicated Service of International Demographics, Inc.

Customer Support: **800.324.9921**
How to Read a Double Target Report

Below is an example of a Double Target Report, profiling customers of two local electronics retail chains in a local market. In this example, the base selected was adults 18+. Using index as the comparison metric, the report below illustrates the differences between the two retail chains. The definition for each of the column headers for the various reports is below:

1. **Base**: A selected demo, target, or geographic area from which the report is based.
2. **Target 1 and 2**: The two targets that are being profiled.
3. **Targets**: The criteria that is used to describe the Primary Targets. Also referred to as Secondary Targets.
4. **Target Persons**: Total number of persons in target 1 or target 2 who are in the secondary target.
5. **Horizontal Percent**: % of people in the secondary target that match the audience of Target 1 and 2.
6. **Vertical Percent**: % of People in Targets 1 and 2 that fall into the secondary target group.
7. **Target Index**: Likelihood that Target 1 or 2 audience is to be above or below the market average with the secondary target.

### Double Target Cross Tab Reports

![Double Target Cross Tab Reports](image)

<table>
<thead>
<tr>
<th>Target</th>
<th>Target 1 Index</th>
<th>Target 2 Index</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL HOUSEHOLD INCOME—$50,000 PLUS</td>
<td>123</td>
<td>119</td>
<td>-4</td>
</tr>
<tr>
<td>ANNUAL HOUSEHOLD INCOME—$75,000 PLUS</td>
<td>13</td>
<td>127</td>
<td>-10</td>
</tr>
<tr>
<td>ANNUAL HOUSEHOLD INCOME—$100,000 PLUS</td>
<td>183</td>
<td>127</td>
<td>-509</td>
</tr>
<tr>
<td>ADULTS—AGE 18-29</td>
<td>14</td>
<td>127</td>
<td>127</td>
</tr>
<tr>
<td>ADULTS—AGE 30-39</td>
<td>61</td>
<td>114</td>
<td>53</td>
</tr>
<tr>
<td>ADULTS—AGE 40-49</td>
<td>105</td>
<td>108</td>
<td>-3</td>
</tr>
<tr>
<td>ADULTS—AGE 50-59</td>
<td>13</td>
<td>111</td>
<td>-8</td>
</tr>
<tr>
<td>ADULTS—AGE 60-69</td>
<td>10</td>
<td>108</td>
<td>23</td>
</tr>
<tr>
<td>ADULTS—AGE 70-74</td>
<td>41</td>
<td>86</td>
<td>-55</td>
</tr>
<tr>
<td>ADULTS—AGE 75 PLUS</td>
<td>145</td>
<td>81</td>
<td>-65</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS—STEREO CD OR DVD PLAYER</td>
<td>90</td>
<td>121</td>
<td>31</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS—VIDEOTAPE RECORDER</td>
<td>80</td>
<td>115</td>
<td>40</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS—PERSONAL COMPUTER/PERIPHERALS</td>
<td>89</td>
<td>110</td>
<td>21</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS—SMART TV</td>
<td>94</td>
<td>122</td>
<td>28</td>
</tr>
<tr>
<td>PLAN BUY NEXT 12 MOS—TV SET</td>
<td>112</td>
<td>109</td>
<td>-3</td>
</tr>
<tr>
<td>HD TV—OWN</td>
<td>100</td>
<td>107</td>
<td>-7</td>
</tr>
<tr>
<td>HD TV—PLAN TO BUY</td>
<td>100</td>
<td>100</td>
<td>-6</td>
</tr>
<tr>
<td>DIGITAL RECORDER SERVICE NOVEMBER-DECEMBER</td>
<td>110</td>
<td>111</td>
<td>1</td>
</tr>
</tbody>
</table>

**The Media Audit** is a Syndicated Service of International Demographics, Inc.

Customer Support: 800.324.9921
Zip Code Cross Tab Reports—how to create and read

How to Create and Read a Zip Code Report

1. Click on Zip Code Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
3. An example of a Zip Code Report is below. In this example, the user profiled adults who read a daily weekday newspaper and where they live. Refer to the section on Zip Code Mapper reports if you would like to map this same data.

How to Read a Zip Code Report

1. **Base**: A selected demo, target, or geographic area from which the report is based.
2. **Primary Target**: The target (or media) that is being profiled.
3. **Zip Code**: The list of zip codes that are used to compare to the Primary Target.
4. **Total Count**: The total number of respondents or the sample size within the zip code.
5. **Target Count**: The total number of respondents or the sample size for the Primary Target.
6. **Target Percent**: The percent of people in the Zip Code that are also in the Primary Target.
7. **Weighted Total Count**: The Number of people in the base who are in the zip code.
8. **Weighted Target Count**: The Number of people in the Primary Target who are in the Zip Code.
9. **Weighted Target Percent**: The percent of people the Primary Target reaches in the Zip Code.

The sample size for this zip code is 13 respondents.

The number of respondents for the Primary Target who are in this zip code is 9.

69.2% of the total respondents in this zip code are daily readers of this newspaper.

Out of a total of 39,900 adults who live in this zip code, 26,300 read this newspaper.

The newspaper reaches 65.9% of adults in this zip code.
Age Cross Tab Reports—how to create and read

How to Create and Read an Age Report

1. Click on Age Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the single target you wish to profile.
3. At the Target Selection Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Age Report is below. In this example, the user profiled adults who own different types of vehicles by average age.

According to this report, there are 85,400 adults in this market who own a Buick. The average age of a Buick owner is 58.2 years.
How to Create and Read an Income Report

1. Click on Income Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Income Report is below. In this example, the user profiled adults who plan to purchase a new vehicle for each county within a metro market.

More adults who plan to buy a new vehicle live in Cook County than any other county.

Note that total income refers to the number of primary persons times average income.

Adults who live in Will County and plan to buy a new vehicle have the highest income—$117,663.
How to Create and Read a Home Value Report

1. Click on Home Value Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Home Value Report is below. In this example, the user compared home values for adults who listen to different radio stations in a local market and who plan to buy a home in the next 2 years and also own a home. The Home Values numbers may be of particular interest to advertisers in mortgage lending, home remodeling, or furniture stores.

Number of KKWF-FM listeners who own a home and who are in the primary target (plan to buy a home next 2 years)

There are 2,949,300 adults 18+ in the base with a total home value of $838,435,000,000

Out of all adults in the base, 6.9% plan to buy a home in the next 2 years and now own a home

There are 204,900 adults 18+ in the market who plan to buy a home and now own. The total value of their homes is $90,255,000,000, which represents 10.8% of the total home value for all adults 18+ in this market

The mean home value is highest with adults who plan to buy a home and who listen to KBSG-FM—$636,441 compared to the average 18+ home buyer in the market ($467,400).
How to Create and Read a Miles Driven Report

1. Click on Miles Driven Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Miles Driven Report is below. In this example, the user compared the average miles driven in a typical week for owners of various makes of vehicles who also plan to buy a new or used vehicle in the next 12 months. The miles driven numbers may be of particular interest to media such as outdoor and radio and would suggest a strong potential for ad exposure for certain types of consumers.

Number of Mazda owners who are in the primary target (plan to buy a new/used vehicle next 12 months)

Total miles driven among Mazda owners who plan to buy a new/used vehicle next 12 months in a typical week

Among Jeep owners who plan to buy a new/used vehicle in the next 12 months, the average number of miles driven weekly is 284