

HOW TO INTERPRET DATA FROM THE UNIVERSITY REPORTER

For this report we are focusing on female drinkers of bottled water. If you look at the “Details/Usage/Brands” section on the left side of the screenshot you’ll see **Bottled Water** highlighted, which indicates that our analysis is focusing on **Bottled Water**. And, specifically, people who drank **Bottled Water** in the past six months. Our Target is who or what we are looking at in regard to our category. There are many targets in the report, but for this example, we are focusing on and detailing the metrics related to **Women**.

Target	Base Total '000	'000	% Detail	% Target	Index
Total	237,011	155,382	100	65.56	100
Men	114,141	70,399	45.31	61.68	94
Women	122,870	84,983	54.69	69.17	106
Educ: graduated college plus	67,714	45,929	29.56	67.83	103
Educ: attended college	68,224	48,503	29.93	68.16	104
Educ: graduated high school	70,520	44,265	28.49	62.77	96
Educ: did not graduate HS	30,552	18,685	12.03	61.16	93
Educ: post graduate	24,233	15,881	10.22	65.53	100
Educ: no college	101,072	62,950	40.51	62.28	95
Age 18-24	30,221	21,586	13.89	71.43	109

Base Total '000: The base for this report is “Total Adults.” The Base total number indicates the total number of the demographic (in this instance) that are in the population. There are 122,870,000 women in the U.S. population.

'000 = Projected Audience. There are 84,983,000 women who drink bottled water in the total Continental U.S. population.

% Detail: (aka Vert%) is the % of category users who are women. In this case, 54.69% of bottled water drinkers are women in the Continental U.S.

% Target: (aka Horz%) is the % of women who drink bottled water. In this case, 69.17% of all women in the Continental U.S. drink Bottled Water.

Index: The propensity of bottled water drinkers to be women and vice versa as compared to the Base. Index=105 means bottled water drinkers are 5% more likely than the rest of the base (total adults) to be female. It also means that women are 5% more likely to be bottled water drinkers than anyone else in the base of total adults.