

Simmons Choices3 – Interpreting a Results Table

	elements	total	SPORTS EVENTS - WATCH ON TV: FOOTBALL COLL - WATCH OCCASIONALLY	SPORTS EVENTS - WATCH ON TV: FOOTBALL COLL - WATCH FREQUENTLY	SPORTS EVENTS - WATCH ON TV: FOOTBALL-PRO - WATCH OCCASIONALLY	SPORTS EVENTS - WATCH ON TV: FOOTBALL-PRO - WATCH FREQUENTLY
total	Sample (000) vert% horz% Index Base	3,000 16,716 100% 100% 100	83 384 100% 2.30% 100	25 143 100% .86% 100	100 550 100% 3.28% 100	38 210 100% 1.26% 100
AGE: 18-24	Sample (000) vert% horz% Index Base	288 2,185 13.1% 100% 100	8 78.5 20.4% 3.59% 155	1 1.80 1.28% .08% 10	12 113 20.5% 5.16% 157	3 16.2 7.71% .74% 59
AGE: 25-34	Sample (000) vert% horz% Index Base	549 3,640 21.8% 100% 100	11 62.1 16.2% 1.71% 74	8 58.5 40.8% 1.61% 107	12 91.5 16.6% 2.51% 78	8 51.7 24.6% 1.42% 113
AGE: 35-44	Sample (000) vert% horz% Index Base	731 3,891 23.0% 100% 100	27 109 28.4% 3.81% 100	5 22.6 15.8% .58% 100	28 134 24.4% 3.18% 100	13 62.8 29.8% 1.61% 100

Sample = Number of respondents in this study who meet the specifications of both the *Row* and *Column* headings.

(000) = Projected number of adults in the U.S. who meet the specifications of both the *Row* and *Column* headings. This projection was calculated statistically and was based on the actual number of survey respondents. **Three 000s should be added to the end of whatever number is given.

Vert% = (Vertical Percentage or Percent Down). Projected number of people who have a given characteristic, expressed as a percent, as defined by the *Column* heading. This is best described/understood by beginning the sentence with the *Column* heading.

Horz% = (Horizontal Percentage or Percent Across). Projected number of people who have a given characteristic, expressed as a percent, as defined by the *Row* heading. This is best described/understood by beginning the sentence with the *Row* heading.

Index = This number indicates the likelihood, compared to the total population, of meeting the specifications of both the *Row* and *Column*. The average index is 100. Anything over 100 shows a greater correlation between the *Row* and *Column*; anything under 100 shows a lesser likelihood.

Base = Percentage of the total (projected) population represented by that cell.

	Elements	Total	Sports Events Watch on TV: Football Coll - Watch Occasionally
Total	Sample	3,000	83
	(000)	16,716	384
	Vert%	100%	100%
	Horz%	100%	2.30%
	Index	100	100
Age: 18-24	Base	100%	2.30%
	Sample	299	9
	(000)	2,185	78.5
	Vert%	13.1%	20.4%
	Horz%	100%	3.59%
	Index	100	156
	Base	13.1%	0.47%

384,000 U.S. adults are projected to occasionally watch college football on TV.

Of the 299 U.S. adults ages 18-24 responding to this survey, 9 occasionally watch college football on TV.

20.4% of U.S. adults who occasionally watch college football on TV are 18-34. [78.5 / 384]

3.59% of U.S. adults ages 18-24 occasionally watch college football on TV. [78.5 / 2,185]

.47% of the total adults in the U.S. are people 18-34 who occasionally watch college football on TV. [78.5 / 16,716]

U.S. Adults ages 18-24 are 56% more likely to occasionally watch college football on television than the general population. [3.59% / 2.30%]