



# How to Read a Scarborough Crosstab Report

A Crosstab Report gives you the ability to look at multiple columns in a single report.

Scarborough Research  
 Study: YourMarketUSA 2008 Release 1  
 Release: Total (Feb 2007 - Jan 2008)  
 Base: Total  
 Projected: 16051377 Respondents: 13343

The Base column gives you information about what you selected as a Base (universe) for your report

These 2 columns allow you to compare information side by side in the same report.

ROWS

	Cell	Base	*YourTeam fans (w,a,l)	Events attended/places visited past 12 YourMarket YourTeam football game
Total	Proj	16,051,377	5,244,171	689,943
	Horz %	100	32.7	4.3
	Vert %	100	100	100
	Index	100	100	100
<b>Household income summaries (HHLI)</b>				
\$50,000 or more	Proj	9,539,895	3,519,533	540,627
	Horz %	100	36.9	5.7
	Vert %	59.4	67.1	78.4
	Index	100	113	132
\$75,000 or more	Proj	6,853,845	2,683,818	431,568
	Horz %	100	39.2	6.3
	Vert %	42.7	51.2	62.6
	Index	100	120	146
\$100,000 or more	Proj	4,456,605	1,839,649	311,592
	Horz %	100	41.3	7
	Vert %	27.8	35.1	45.2
	Index	100	126	163

4.3% or almost 690,000 adults in YourMarketUSA attended a YourTeam game in the past 12 months.

78% or over 540,000 of YourTeam attendees have a HHI of \$50,000 or more.

YourTeam attendees are 63% more likely than the market average to have a HHI of \$100,000 or more.

28% or over 4.4 million adults in the YourMarketUSA market have a HHI of \$100,000 or more.