If you don’t see all your results, use the horizontal scroll bar.

To sort the results, use the arrows. Highest number to lowest is the down arrow. You’ll have your choice of which number to sort by.
Understanding What the Numbers Mean

The OneView displays the following optional numbers in a crosstab report:

**Sample:** The number of respondents actually interviewed. Also referred to as unweighted counts or sample counts. In the example, 25,318 people were surveyed and 5,953 listed JC Penney.

**Weighted counts (Pop):** The representative number of people after sample-balancing has been applied to the raw sample counts. Often this number is also projected to the known universe such as the total population. The people surveyed represent 221,841,500 Americans, and 48,737,570.

**Vertical %:** The column percentage. The percentage of the corresponding columns total that the specific cell represents (based on weighted counts).

**Horizontal %:** The row percentage. The percentage of the corresponding row total that the specific cell represents (based on weighted counts).

**Index:** An indication of how the weighted numbers in the cell differ from expected within the specified filter. An index of 100 corresponds to the average (or no difference); an index greater than 100 indicates higher than average and an index less than 100 indicates lower than average.

**Total %:** The percentage of the currently selected base that the specific cell represents.

Citing Simmons OneView

APA Style:

### An Illustration of Horizontal & Vertical Percentages

<table>
<thead>
<tr>
<th></th>
<th>Triangle</th>
<th>Circle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>△ △ △ △</td>
<td>□ □ □</td>
</tr>
<tr>
<td>Red</td>
<td>△ △ △ △</td>
<td>□ □ □</td>
</tr>
<tr>
<td>Green</td>
<td>△ △ △ △</td>
<td>□ □ □</td>
</tr>
<tr>
<td>Yellow</td>
<td>△ △ △ △</td>
<td>□ □ □</td>
</tr>
</tbody>
</table>

**Horizontal %: 50% of greens are circles.**

**Vertical %: 25% of triangles are blue.**