

# PMB /COMSCORE FUSED DATABASE - HOW TO PRODUCE AND ANALYZE A CROSTAB

This describes the recommended approach. For more information, see the user guide [www.pmb.ca](http://www.pmb.ca)

**STEP 1 - Define the base :** The default base is “All adult Canadians”. Or, you can select the Digital Universe aged 18+, or any PMB data item. (You could select a comScore web entity, but that would impose restrictions as explained in the user guide)

**STEP 2 – Define the columns :** Select Unique Visitors or Page Views for comScore web entities. Each entity in its own column.

**STEP 3 – Define the rows :** Put PMB data in the rows. You may select from all available PMB data, including demographics, media usage, product usage, attitudes and lifestyle. One restriction - no averages.

	COMSCORE DATA	
	Website Entity A	Website Entity B
PMB DATA	UV's*	UV's*
Demographics		000
Media usage		Unweighted
Lifestyle		V%
Product usage		H%
Attitudes		Index

**HOW TO READ THE CROSS TAB :** Each cell contains statistics describing the people who have visited the web entity and have the characteristic defined in the row :

- 000 – projected number of adult Canadians in the selected base (in thousands) who are web entity visitors and who also have the row characteristic.
- Unweighted – sum of unweighted comScore panellists and PMB respondents in this cell
- V% - number in this cell as % of all entity B visitors.
- H% - number in this cell as % of all the people in Canada with this PMB measured characteristic.
- Index – Measure of whether the number of viewers with this characteristic is above or below average.

\*Cross tabs with Page views work the same way, except that H% has no meaning.

**IMPORTANT WARNING -** The software packages for the fused data base have a wide range of functionalities, some of which are not available when a cross tabulation involves a comScore reported website entity :

Cross tabulations involving comScore data may only have website entities in one of the base, columns or rows. They do not work with website entities in more than one of those 3 areas.

Logical operators (AND, OR) will not work with web entities. This restriction includes dragging to select multiple websites in the same row or column.

Cross tabulations where web entities are crossed with averages, medians or total volume for PMB measured products or media.

