

## HOW TO READ A CROSSTAB REPORT

		0	1	2	3
		Totals	FHM	GQ	Loaded
0	Totals	Audience(000)	49,838	1,200	378
		Resps	24,263	889	139
		%Col	100.0	100.0	100.0
		%Row	100.0	2.4	0.8
		Index	100	100	100
1	Age 15-34	Audience(000)	15,884	831	225
		Resps	5,130	245	78
		%Col	31.9	69.2	59.5
		%Row	100.0	5.2	1.4
		Index	100	227	187
2	Age 35-54	Audience(000)	16,871	341	138
		Resps	7,078	116	47
		%Col	33.9	28.4	36.4
		%Row	100.0	2.0	0.8
		Index	100	84	108
3	Age 55+	Audience(000)	7,109	15	14
		Resps	4,647	16	12
		%Col	14.3	1.3	3.6
		%Row	100.0	0.2	0.2
		Index	100	09	25

### GQ

#### Audience:

Has a total readership of 378,000.

#### Resps:

139 Adults who were interviewed for the survey claimed readership of GQ.

#### % Row:

The percentage of All Adults claiming readership of GQ. Therefore, of All Adults in Great Britain, 0.8% of them read GQ. (i.e. Read Across, then Up)

#### Calculation

$\text{Total Readership for GQ} \div \text{Total Population of All Adults} \times 100$

$378 \div 49,838 \times 100 = 0.8\%$

### Totals

#### Audience:

Total Population of Adults Aged 15+ in Great Britain = 49,838,000.

#### Resps:

24,263 Adults Aged 15+ were interviewed for the survey.

### Totals

#### Audience:

Total population of Adults Aged 15-34 in Great Britain = 15,884,000.

#### Resps:

5,130 Adults Aged 15-34 were interviewed for the survey.

#### % Col:

The percentage of All Adults Aged 15-34 in Great Britain, Therefore, of All Adults, 31.9% are Aged 15-34. (i.e. Read Up, then Across)

#### Calculation

$\text{Population of 15-34 Yr Olds} \div \text{Population of Adults} \times 100$   
 $15,884 \div 49,838 \times 100 = 31.9\%$

#### Index Calculation

$\text{GQ 15-34 Yr Old \% Col} \div \text{Total 15-34 Yr Old \% Col} \times 100$   
 $59.5 \div 31.9 \times 100 = 186.6\%$

### GQ

#### Audience:

There are 225,000 15-34 year old GQ readers in Great Britain.

#### Resps:

78 Adults Aged 15-34 who were interviewed for the survey claimed readership of GQ.

#### % Col:

59.5% of GQ's readers are Aged 15-34.

#### Calculation

$\text{GQ 15-34 Yr Old Readership} \div \text{GQ Adult Readership} \times 100$

$225 \div 378 \times 100 = 59.5\%$

#### % Row:

1.4% of 15-34 year olds read GQ.

#### Calculation

$\text{GQ 15-34 Yr Old Readership} \div \text{15-34 Yr Old Population} \times 100$

$225 \div 15,884 \times 100 = 1.4\%$

#### Index

Based on All Adults (100), Above 100 = More likely, Below 100 = Less Likely.

Therefore GQ readers are 86.6% more likely than the average Adult to be Aged 15-34.