How Do I - Read A Crosstab

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These results are typical of what you would see after clicking the Crosstab button.

TOTALS

Audience:
Total Population of Adults 18+ is
247, 955, 000

Respondents:
47,901 Adults were interviewed for the survey

			0 Totals	1 Instant Game (Scratch-off) ~ Lottery - Kinds - All Users	2 Daily Drawing ~ Lottery - Kinds - All Users	3 Mega Millions ~ Lottery - Kinds - All Users
0	Totals	Audience(000)	247,955	46,640	7,887	47,283
		Resps	47,901	8,820	1,672	9,944
		%Col	100.00	100.00	100.00	100.00
		%Row	100.0	18.8	3.2	19.1
		Index	100	100	100	100
1	Men ~ Gender	Audience(000)	119,713	21,166	4,150	25,205
		Resps	23,988	4,213	930	5,494
		%Col	48.28	45.38	52.61	53.31
		%Row	100.0	17.7	3.5	21.1
		Index	100	94	109	110
2	Women ~ Gender	Audience(000)	128,242	25,474	3,738	22,078
		Resps	23,913	4,607	742	4,450
		%Col	51.72	54.62	47.39	46.69
		%Row	100.0	19.9	2.9	17.2
		Index	100	106	92	90

Instant Game Lottery - TOTAL

- **Audience:** The Instant Game has a total of **46,640,000** players.

- **Respondents:** **8,820** Adults interviewed for the survey that claimed to have played the Instant Game Lottery.

- **% Row:** **18.8** of all Adults played Instant Game.
  Calculation :
  Total Players of Instant Game/ Total Population of All Adults
  46,640,000 / 247,955,000 = 18.8%

Instant Game Lottery - MEN

- **Audience :** The Instant Game has a total of **21,166,000** Male players.

- **Respondents:** **4,213** Men interviewed for the survey who played the Instant Game.

- **% Column: 45.4%** of Instant Game players are Men.
  - (Calculation: Male Instant Game/Total Adult Instant Game players) : 21,166/46,640 x 100 = 45.4%

- **% Row : 17.7%** of Men played the Instant Game.
  - (Calculation: Male Instant Game/Male Population) : 21,166/119,713 x 100 = 17.7%

- **Index**: The instant game is **6%** lower than the average population to reach Men.
  - (Calculation: Male Instant Game Player % Column / Total Male % Column): 45.4 / 48 x 100 = 94%