

# INTRODUCTION TO SURVEYTIME

## User Manual

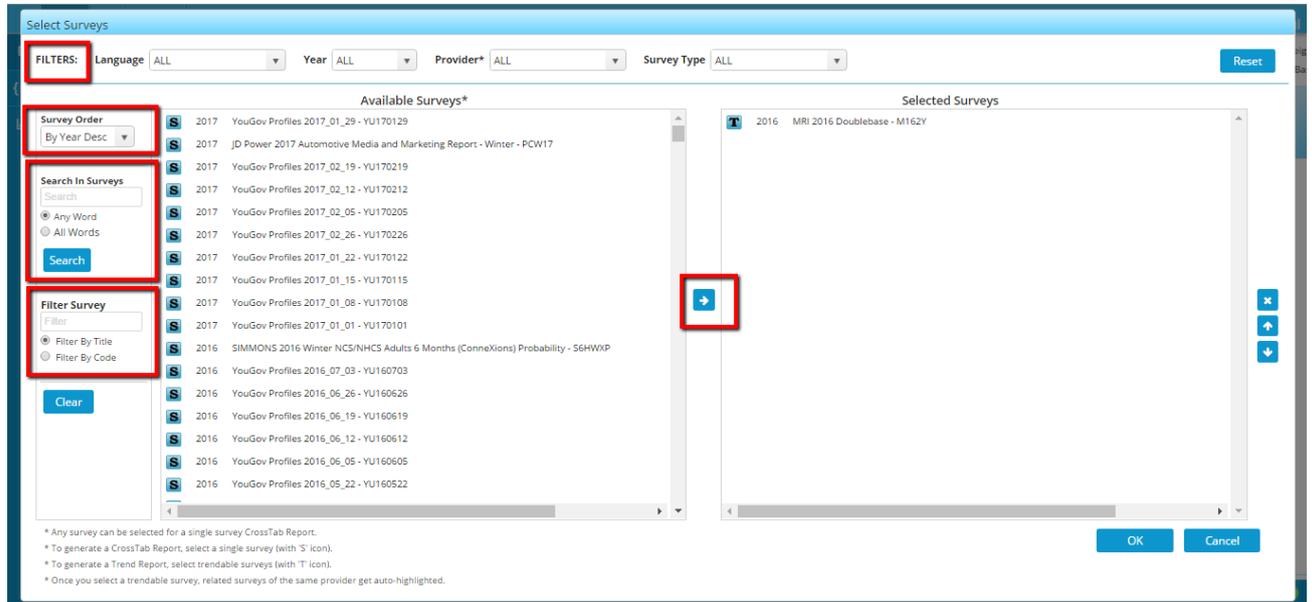
Telmar Group, Inc.  
2017

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## SELECTING SURVEYS FOR A CROSTAB REPORT

Select **SurveyTime** from the applications list on your Telmar screen.

Once SurveyTime has been launched you will see the **'Select Surveys'** screen below.



### Filters:

There are 4 levels of filtering at the top of the screen. You can filter by **Language**, **\*Year**, **Provider** or **Survey Type**. Simply select the option you require. Your filters will automatically be applied to the **Available Surveys\*** list.

### Survey Order:

You can amend the order in which your surveys appear by clicking on the drop down menu and selecting one of the following: **By Name Asc/Desc**, **By Year Asc/Desc** or **Hit Counts Asc/Desc**. Hit counts indicate how many occurrences of your **'Search In Surveys'** results appear in each survey.

### Search in Surveys:

This searching method is used to find occurrences of a word within a survey. For example, if you type in the brand 'Fanta', the number of occurrences will appear

next to each survey in

- S 2006 TY06A Youth TGI 2006 (Autumn) (3)
- S 2007 TY07A Youth TGI 2007 (Autumn) (3)
- S 2007 TY07S Youth TGI 2007 (Spring) (3)

### Filter Surveys:

This is used to search for the survey title or code within the survey list.

To select a survey single-click it within the **'Available Surveys'** list and use the green arrow to move it into the **'Selected Surveys'** box.

- Trendable surveys are marked with the following symbol: **T**
- Non-Trendable surveys are marked with the following symbol: **S**

## Overview of SurveyTime User Interface

### Crosstab Screen (Home Screen)

The screenshot shows the SurveyTime interface with several red callouts pointing to specific elements:

- Toolbar Menu options:** Points to the top navigation bar containing Home, File, Manage, and Options.
- Add-On Launchers:** Points to the 'Add On' button in the top right corner.
- Drag-Drop Coding buttons:** Points to the 'Add Table', 'Add Column', and 'Add Row' buttons above the report grid.
- Codebook:** Points to the left-hand navigation pane showing a tree structure of categories and filters.
- Crosstab Report:** Points to the central data grid displaying a cross-tabulation of survey data.

			0	1
Totals				
0	Totals	Audience(000)	238,155	58,407
		Resps	48,168	12,284
		%Col	100	100
		%Row	100	25
		Index	100	100
1	Adults AND (	Audience(000)	107,407	58,407
		Resps	284	12,284
		%Col	25	100
		%Row	100	100
		Index	100	408
2	Men	Audience(000)	114,766	23,399
		Resps	24,457	5,192
		%Col	48	40
		%Row	100	20
		Index	100	83
3	Women	Audience(000)	123,389	35,007
		Resps	23,711	7,092
		%Col	52	60
		%Row	100	28
		Index	100	116

### Switching between different screens

The screenshot shows the SurveyTime interface with red callouts pointing to navigation options:

- Switch To ..:** Points to the 'Switch To ..' button in the top toolbar.
- Crosstab Screen:** Points to the grid icon in the left-hand navigation pane.
- Coding Screen:** Points to the list icon in the left-hand navigation pane.
- Charts Screen:** Points to the chart icon in the left-hand navigation pane.

### Coding Screen

The screenshot shows the 'Coding Screen' interface. On the left is a 'Codebook area' containing a list of category filters such as 'Own Publications', 'Demographics', and 'Psychographics'. The main area displays a table with columns for 'ID', 'Code', and 'Resps'. Above the table are 'Coding Buttons' (Table, Columns, Rows, Auto, >>) and a 'Visual Code Builder' section. A 'Coding Grids for' box points to the table headers. A table of data is shown below:

ID	Code	Resps
1	GADULTS AND (M125021091)	12284
2	GMEN	24457
3	GWOMEN	23711
4	GMANPROF	13759
5	GWORKWOM	13320
6	GMALEPRIN	10962
7	GFEMALEPRI	20780
8	MNEVERMAR	11693
9	MNOWMAR	24820
10	MALLOTHER	11655

### Charts Screen

The screenshot shows the 'Charts Screen' interface. A bar chart displays 'Audience' counts for different categories: Adults AND (58407), Men (23399), Women (35007), Managers (13920), and Working W... (18199). The interface includes 'Charting Options' (Data Item, Table Base), 'Export Options', 'View Options' (X Axis Text Angle, Trim Text), and a 'Chart Item selection' panel on the right with a 'Row Groups' list.

## CREATING A CROSTAB REPORT

For this example we have used *MRI 2016 Doublebase* to create a crosstab of All Respondents in the Table.

The screenshot shows the Survey Time software interface. The top menu bar includes 'Home', 'File', 'Manage', 'Options', 'Result format', 'Add Ons', 'Data Options', and 'Export'. The 'Add Ons' menu is open, showing options like 'Autografix', 'PMap', 'F.A.', 'Cluster', 'Correspondence', and 'Audience Effects'. The 'Add Table' button is highlighted with a red box. The 'Table Base' dropdown menu is also highlighted with a red box, showing 'All Respondents' selected. The main area displays a table with columns for 'Audience(000)', 'Resps', '%Col', '%Row', and 'Index'. The table data is as follows:

	Totals	Audience(000)	Resps	%Col	%Row	Index
0	Totals	240,779	48,273	100	100	100

### Create a New Table

Notice in the top right hand corner “All Respondents” is selected by default, so we do not need to create a table in this instance.

If you wish to create an alternative table click on the ‘Add Table’ button.

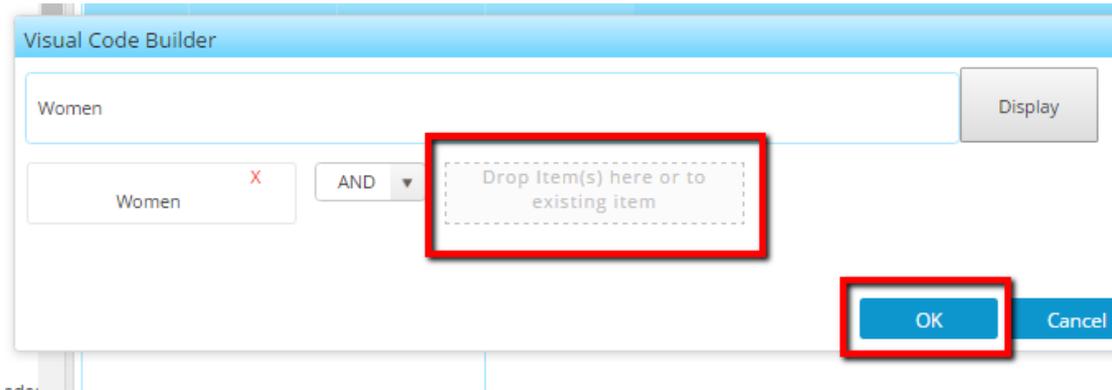
Select your targets from the code book on the left hand side of the screen then drag and drop into the blue drop zone.

For example open 'Demographics: Basic' in your code book, select 'All Women' and drag and drop it in the blue drop zone. Then click 'OK'.

Finally click 'OK' to the message window that confirms your table has been added to your custom table list.

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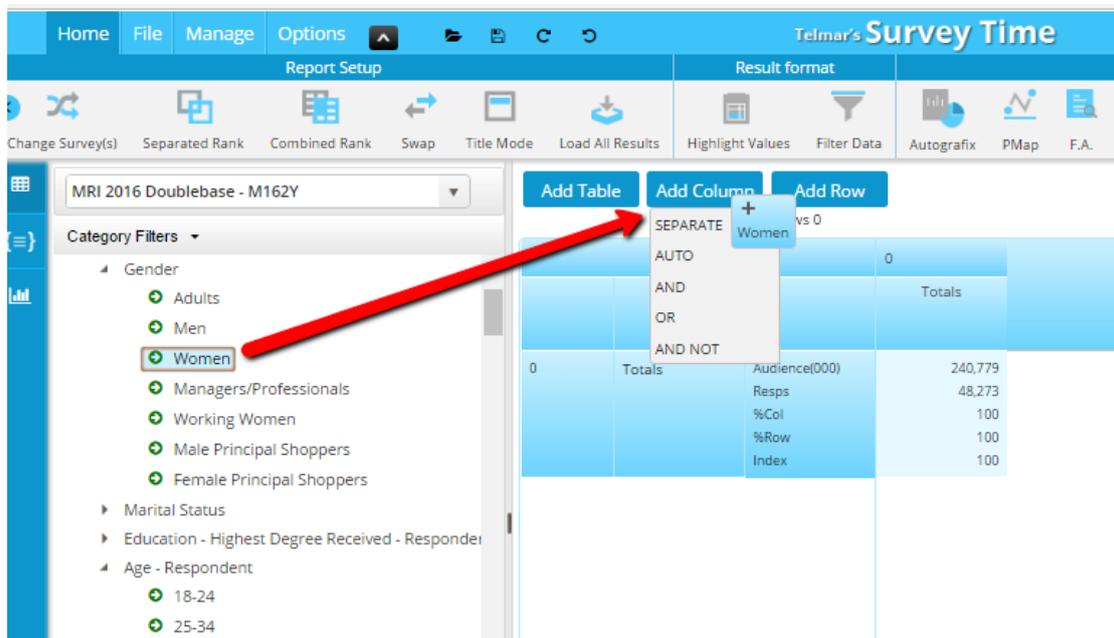
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To apply your new table click on the **'Select Table'** drop down menu on the main screen and click on the target of your choice.

### Auto Coding

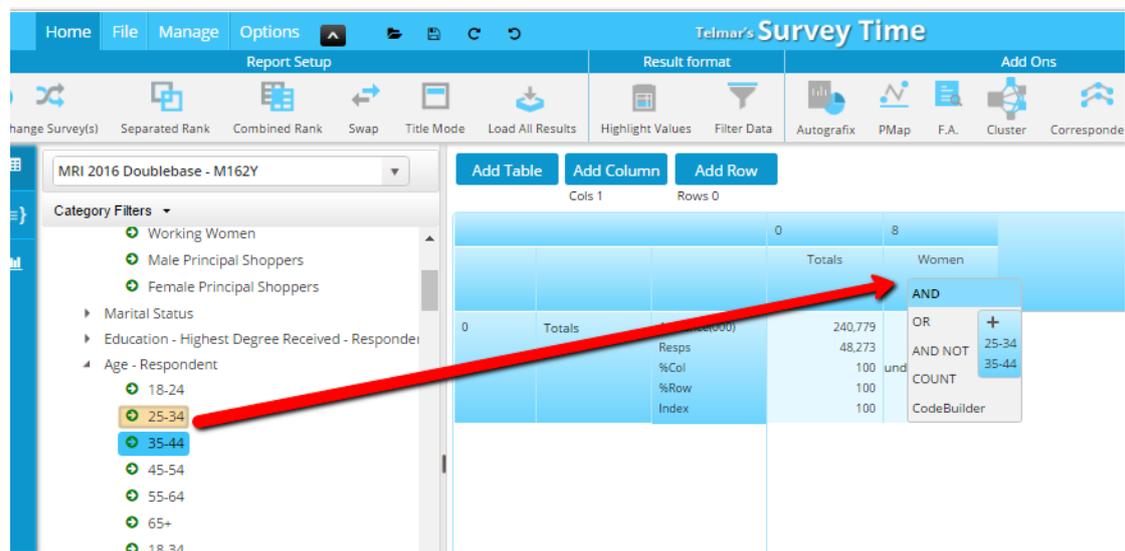
To create the columns, double click on 'Demographics: Basic' located in the code book on the left hand side of the screen. Highlight **Women** and drag and drop into the **'Add Column'** button.



Now highlight **'Age 15-24'** and **'Age 25-34'** using the control or shift key. Drag and drop the age groups into the **'Women'** column. See below.

Hover your age group codes over the **Women** column; the following message will appear **'Auto code'**. This is to indicate that once you have dropped your coding into the column, SurveyTime will use coding logic to automatically join your coding strings together.

Notice that your age group codes have been joined with an **'OR'** and brackets have been automatically applied. Also the ages have been linked to the All Women code with an **'AND'**.



### Edit Coding Titles

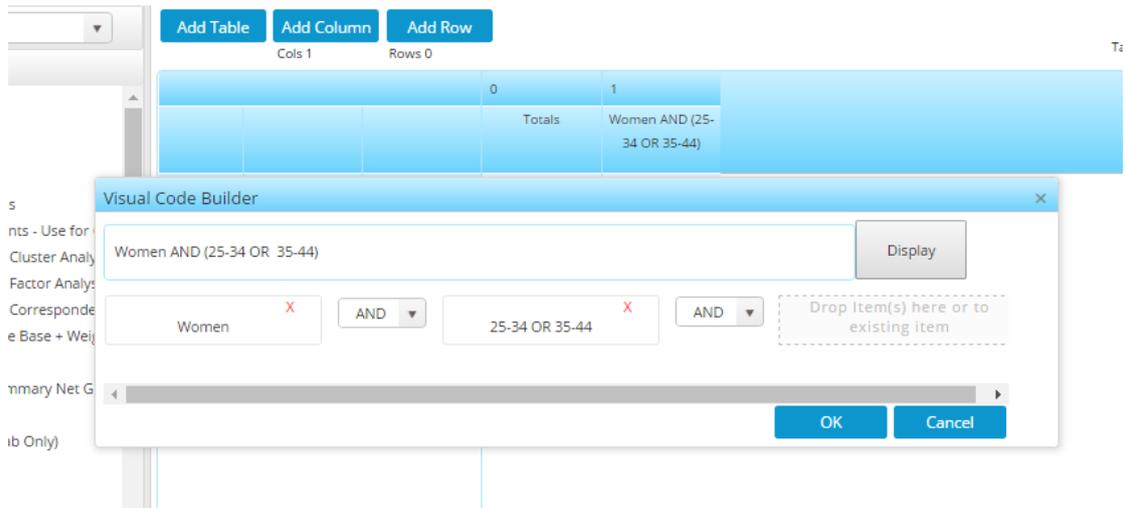
To change the titling of your coding, click within the column heading box. The window below will appear.

Right hand click on the title **'Women AND (15-24 OR 25-34)'** and double click to **'Edit Title'**



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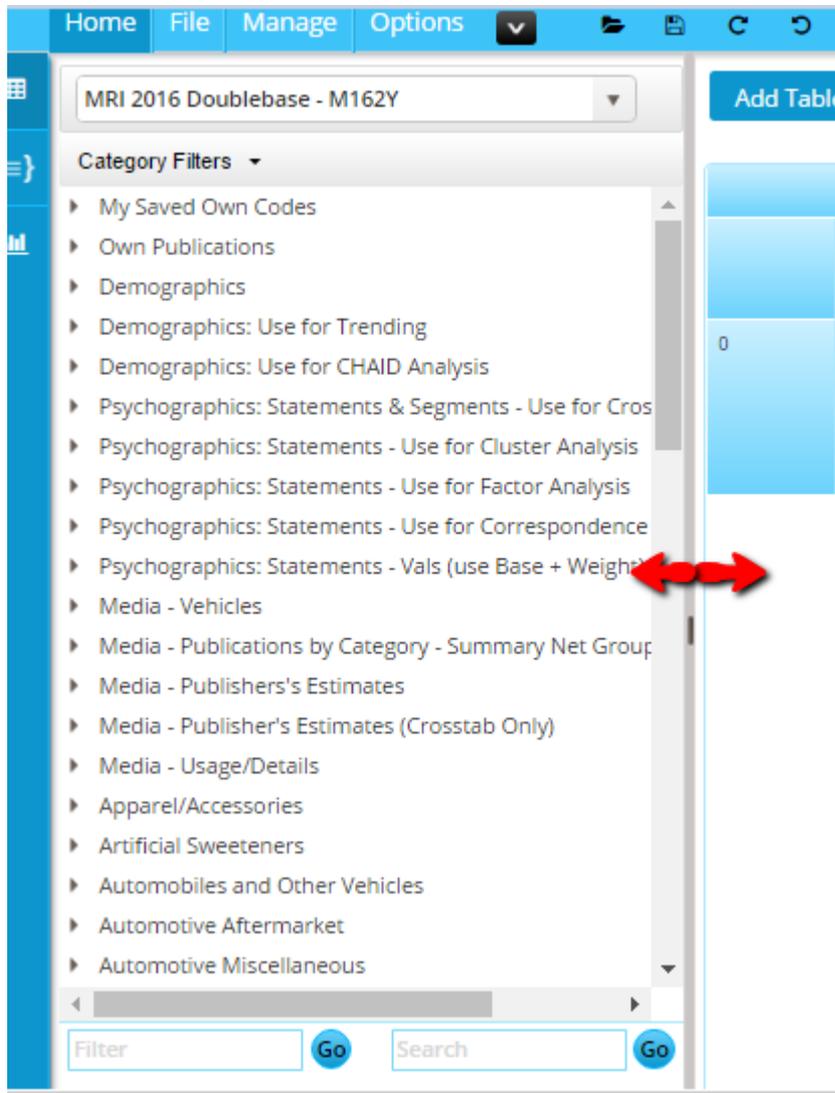


Now highlight the title and delete the text. Replace the text with your custom title, for example 'Women Aged 15-34'.

Once you have changed the title of your column click OK.

To create the second column of Men aged 15-34 repeat the same steps as above.

**\*\*TIP: You can customise the width of your code book by clicking on the navy bar that runs vertically down the right hand side of the code book and dragging it to your preferred size.\*\***



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To create the rows, open a branch like **'Newspaper Reading'** in the code book and highlight the **'National Dailies'** that you want. Drag and drop this to the **'Add Row'** button.

When you drag and drop National Dailies to the Add Row button, a message will appear reading **'SEPARATE'**, which makes you aware that each of the titles are going to be added to separate rows.

For this example, each of the titles need to be in separate rows. If you require a group of codes to be combined, hover the selection over the **'Add Rows'** button and wait until a white options box appears. You can then select from the list of operands and your codes will be linked together with brackets.

The screenshot shows the Telmar Survey Time software interface. On the left, a category filter tree is expanded to 'Newspaper Reading - Read in Weekday Newspapers', with several sub-items selected, including 'Main News/Front Page', 'International/National News', 'Local News', 'Business/Finance', 'Classified Advertising', 'Comics', 'Editorial Page', 'Entertainment/Lifestyle', 'Fashion', 'Food/Cooking', and 'Health'. A red arrow points from the 'Add Row' button to the 'SEPARATE' option in the dropdown menu. The main area displays a table with columns for 'Totals', 'Audience(000)', 'Resps', '%Col', '%Row', and 'Index'. The table data is as follows:

	Totals	Audience(000)	Resps	%Col	%Row	Index
0		240,779	48,273	100	100	41,829
				100	17	
				100	100	

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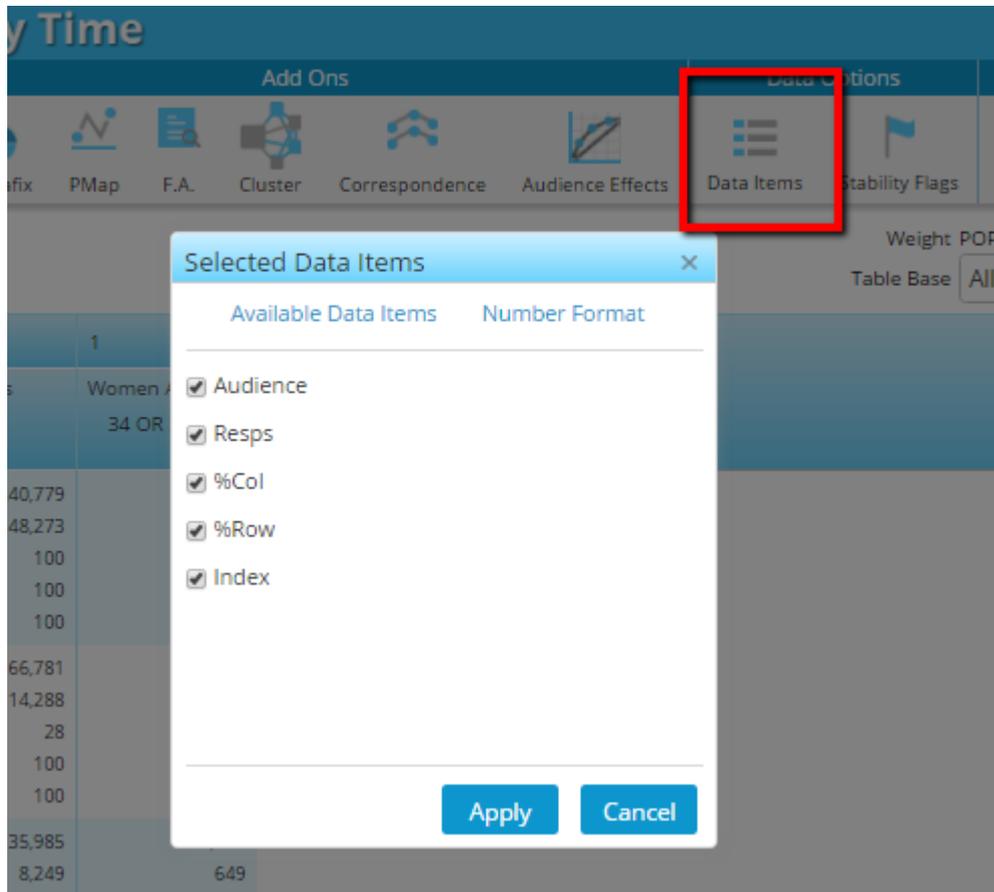
The crosstab report will generate automatically in the centre of the screen.

			0	1
			Totals	Women AND (25-34 OR 35-44)
0	Totals	Audience(000)	240,779	41,829
		Resps	48,273	8,178
		%Col	100	100
		%Row	100	17
		Index	100	100
1	Main News/Front Page	Audience(000)	66,781	8,124
		Resps	14,288	1,549
		%Col	28	19
		%Row	100	12
		Index	100	70
2	International/National News	Audience(000)	35,985	3,318
		Resps	8,249	649
		%Col	15	8
		%Row	100	9
		Index	100	53
3	Local News	Audience(000)	64,587	7,553
		Resps	13,667	1,411
		%Col	27	18
		%Row	100	12
		Index	100	67
4	Business/Finance	Audience(000)	19,465	1,360
		Resps	4,907	286
		%Col	8	3
		%Row	100	7
		Index	100	40

### Customising Crosstab Report

You can customise which **Data Items** appear in your report by clicking on the data items drop down menu.

Click on the data items that you don't want included in your crosstab report; these will then get un-ticked. Now click 'Apply'.

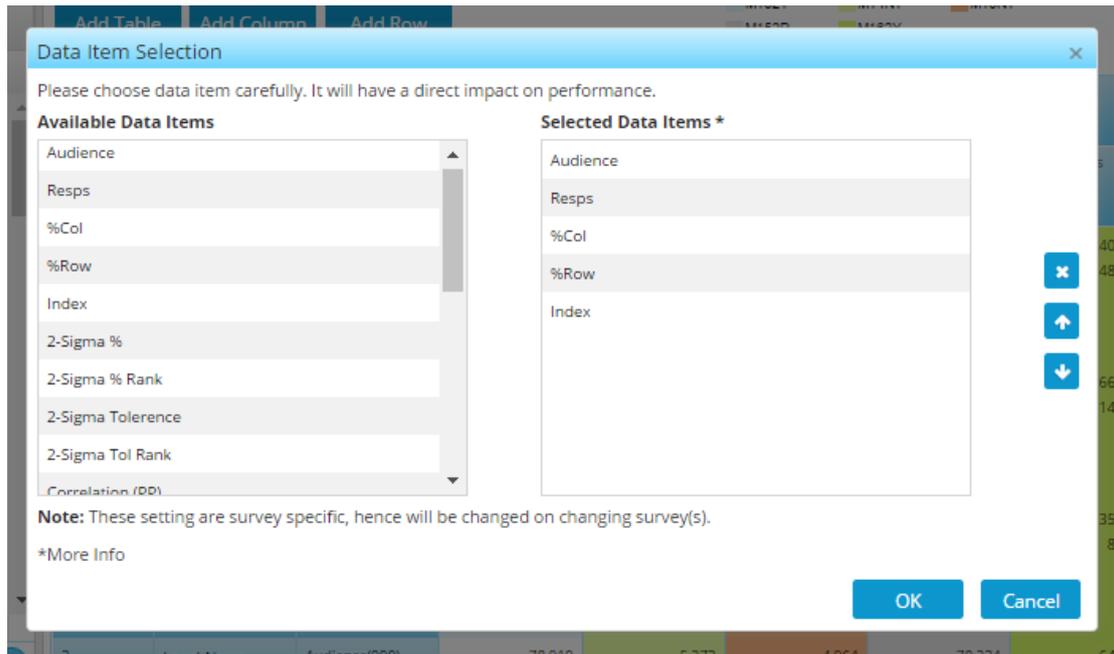


### More Data Items

If you need more Data Items click on the 'Available Data Items' button it would open the following window showing you all available data items

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You can drag-drop items from Available Data Items list to Selected Data Items list.

**\*\*TIP: To delete all rows/columns, right hand click on the coding grid and select your required option. To delete individual codes, right hand click on the individual row/column.**

		0	1
		Totals	Women AND (25-34 OR 35-44)
Totals	Audience(000)	240,779	41,829
	Resps	48,273	8,178
	%Col	100	100
	%Row		
	Index		
Main News/Front Page	Audience(000)		
	Resps		
	%Col		
	%Row	100	12
	Index	100	70
International/National News	Audience(000)	35,985	3,318
	Resps	8,249	649

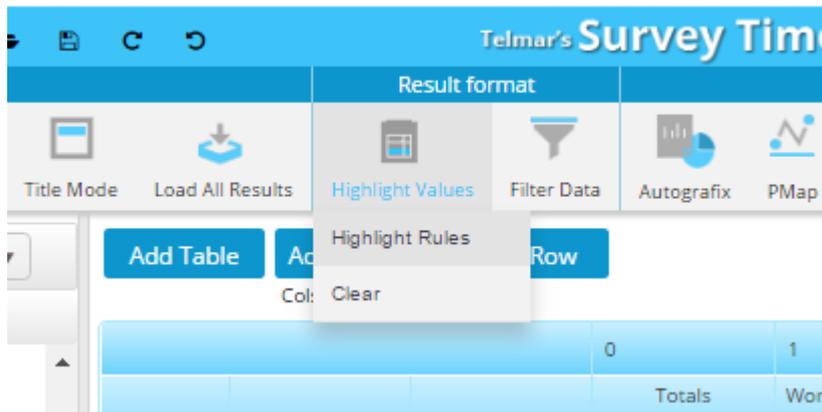
Clear All Rows And Columns

Clear All Rows

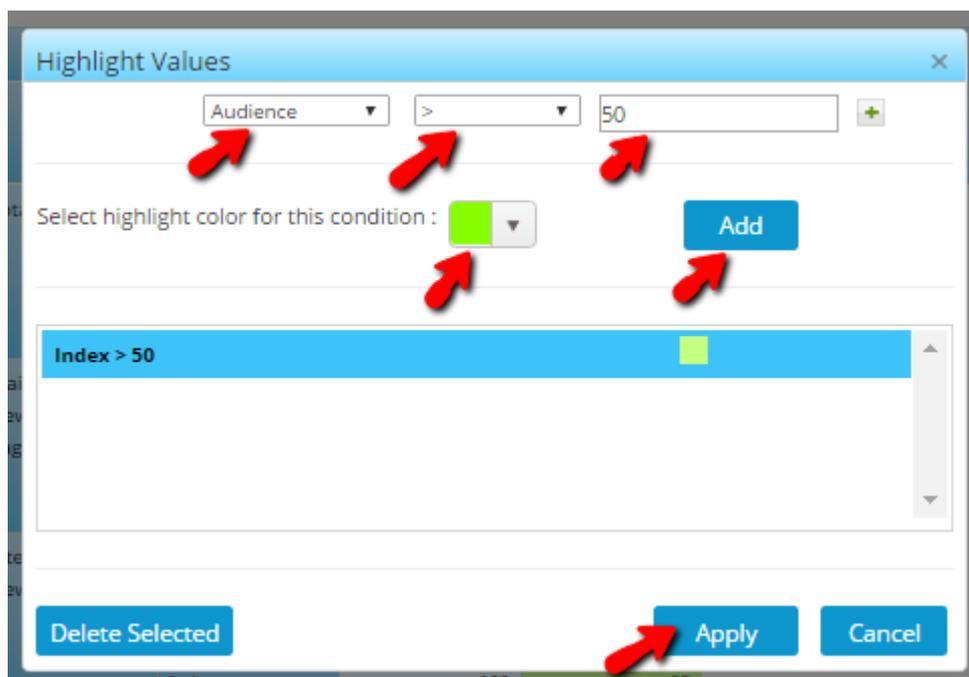
Clear All Columns

Refresh Grid

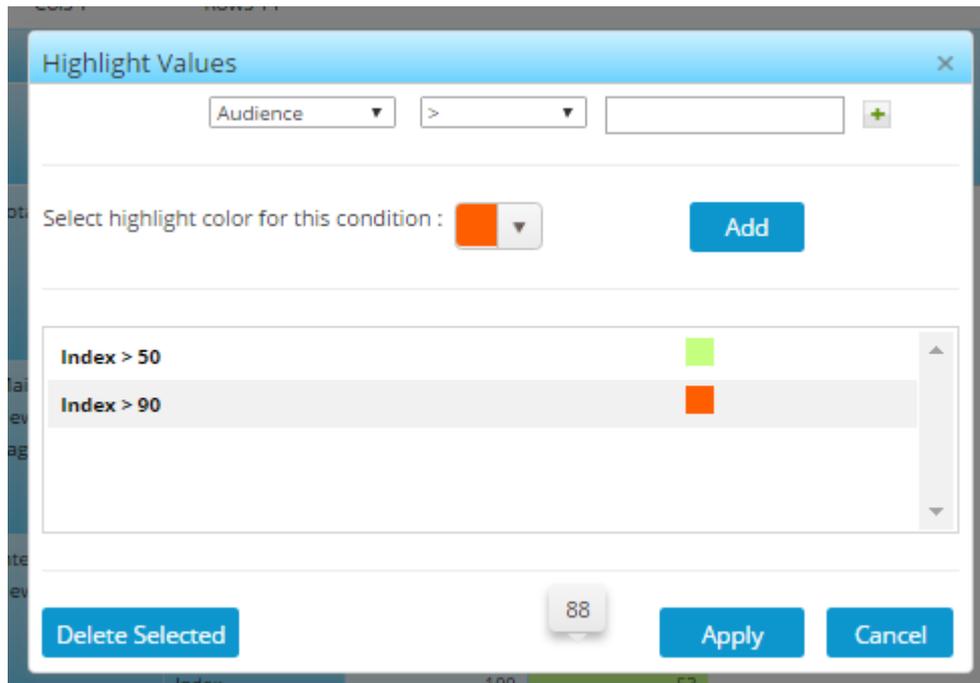
A useful visual aid when analysing crosstab data, the **“Highlight Values”** button allows you to apply different colours to the crosstab cells based on your preferred parameters.



In this example, we wish to highlight any index above 50 in one colour and any index above 90 in a different colour. After clicking **“Highlight Values”** and then **“Highlight Rules”**, we first specify any index greater than 50, use the dropdown to specify which colour we’d like, and then click **“Add”**.



Next, we replace **“50”** with **“90”**, choose a different colour, and click **Add** again.



After clicking “**Apply**”, we can now see relevant indices highlighted in our specified colours.



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Add Table
Add Column
Add Row

Cols 2      Rows 11

			0	1	2
			Totals	Women AND (25-34 OR 35-44)	Men
0	Totals	Audience(000)	240,779	41,829	116,178
		Resps	48,273	8,178	24,392
		%Col	100	100	100
		%Row	100	17	48
		Index	100	100	100
1	Main News/Front Page	Audience(000)	66,781	8,124	31,875
		Resps	14,288	1,549	7,330
		%Col	28	19	27
		%Row	100	12	48
		Index	100	70	99
2	International/National News	Audience(000)	35,985	3,318	18,570
		Resps	8,249	649	4,594
		%Col	15	8	16
		%Row	100	9	52
		Index	100	53	107
3	Local News	Audience(000)	64,587	7,553	30,296
		Resps	13,667	1,411	6,885
		%Col	27	18	26
		%Row	100	12	47
		Index	100	67	97
4	Business/Finance	Audience(000)	19,465	1,360	11,526

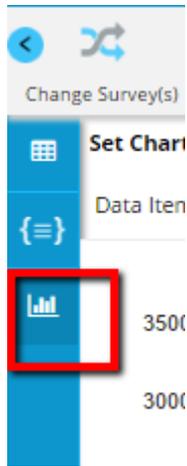
Next to the “**Highlight Values**” button is the “**Filter Data**” button. This works in the same fashion as Excel – allowing you to filter out data that doesn’t satisfy particular parameters.

On the below data, I want to filter out any row where the sample size is less than 200 in the “**Totals**” column. Click “**Filter Data**” and then click on the filter icon at the top of the column. This then brings up a box where you enter your parameters. After you click the “**Apply**” button, rows that do not, in our case, contain at least 200 respondents in the Totals column are removed.

You can also apply further filters. For example, if you also wanted to exclude any row where the sample size for 15-24’s is less than 50, you use the same procedure as outlined above. Columns where there are filters applied have a red filter icon.

**SINGLE-SURVEY CHART**

Once you have created your crosstab report, click on the 'Chart' tab.



You can choose which **columns/rows** to include in the graph by selecting/deselecting the right panel.

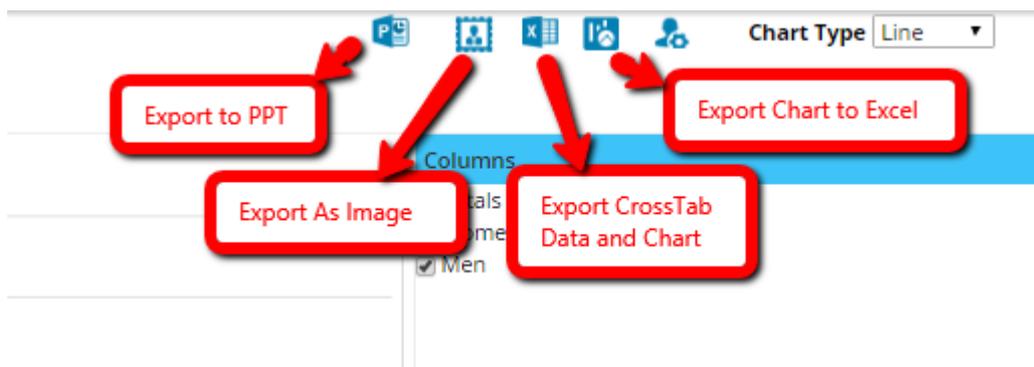
The "Charts" ribbon in the upper left corner gives you a choice of different chart types. Below is a line chart of the data shown above.

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There are 3 different export options available in the Exports ribbon at the top of the screen.



“**Export Crosstab Data & Chart**” will export both the chart shown and the crosstab data into Excel.

“**Export Chart to Excel**” will only export the chart into an Excel

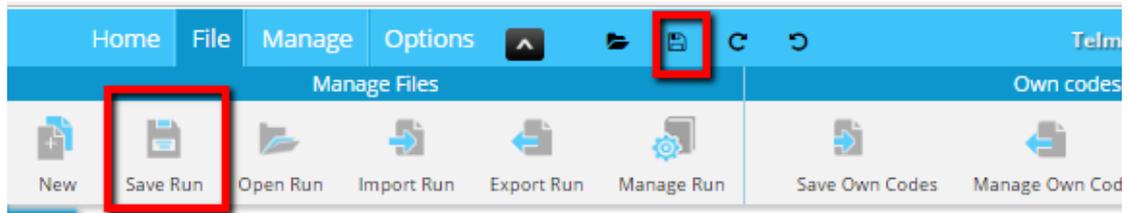
“**Export to PowerPoint**” will export your chart into PowerPoint as a fully-editable object.

“**Export As Image**” will export the chart as a picture/image.

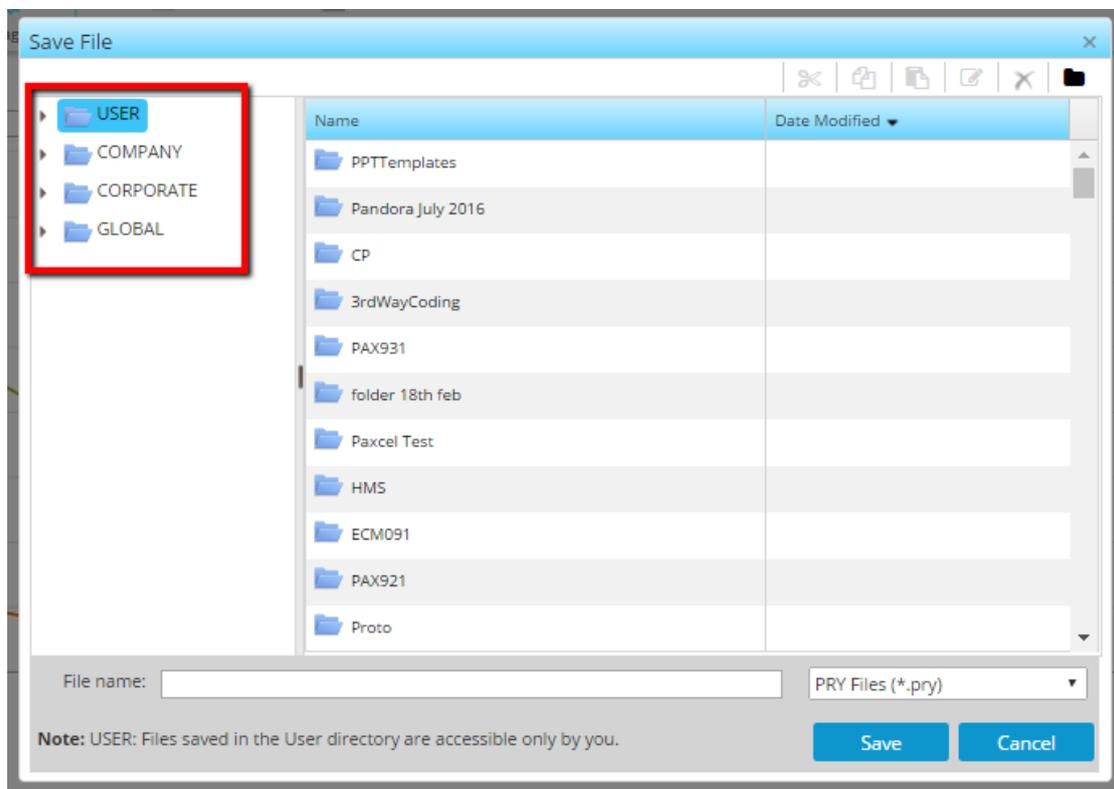
All exports would be downloaded on your local computer from the browser.

### Saving a Run

In order to save your run, click on the “**Save Run**” icon in the top left corner

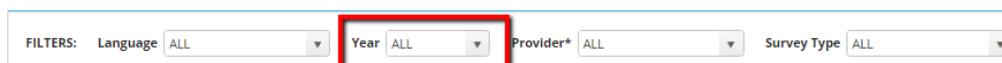


We recommend that you either save to your **“User”** folder or **“Company”** folder. The **“User”** folder is your personal folder, specific to your login, so only you have access to these files. If you wish to make your run available to all of your colleagues then save into the **“Company”** folder. Note that these folders are located on eTelmar servers. Saved SurveyTime runs have a **“.pry”** file extension.



### CREATING A TREND REPORT

If you wish to create a trend analysis, select ALL for the **\*Year** and **Trendable** for the Survey Type filters.



Please take note of the text at the bottom of the Select Survey screen.

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- \* Any survey can be selected for a single survey CrossTab report.
- \* To generate a CrossTab Report, select a single survey (with 'S' icon).
- \* To generate a Trend Report, select trendable surveys (with 'T' icon).
- \* Once you select a trendable survey, related surveys of the same provider get auto-highlighted.

To select multiple surveys for trending, use the control or shift key to highlight your selection and then click on the green arrow. Your surveys will then appear in the **Selected Surveys** list.

Once you have selected one trendable survey, related surveys of the same provider get auto-highlighted. This makes it easier to know which surveys to select. See below.

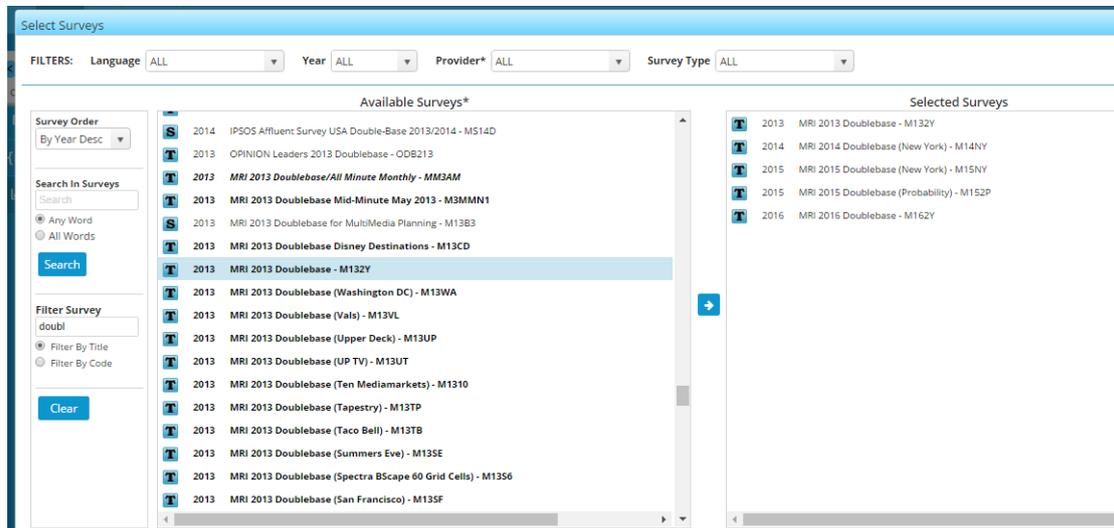
The screenshot shows the 'Select Surveys' interface. At the top, there are filter dropdowns for Language (ALL), Year (ALL), Provider\* (ALL), and Survey Type (A). Below this is a section titled 'Available Surveys\*' containing a list of surveys. Each survey entry includes an icon (S for single report, T for trendable), the year (2016), and the survey title. The list includes surveys like 'MRI 2016 Doublebase/All Minute Monthly - MM6AM', 'MRI 2016 Doublebase - M162Y', 'MRI 2016 Doublebase (Whole Foods Segments) - M16WF', etc. On the left side, there are three panels: 'Survey Order' (By Year Desc), 'Search In Surveys' (with a search box and radio buttons for 'Any Word' and 'All Words'), and 'Filter Survey' (with a search box containing 'doubl' and radio buttons for 'Filter By Title' and 'Filter By Code'). A blue arrow button is on the right side of the survey list. At the bottom of the screenshot, the same four bullet points from the top of the page are repeated.

Once you are happy with your selection click OK.

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To begin with select the trendable surveys marked with a 'T' and click 'OK'.



The screen below will appear

			M132Y	M14NY	M15NY	Weight: Population Weight				
			M152P	M162Y	Table Base: All Respondents					
			0	0	0	0	1	1	1	
			M132Y	M14NY	M15NY	M152P	M162Y	M132Y	M14NY	M15NY
			Totals	Totals	Totals	Totals	Totals	Women AND (25-34 OR 35-44)	Women AND (25-34 OR 35-44)	Women AND (25-34 OR 35-44)
0	Totals	Audience(000)	232,658	16,248	16,406	238,155	240,780	41,069	3,094	3,113
		Resps	49,770	4,961	4,987	48,168	48,273	8,035	834	861
		%Col	100	100	100	100	100	100	100	100
		%Row	100	100	100	100	100	18	19	19
		Index	100	100	100	100	100	100	100	100
1	Main News/Front Page	Audience(000)	80,743	5,674	5,651	71,899	66,781	10,481	844	812
		Resps	18,581	1,943	1,884	15,445	14,288	2,007	213	204
		%Col	35	35	34	30	28	26	27	26
		%Row	100	100	100	100	100	13	15	14
		Index	100	100	100	100	100	74	78	76
2	International/Nat'l News	Audience(000)	41,158	3,335	3,425	38,230	35,985	3,945	403	431
		Resps	10,358	1,207	1,185	8,816	8,249	782	102	102
		%Col	18	21	21	16	15	10	13	14
		%Row	100	100	100	100	100	10	12	13
		Index	100	100	100	100	100	54	63	66
3	Local News	Audience(000)	78,919	5,273	4,964	70,234	64,587	10,161	731	653
		Resps	17,819	1,809	1,695	14,890	13,667	1,907	188	160
		%Col	34	32	30	29	27	25	24	21
		%Row	100	100	100	100	100	13	14	13

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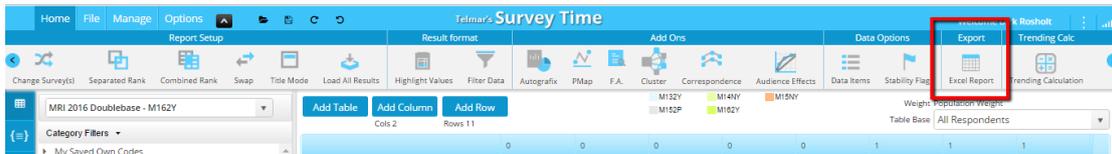
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Each survey is shaded in a different colour with the key on the left hand side.

If a publication or question was not asked in one of the surveys, the cell in the crosstab will appear blank.

### Exporting CrosTab Report to Excel

You can export this crosstab to excel by clicking on located at the top Bar of the screen.



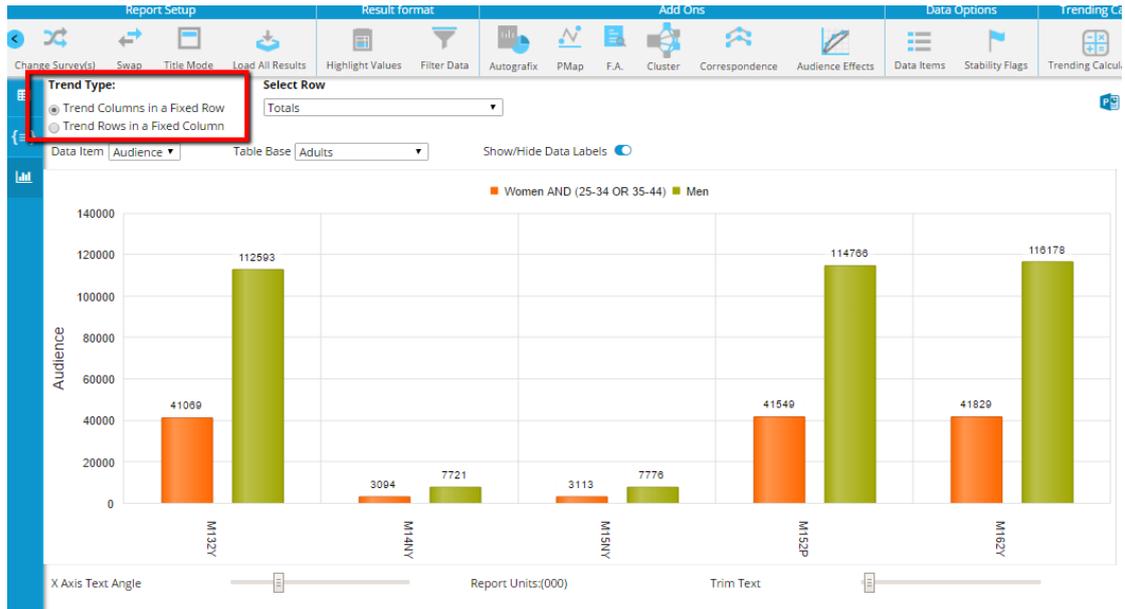
	A	B	C	D	E	F	G	H
1	Survey(s)	:	ZJJ08 GB TGI 2008 Q4 (Jul 2007 - Jun 2008) [GDC Test from PRI],ZJJ09 GB TGI 2009 Q4 (Jul 2008					
2	ReportType	:	CrossTab					
3	Sort Column	:	None					
4	Sort Order	:	None					
5	Base Population	:	Totals					
6								
7			ZJJ08 Totals	ZJJ09 Totals	ZJJ10 Totals	ZJJ08 All Women AND Age 15-24	ZJJ09 All Women AND Age 15-24	ZJJ10 All Women AND Age 15-24
8	Totals	Audience(000)	48,887	49,336	49,757	3,826	3,862	3,872
9		Respondents	24619	24722	24423	1131	1251	1365
10		%Column	100	100	100	100	100	100
11		%Row	100	100	100	7.8	7.8	7.8
12		Index	100	100	100	100	100	100
13	Daily Express	Audience(000)	1,598	1,624	1,463	35	33	40
14		Respondents	966	808	711	16	18	13
15		%Column	3.3	3.3	2.9	0.9	0.9	1
16		%Row	100	100	100	2.2	2	2.7
17		Index	100	100	100	27.8	25.9	35.1

### MULTI-SURVEY TREND CHART

Once you have created your trend report, click on the 'Multi-Survey Trend Chart' tab.

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### Trend Type:

- To view one publication at a time across 3 years, select '**Trend Columns in a Fixed Row**'
- To view all publications in one chart against a fixed column (Women aged 15-34), select '**Trend Rows in a Fixed Column**'

## HOW TO CODE

### Auto Coding

As explained in the example above, while using the auto coding method; you will not be required to manually select any operands, for example 'AND', 'OR' or 'SUM', and brackets will be automatically inserted for you.

### Manual Coding

The **Visual Code Builder** enables you to edit the code manually. You can change the linking operands by clicking on the drop down menus between each code.

You can also edit the title in this window. Double click on the coding title and then click Edit title. Now highlight the title, delete the text and replace with a new title.



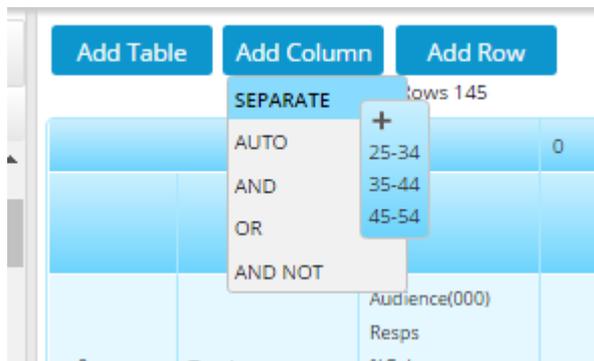
Click 'OK' to save any changes made.

### Separate Coding

For this example we are going to select multiple age groups and input them in **separate columns / rows**

#### Step 1

Select the following age groups using the control or shift key and drag and drop to the 'Add Column' button.



#### Step 2

Your age groups will automatically be inserted into separate columns.

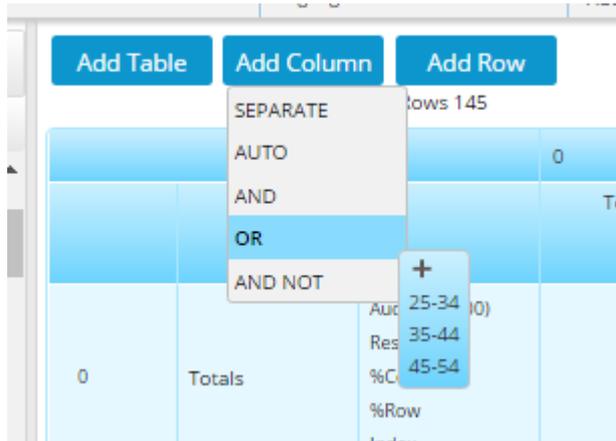
### Basic AND/OR Coding

To group multiple codes with and **AND/OR** follow the steps below.

For this example we are going to code **people aged 15-34 who read any National daily newspaper**

#### Step 1

Select the following age groups using the control or shift key and drag and hover over the 'Add Column' button. Wait for a white box to appear and select '**OR**'.



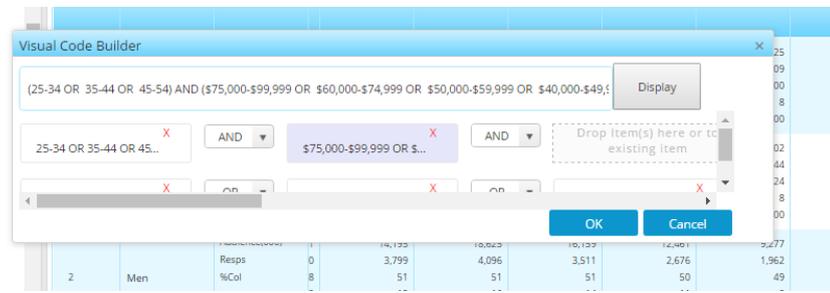
### Step 2

Notice that your two age groups have been combined with an **'OR'** with brackets. Now open the **'Income'** branch in the code book and highlight **'National Dailies'**. Drag and drop the different income groups into the column labelled **'(Age 15-24 OR Age 25-34)'**

### Step 3

Notice that the income groups are automatically joined to the code using an **'AND'** with brackets.

- ▶ Age - Head of House
- ▶ Income - Individual Employment
- 4 Income - Household
  - \$150,000 or more
  - \$100,000-\$149,999
  - \$75,000-\$99,999
  - \$60,000-\$74,999
  - \$50,000-\$59,999
  - \$40,000-\$49,999
  - \$30,000-\$39,999
  - \$20,000-\$29,999
  - \$10,000-\$19,999
  - Under \$10,000
  - \$0 or More

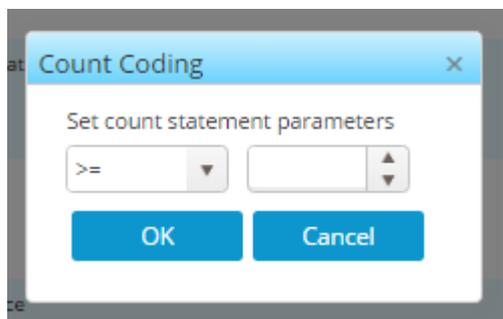
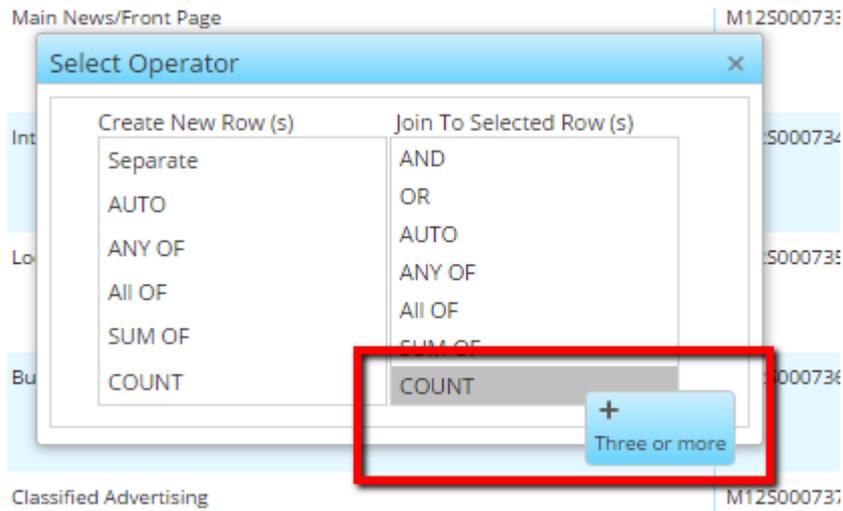


### Count Codes

While dropping a Code over to the Coding Screen, if you select the Count Coding option as below

The **'Count Code'** box will appear.

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Select **>=** in the drop down menu and type in a **number** in the box provided. Finally click **'OK'**.

**HOW TO READ A CROSTAB REPORT**

			0	1	2	3
			Totals	FHM	GQ	Loaded
0	Totals	Audience(000)	49,838	1,200	378	499
		Resps	24,263	889	139	190
		%Col	100.0	100.0	100.0	100.0
		%Row	100.0	2.4	0.8	1.0
		Index	100	100	100	100
1	Age 15-34	Audience(000)	15,884	831	225	320
		Resps	5,130	245	78	117
		%Col	31.9	69.2	59.5	64.1
		%Row	100.0	5.2	1.4	2.0
		Index	100	217	187	201
2	Age 35-54	Audience(000)	16,871	341	138	155
		Resps	7,098	116	47	54
		%Col	33.9	28.4	36.4	30.9
		%Row	100.0	2.0	0.8	0.9
		Index	100	84	108	91
3	Age 55+	Audience(000)	7,109	15	14	16
		Resps	4,647	16	12	12
		%Col	14.3	1.3	3.6	3.2
		%Row	100.0	0.2	0.2	0.2
		Index	100	09	25	22

**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**

*Total Readership for GQ ÷ Total Population of All Adults x 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.