

	Count – number of people		Percentage %	
Less than	18-21	22+	18-21	22+
£2.90	92,000 People	240,000 People	5.9%	1.1%

18-21 100%		22 and over 100%									
5%	46,000	1%	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
46,000		240,000									
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000
92,000		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000

10% of 100,000 in the set = 10,000

10% of 100 in the set = 10

10% of 20 in the set = 2

10% of 10 in the set = 1

37% of 10 in the set = 3.7 WHAT?

37% of the cohort indicated that they liked chocolate = 3.7 people

How can you have a .7 th of a person

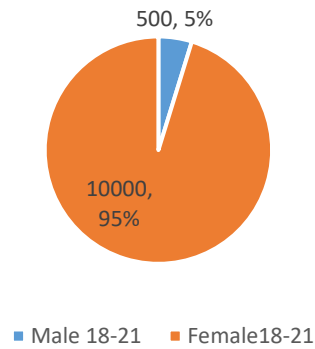
How robust does the phrase '37%' said?

Do you feel differently when you realise that is only 3.7 people?

Is it the same confidence in your eyes?

	Male 18-21	Female18-21	Total
count	500	10,000	10,500
Percentage	5 %	95%	100%

Wages in a week:
Age by Gender (18- 21 year olds)



	Male	female	Total
count	54	23	77
Percentage	70%	30%	100%

Wages in a week:
Age by Gender (22 years and older)

