

## X9 Would Take?

								Percent							Total
	18-29	30-39	40-49	50-59	60-69	70+	Total	18-29	30-39	40-49	50-59	60-69	70+	Total	
<b>Lower Sub</b>		2	5	5			<b>12</b>		20.0	25.0	33.3			<b>24.5</b>	
<b>Day Fee</b>	1	3	7	5	1		<b>17</b>	100.0	30.0	35.0	33.3	33.3		<b>34.7</b>	
<b>Socials</b>		1	3	2			<b>6</b>		10.0	15.0	13.3			<b>12.2</b>	
<b>Better Club</b>		1	1	3	1		<b>6</b>		10.0	5.0	20.0	33.3		<b>12.2</b>	
<b>Other</b>		3	4		1		<b>8</b>		30.0	20.0		33.3		<b>16.3</b>	
<b>Female</b>	<b>1</b>	<b>10</b>	<b>20</b>	<b>15</b>	<b>3</b>	<b>0</b>	<b>49</b>	<b>2.0</b>	<b>20.4</b>	<b>40.8</b>	<b>30.6</b>	<b>6.1</b>	<b>0.0</b>	<b>48.1</b>	
<b>Lower Sub</b>		3		1	1	1	<b>6</b>		21.4		10.0	10.0	12.5	<b>12.0</b>	
<b>Day Fee</b>		5	2	2	4	2	<b>15</b>		35.7	28.6	20.0	40.0	25.0	<b>30.0</b>	
<b>Socials</b>		3	1	1			<b>5</b>		21.4	14.3	10.0			<b>10.0</b>	
<b>Better Club</b>			1	2	1	4	<b>11</b>		7.1	28.6	10.0	40.0	37.5	<b>22.0</b>	
<b>Other</b>	1	2	2	5	1	2	<b>13</b>	100.0	14.3	28.6	50.0	10.0	25.0	<b>26.0</b>	
<b>Male</b>	<b>1</b>	<b>14</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>50</b>	<b>2.0</b>	<b>28.0</b>	<b>14.0</b>	<b>20.0</b>	<b>20.0</b>	<b>16.0</b>	<b>51.9</b>	
<b>Lower Sub</b>		5	5	6	1	1	<b>18</b>		20.8	18.5	24.0	7.7	12.5	<b>18.2</b>	
<b>Day Fee</b>	1	8	9	7	5	2	<b>32</b>	50.0	33.3	33.3	28.0	38.5	25.0	<b>32.3</b>	
<b>Socials</b>		4	4	3			<b>11</b>		16.7	14.8	12.0			<b>11.1</b>	
<b>Better Club</b>		2	3	4	5	3	<b>17</b>		8.3	11.1	16.0	38.5	37.5	<b>17.2</b>	
<b>Other</b>	1	5	6	5	2	2	<b>21</b>	50.0	20.8		20.0	15.4	25.0	<b>21.2</b>	
<b>Totals</b>	<b>2</b>	<b>24</b>	<b>27</b>	<b>25</b>	<b>13</b>	<b>8</b>	<b>99</b>	<b>2.0</b>	<b>24.2</b>	<b>27.3</b>	<b>25.3</b>	<b>13.1</b>	<b>8.1</b>	<b>100.0</b>	

The 81 respondents could mark more than one category (they averaged 1.2 each). In each block, the percentages are of that column's total. So the percentage of female ex-member respondent 40-49 seeking a lower sub is 25% of 20; and a day fee: 35% of 20. (Note that the 18-29 column has a respondent sample from only 1 male and 1 female ex-member.)

On the subtotal lines, the percentages are of the relevant respondent total (ie: F - 49; M - 50). Thus the seven male 40-49 respondents, represent 14% of the total of 50 respondents from males.

The total % column on the right shows, in each block, the 'net' percentage for it's row to the left. So on the 'change to a day fee' row, the respondent of 32.3% suggests that up to about third of respondents might return, with such a change.

The subtotals (in the totals column) show the percentage of the total ex-membership. So 48.1% of the respondents were from females and 51.9% were from males.

