% Target: Out of all 18 to 24 year olds, 20.56% of them ordered food from Domino’s Pizza in the last 6 months. 
\[ \frac{6,220}{30,250} = .2056 \]

Index: Subtract 100 from the number in this column. 18 to 24 year olds are \((171-100)=71\)% more likely than the general population to have ordered food from Domino’s Pizza in the last 6 months.

Base Total ‘000: Add 3 zeros to the number in this column to get the value. In this study, there were 30,250,000 people aged 18 to 24.

‘000: Add 3 zeros to the number in this column to get the value. Projected to the full population, 6,220,000 adults aged 18 to 24 ordered food from Domino’s Pizza.

% Detail: Out of all the people who ordered food from Domino’s Pizza in the last 6 months, 21.09% are aged 18 to 24.

\[ \frac{6,220}{29,493} = .2109 \] (29,493 is the value in the ‘000 column for the Total row at the top of the table)

Red Text: Entries in red have a sample size of fewer than 50 respondents – not statistically reliable, although it could be an indicator.