

SAMPLE CROSSTAB

2012-2013 MacroMonitor, Strategic Business Insights

Table H-3 : Type of vehicle owned or leased (Net)
 Base: Own or lease a motor vehicle
 Questionnaire Page H-1, Q.3, Cols A,B,C

Table Title and Description of Table Base

Questionnaire Reference

Segments	AGE COHORT																				SOCIO-ECONOMIC LEVELS					LIFESTAGE					All U.S. Unweighted
	TOTAL	Mill-enials	Gen. X	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Middle	High	High	Sin-gle No Child	Mar-ried No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+	Pre-retired	Younger Retired	Older Retired												
Projected Number of Respondents	93499	21444	23528	18336	13088	15127	1975	11889	16593	23249	41767	6436	8865	15785	9992	9241	23660	8028	11492	3365											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100											
	100	23	25	20	14	16	2	13	18	25	45	7	9	17	11	10	25	9	12	100											
No answer	51	-	5	-	13	14	18	-	-	-	51	-	-	5	-	-	13	4	28	5											
	*	-	*	-	*	*	1	-	-	-	*	-	-	*	-	-	*	*	*	*											
Stubs	100	-	10	-	26	27	36	-	-	-	100	-	-	10	-	-	26	8	56	100											
Number answering	93448	21444	23522	18336	13075	15113	1957	11889	16593	23249	41717	6436	8865	15780	9992	9241	23647	8024	11464	3360											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100											
	100	23	25	20	14	16	2	13	18	25	45	7	9	17	11	10	25	9	12	100											
Car, minivan, or light pickup	77197	16587	20012	15165	10448	13108	1877	9995	13825	18601	34776	4668	7480	12799	8453	7805	18960	6807	10226	2849											
	83	77	85	83	80	87	96	84	83	80	83	73	84	81	85	84	80	85	89	85											
	100	21	26	20	14	17	2	13	18	24	45	6	10	17	11	10	25	9	13	100											
Truck, full-size van, full-size pickup, or SUV	43275	10285	11159	9641	5916	5869	405	3265	7283	12517	20210	2161	4107	8632	4814	4829	12159	3057	3517	1612											
	46	48	47	53	45	39	21	27	44	54	48	34	46	55	48	52	51	38	31	48											
	100	24	26	22	14	14	1	8	17	29	47	5	9	20	11	11	28	7	8	100											
Motorcycle	3632	1314	977	735	358	248	-	382	361	1590	1299	43	519	992	226	191	1264	236	162	126											
	4	6	4	4	3	2	-	3	2	7	3	1	6	6	2	2	5	3	1	4											
	100	36	27	20	10	7	-	11	10	44	36	1	14	27	6	5	35	6	4	100											
Boat	1971	220	388	522	539	299	4	422	98	550	901	4	382	32	193	109	797	225	228	97											
	2	1	2	3	4	2	*	4	1	2	2	*	4	*	2	1	3	3	2	3											
	100	11	20	26	27	15	*	21	5	28	46	*	19	2	10	6	40	11	12	100											
Recreation vehicle	3647	443	574	462	562	1330	276	555	466	627	2000	10	90	286	278	489	914	381	1200	130											
	4	2	2	3	4	9	14	5	3	3	5	*	1	2	3	5	4	5	10	4											
	100	12	16	13	15	36	8	15	13	17	55	*	2	8	8	13	25	10	33	100											
Unweighted Base	3365	382	775	763	646	719	80	228	351	534	2252	124	234	397	311	413	1037	359	490	3365											

Top # represents hhlds in 000s; middle # is column %; bottom # is row %.

Number of Survey Respondents

Format of Table Cells:
 388,000 Projected Respondents
 2 Column Percent
 20 Row Percent