

## SAMPLE CROSTAB

2014-2015 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	Millennials	Gen. X	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low Low	High Middle	High 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	98393	25329	25419	18212	13386	14434	1613	11617	16880	22094	47802	8115	10217	14813	10263	9505	23699	9309	12472	3628									
Weighted Base (000)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100									
No answer	55	-	-	50	-	5	-	-	19	-	36	-	-	-	-	31	19	-	5	3									
Stubs	*	-	-	*	-	*	-	-	*	-	*	-	-	-	-	*	*	-	*	*									
Number answering	100	-	-	91	-	9	-	-	35	-	65	-	-	-	-	56	35	-	9	100									
Car, minivan, or light pickup	81748	21495	20518	15037	10848	12314	1536	9396	13708	18337	40307	6660	8750	12616	8525	7679	19359	7395	10764	3082									
Truck, full-size van, full-size pickup, or SUV	46515	10421	14469	9442	6372	5456	354	3756	7071	10688	25001	2512	5091	7566	5299	5305	12193	4215	4335	1823									
Motorcycle	4459	846	1480	871	767	494	-	497	532	706	2725	90	502	623	435	558	1529	295	427	170									
Boat	2183	220	574	584	459	280	65	70	51	472	1591	-	68	207	239	245	715	455	254	106									
Recreation vehicle	2694	147	409	660	600	790	88	123	309	651	1612	-	113	118	382	113	816	393	759	131									
Unweighted Base	3628	481	805	914	734	648	46	225	356	586	2461	128	260	375	335	408	1170	448	504	3628									

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

Number of Survey Respondents

Format of Table Cells:  
 574,000 Projected Respondents  
 2 Column Percent  
 26 Row Percent