

SAMPLE CROSSTAB

2016-2017 MacroMonitor, Strategic Business Insights

Table N-1 : Household's financial strategy
Base: All U.S. Households

-- Table Title and Description of Table Base

Questionnaire Page N-1, Q.1

-- Questionnaire Reference

Segments Projected # of Respondents	AGE COHORT					SOCIO-ECONOMIC LEVELS					LIFESTAGE					All U.S. Unweighted					
	TOTAL	Millennials	Gen. X	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	High	Low Middle	High Middle	High	Single No Child	Married No Child	Oldest Child 0-11		Oldest Child 12-17	Oldest Child 18+	Pre-retired	Younger Retired	Older Retired
Weighted Base (000)	136390	40479	33144	23584	17412	20359	1413	24792	21814	27139	62646	12458	11017	20794	12939	12489	33475	12447	19920	4320	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	30	24	17	13	15	1	18	16	20	46	9	8	15	9	9	25	9	15	15	100
No answer	4200	1525	1203	670	384	380	37	915	923	730	1633	492	679	639	219	297	909	507	371	105	
	3	4	4	3	2	2	3	4	4	3	3	4	6	3	2	2	3	4	2	2	
	100	36	29	16	9	9	1	22	22	17	39	12	16	15	5	7	22	12	9	100	
Number answering	132191	38954	31941	22913	17027	19978	1376	23877	20891	26409	61013	11967	10338	20155	12720	12192	32566	11939	19549	4215	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	100	29	24	17	13	15	1	18	16	20	46	9	8	15	10	9	25	9	15	100	
Have specific financial strategy	13074	2341	2754	2424	2262	3006	286	1135	1237	1734	8968	746	575	1690	971	1323	3184	1666	2821	627	
	10	6	9	11	13	15	21	5	6	7	15	6	6	8	8	11	10	14	14	15	
	100	18	21	19	17	23	2	9	9	13	69	6	4	13	7	10	24	13	22	100	
Have general financial strategy	44149	9503	10185	8239	7072	8619	532	3204	3679	8466	28800	3834	2914	5053	3654	4256	11248	4104	8893	1842	
	33	24	32	36	42	43	39	13	18	32	47	32	28	25	29	35	35	34	45	44	
	100	22	23	19	16	20	1	7	8	19	65	9	7	11	8	10	25	9	20	100	
Have a partial but incomplete financial strategy	18943	8055	4754	3078	1645	1411	-	3077	3908	4420	7538	2269	1713	4134	2112	1842	4589	1089	1123	501	
	14	21	15	13	10	7	-	13	19	17	12	19	17	21	17	15	14	9	6	12	
	100	43	25	16	9	7	-	16	21	23	40	12	9	22	11	10	24	6	6	100	
Have no financial strategy	56024	19055	14248	9172	6048	6942	559	16461	12067	11789	15707	5117	5136	9278	5983	4771	13544	5080	6713	1245	
	42	49	45	40	36	35	41	69	58	45	26	43	50	46	47	39	42	43	34	30	
	100	34	25	16	11	12	1	29	22	21	28	9	9	17	11	9	24	9	12	100	
Unweighted Base	4320	747	1082	968	731	747	45	443	399	550	2928	212	274	479	374	464	1321	451	734	4320	

Actual # of survey respondents

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

Format of Table Cells:
2,754,000 Projected Respondents
9 Column Percent
21 Row Percent