

SAMPLE CROSTAB

2018-2019 MacroMonitor, Strategic Business Insights

Table E-3 : Degree of risk preferred in placing household's savings and investments

Base: All U.S. Households

Questionnaire Page E-38, Q.3

Table Title and Description of Table Base

Questionnaire Reference

Segments	AGE COHORT																			SOCIO-ECONOMIC LEVELS					LIFESTAGE					All U.S. Unweighted
	TOTAL	Younger Mill-ennials	Older Mill-ennials	Gen. X	Younger Boomers	Older Boomers	Silent + Greatest	Low	Low Middle	High Middle	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	139542	18050	27507	33648	24168	17377	18791	22114	22124	26140	69164	12910	12923	21107	13334	11423	33897	12978	20969	4100										
Weighted Base (000)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
	100	13	20	24	17	12	13	16	16	19	50	9	9	15	10	8	24	9	15	100										
No answer	1906	384	684	334	120	249	134	698	282	355	572	434	171	345	163	41	427	240	86	45										
	1	2	2	1	*	1	1	3	1	1	1	3	1	2	1	*	1	2	*	1										
	100	20	36	18	6	13	7	37	15	19	30	23	9	18	9	2	22	13	4	100										
Number answering	137636	17666	26823	33313	24048	17128	18657	21416	21842	25786	68592	12476	12753	20763	13171	11382	33470	12738	20883	4055										
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
	100	13	19	24	17	12	14	16	16	19	50	9	9	15	10	8	24	9	15	100										
Very low risk/very low return (1)	13270	977	2647	3147	2568	1370	2561	2448	2525	2742	5555	905	950	1854	692	1244	3476	1401	2749	314										
	10	6	10	9	11	8	14	11	12	11	8	7	7	9	5	11	10	11	13	8										
	100	7	20	24	19	10	19	18	19	21	42	7	7	14	5	9	26	11	21	100										
(2)	13879	1833	2293	2476	2204	2809	2264	993	2260	3615	7011	1383	1010	1783	858	770	3274	2065	2736	465										
	10	10	9	7	9	16	12	5	10	14	10	11	8	9	7	7	10	16	13	11										
	100	13	17	18	16	20	16	7	16	26	51	10	7	13	6	6	24	15	20	100										
Average risk/average return (3)	54284	6058	9750	12708	10687	6485	8597	5133	7936	8563	32652	4468	4281	7614	5480	4814	13858	4759	9010	1756										
	39	34	36	38	44	38	46	24	36	33	48	36	34	37	42	42	41	37	43	43										
	100	11	18	23	20	12	16	9	15	16	60	8	8	14	10	9	26	9	17	100										
(4)	23892	3291	5941	6261	3607	2700	2092	2375	2668	4405	14443	2360	2534	5433	2188	2295	5239	1446	2396	894										
	17	19	22	19	15	16	11	11	12	17	21	19	20	26	17	20	16	11	11	22										
	100	14	25	26	15	11	9	10	11	18	60	10	11	23	9	10	22	6	10	100										
Very high risk/very high return (5)	5225	1002	1512	1696	425	484	106	888	275	798	3264	691	996	683	845	514	897	411	188	153										
	4	6	6	5	2	3	1	4	1	3	5	6	8	3	6	5	3	3	1	4										
	100	19	29	32	8	9	2	17	5	15	62	13	19	13	16	10	17	8	4	100										
Don't know (9)	27085	4506	4680	7024	4557	3280	3037	9578	6178	5663	5666	2670	2982	3395	3107	1746	6726	2655	3805	473										
	20	26	17	21	19	19	16	45	28	22	8	21	23	16	24	15	20	21	18	12										
	100	17	17	26	17	12	11	35	23	21	21	10	11	13	11	6	25	10	14	100										
Unweighted Base	4100	251	628	1059	854	651	657	363	349	504	2884	190	308	476	367	403	1213	411	732	4100										

Actual Number of Survey Respondents

Format of Table Cells:
1,512,000 Projected Respondents
6 Column Percent
29 Row Percent

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