SAMPLE CROSSTAB

Strategic Business Insights - Standard Banner
2020-2021 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-43, Q.3

Table Title and Description of Table Base

Questionnaire Reference

Segments

Projected Number of Respondents

		AGE COHORT						SOCIO-ECONOMIC LEVELS				LIFESTAGE								
	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	All U.S. Unweighted
Weighted Base	140750	24539	24581	33395	25240	16657	16338	20833	18631	27297	73988	14155	12149	18635	14087	12316	33528	14416	21463	4254
(000)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	17	17	24	18	12	12	15	13	19	53	10	9	13	10	9	24	10	15	100
No answer	584	52	201	251	36	44	-	122	-	152	311	-	112	140	-	78	129	124	-	11
	*	*	1	1	*	*	-	1	-	1	*	-	1	1	-	1	*	1	-	*
	100	9	34	43	6	8	-	21	-	26	53	-	19	24	-	13	22	21	-	100
Number answering	140166	24487	24380	33144	25203	16613	16338	20712	18631	27146	73677	14155	12037	18495	14087	12238	33399	14292	21463	4243
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	17	17	24	18	12	12	15	13	19	53	10	9	13	10	9	24	10	15	100
Very low risk/very low return (1)	15144	2683	2207	3154	2448	2548	2105	2142	2823	3952	6228	1212	1443	2128	1382	1215	3437	1591	2736	384
	11	11	9	10	10	15	13	10	15	15	8	9	12	12	10	10	10	11	13	9
	100	18	15	21	16	17	14	14	19	26	41	8	10	14	9	8	23	11	18	100
(2)	14530	2249	1639	2360	3256	2902	2125	791	2289	2541	8909	1148	1093	1427	660	1188	3985	2045	2984	474
	10	9	7	7	13	17	13	4	12	9	12	8	9	8	5	10	12	14	14	11
	100	15	11	16	22	20	15	5	16	17	61	8	8	10	5	8	27	14	21	100
Average risk/average return (3)	56856	9496	10248	13441	10451	6259	6962	4745	5876	10391	35845	5653	4793	7389	6069	4997	13589	5301	9064	1940
	41	39	42	41	41	38	43	23	32	38	49	40	40	40	43	41	41	37	42	46
	100	17	18	24	18	11	12	8	10	18	63	10	8	13	11	9	24	9	16	100
(4)	19226	3541	4010	5616	3064	1329	1665	1267	1033	3385	13541	2274	1816	3403	2106	1799	4461	1379	1989	742
	14	14	16	17	12	8	10	6	6	12	18	16	15	18	15	15	13	10	9	17
	100	18	21	29	16	7	9	7	5	18	70	12	9	18	11	9	23	7	10	100
Very high risk/very high return (5)	4602	543	1004	1497	1008	334	215	762	600	972	2268	505	509	443	521	437	1522	417	249	145
	3	2	4	5	4	2	1	4	3	4	3	4	4	2	4	4	5	3	1	3
	100	12	22	33	22	7	5	17	13	21	49	11	11	10	11	10	33	9	5	100
Don't know (9)	29807	5975	5271	7076	4978	3240	3266	11005	6011	5906	6885	3362	2383	3705	3349	2601	6406	3559	4441	558
	21	24	22	21	20	20	20	53	32	22	9	24	20	20	24	21	19	25	21	13
	100	20	18	24	17	11	11	37	20	20	23	11	8	12	11	9	21	12	15	100
Unweighted Base	4254	402	669	1114	897	611	561	368	313	519	3054	245	335	457	380	469	1142	478	748	4254

Stubs

Number of Survey Respondents

Format of Table Cells:
2,274,000 Projected Respondents
16 Column Percent
12 Row Percent

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