



How to Read MacroMonitor Data Tables

Depending on the software package used to create crosstabulated tables, reference information may or may not be available on the table, and data do not always appear in the same order. As a quick refresher, the following slides step through the various components on the online crosstab tables that the standard MacroMonitor banner provides. The banner is truncated because of space limitations—not all populations appear.



Basic Reference Information About the Table

2010–11 MacroMonitor, Strategic Business Insights ← **The MacroMonitor survey wave**
 Table A-1a : Total number of household members ← **The table and question from which the data derive**
 Base: All U.S. Households ← **The table base: data from all US households**
 Questionnaire Page A-1, Q.1a ← **The page number and question number in the MacroMonitor Survey Questionnaire in use to create this table**

The table banner; the populations of interest

TOTAL	AGE COHORT				SOCIO-ECONOMIC LEVELS				LIFESTAGE				
	Gen. X/Y	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Middle	High	Single No Child	Married No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+

CFD The Weighted Base

2010–11 MacroMonitor, Strategic Business Insights
 Table A-1a : Total number of household members
 Base: All U.S. Households
 Questionnaire Page A-1, Q.1a

	TOTAL	AGE COHORT					SOCIO-ECONOMIC LEVELS				LIFESTAGE				
		Gen. X/Y	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Low Middle	High Middle	High	Single No Child	Married No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+
Weighted Base (000)	128045	54642	26590	18990	24295	3528	23161	25132	29434	50319	10196	12585	18362	12951	10873

The Weighted Base is the estimated number of US households for each population in the banner. Weighted-base numbers are in thousands (000).

For example, 128,045,000 US households are in the base, 18,990,000 households are Older Boomers households, and 29,434,000 households are High-Middle Socioeconomic households.

Top # represents hhlds in 000s

Source: 2010–11 MacroMonitor

CFD Variables and Base Rate

2010–11 MacroMonitor, Strategic Business Insights
Table A-1a : Total number of household members
Base: All U.S. Households
Questionnaire Page A-1, Q.1a

	TOTAL	AGE COHORT					SOCIO-ECONOMIC LEVELS				LIFESTAGE				
		Gen. X/Y	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Low Middle	High Middle	High	Single No Child	Married No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+
Weighted Base (000)	128045	54642	26590	18990	24295	3528	23161	25132	29434	50319	10196	12585	18362	12951	10873
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	43	21	15	19	3	18	20	23	39	8	10	14	10	8
1	35114	9326	8265	6698	9357	1468	6700	10165	6515	11734	7448	158	373	403	1017
	27	17	31	35	39	42	29	40	22	23	73	1	2	3	9
	100	27	24	19	27		19	29	19	33	21	*	1	1	3

Each label in the far left-hand column is one of the possible responses to the question. For this table, the first label (tab, or variable) is “1.” The total number of household members is one.

Three rows of data are associated with each variable.

Data in the second row (the middle row) are the column, or vertical, percents; data read vertically.

For example, to learn what percent of all US households have one household member, look from the variable “1” to the TOTAL column. The second row of data (the column %), shows that 27% have one member. The column percent in the TOTAL column is the base rate.

Of households in the Greatest Generation, 42% have only one household member; 73% of Single No Child households have one member.

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

Source: 2010–11 MacroMonitor



The Horizontal Percent—Distribution or Composition

2010–11 MacroMonitor, Strategic Business Insights
 Table A-1a : Total number of household members
 Base: All U.S. Households
 Questionnaire Page A-1, Q.1a

	TOTAL	AGE COHORT					SOCIO-ECONOMIC LEVELS				LIFESTAGE				
		Gen. X/Y	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Low Middle	High Middle	High	Single No Child	Married No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+
Weighted Base (000)	128045	54642	26590	18990	24295	3528	23161	25132	29434	50319	10196	12585	18362	12951	10873
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	27	17	31	35	39	42	29	40	22	23	73	1	2	3	9
	100	27	24	19	27	4	19	29	19	33	21	*	1	1	3
2	43695	13819	8153	8062	12180	1481	4886	6868	11727	20215	1580	7930	2151	1475	1450
	34	25	31	42	50	42	21	27	40	40	15	63	12	11	13
	100	51	26	13	8	3	17	20	23	40	4	9	31	16	14

The bottom row is a distribution—the row, or horizontal percent—of households with one member. The distribution across a group of mutually exclusive segments totals 100%.

For example, to learn what proportion of Age Cohort households have only one member, read the horizontal row: 27% of Gen. X/Y, 24% of Younger Boomers, 19% of Older Boomers, 27% of Silent Generation, and 4% of Greatest Generation. Because of rounding, the distribution in this example totals 101%.

An asterisk (*) indicates fewer than 0.5% of households. In table A-1a, fewer than 0.5% of households with only one member are Married with No Child.

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

Source: 2010–11 MacroMonitor



The Unweighted Base

2010–11 MacroMonitor, Strategic Business Insights

Table A-1a : Total number of household members

Base: All U.S. Households

Questionnaire Page A-1, Q.1a

	TOTAL	AGE COHORT					SOCIO-ECONOMIC LEVELS				LIFESTAGE				
		Gen. X/Y	Younger Boomers	Older Boomers	Silent Generation	Greatest Generation	Low	Low Middle	High Middle	High	Single No Child	Married No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+
Weighted Base (000)	128045	54642	26590	18990	24295	3528	23161	25132	29434	50319	10196	12585	18362	12951	10873
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	100	43	21	15	19	3	18	20	23	39	8	10	14	10	8
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	27	17	31	35	39	42	29	40	22	23	73	1	2	3	9
	100	27	24	19	27	4	19	29	19	33	21	*	1	1	3
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	34	25	31	42	50	42	21	27	40	40	15	63	12	11	13
	100	51	26	13	8	3	17	20	23	40	4	9	31	16	14
<u>Unweighted Base</u>	4374	1329	1028	963	934	120	538	615	753	2468	191	224	517	445	497

The unweighted base specifies the actual number of survey respondents within each population of interest. For example, 963 Older Boomers participated in the survey; 224 survey respondents are Married with No Child.

Targets derived from the US Census Bureau and a state of the art weighting procedure are used to project the 963 unweighted respondents to an estimate of 18.99 million households.

A minimum of 50 respondents in each column is recommended for data reliability.

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

Source: 2010–11 MacroMonitor