

SAMPLE CROSTAB

SBI - Affluent Banner
 2008-2009 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	AFFLUENT SEGMENTS										CORE CUSTOMER SEGMENTS					MILLIONAIRES				
	Total Affluent	Balanced Builders	Focused Builders	Real Asset Builders	Emerging Affluent	Wealthy Retired	Entrepreneurs	Banking Institution	Brokerage (Net)	Mutual Fund Co.	Financial Planning Co.	Insurance Co.	Pension Plan(s)	Other	Total Assets	Net Worth	Financial Assets	Investable Assets	Mass Affluent	Non-Affluent
Weighted Base (000)	27137	6246	1687	6793	2694	4436	5282	8885	5687	3148	3278	537	2877	1063	12472	9439	3615	3062	17698	72403
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	23	6	25	10	16	19	33	21	12	12	2	11	4	46	35	13	11	65	73
No answer	165	9	22	12	11	57	56	30	11	41	-	-	11	18	77	77	16	-	88	2660
	1	*	1	*	*	1	1	*	*	1	-	-	*	2	1	1	*	-	*	4
	100	5	13	7	6	34	34	18	7	25	-	-	6	11	47	47	9	-	53	94
Number answering	26972	6237	1665	6781	2683	4379	5226	8855	5676	3107	3278	537	2866	1045	12394	9362	3599	3062	17610	69743
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	23	6	25	10	16	19	33	21	12	12	2	11	4	46	35	13	11	65	72
Car, minivan, or light pickup	23076	5734	1494	5990	2208	3815	3835	7184	4982	2805	2787	468	2655	849	10411	8044	3111	2593	15032	58143
	86	92	90	88	82	87	73	81	88	90	85	87	93	81	84	86	86	85	85	83
	100	25	6	26	10	17	17	31	22	12	12	2	12	4	45	35	13	11	65	72
Truck, full-size van, full-size pickup, or SUV	14876	3007	991	4260	1477	1811	3332	5714	2871	1520	1649	220	1621	519	6444	4628	1682	1429	10248	30762
	55	48	59	63	55	41	64	65	51	49	50	41	57	50	52	49	47	47	58	44
	100	20	7	29	10	12	22	38	19	10	11	1	11	3	43	31	11	10	69	67
Motorcycle	2134	362	159	381	625	122	485	529	547	327	303	22	169	84	951	852	128	108	1282	3901
	8	6	10	6	23	3	9	6	10	11	9	4	6	8	8	9	4	4	7	6
	100	17	7	18	29	6	23	25	26	15	14	1	8	4	45	40	6	5	60	65
Boat	1535	253	151	416	80	328	307	485	262	106	246	53	178	22	809	626	181	167	909	1810
	6	4	9	6	3	7	6	5	5	3	8	10	6	2	7	7	5	5	5	3
	100	17	10	27	5	21	20	32	17	7	16	3	12	1	53	41	12	11	59	54
Recreation vehicle	1044	259	57	214	71	276	168	394	124	78	187	35	166	27	594	394	100	100	650	2522
	4	4	3	3	3	6	3	4	2	3	6	7	6	3	5	4	3	3	4	4
	100	25	5	20	7	26	16	38	12	8	18	3	16	3	57	38	10	10	62	71
Type unspecified	828	118	7	222	121	177	183	367	154	11	84	47	67	19	500	398	100	91	430	3481
	3	2	*	3	5	4	4	4	3	*	3	9	2	2	4	4	3	3	2	5
	100	14	1	27	15	21	22	44	19	1	10	6	8	2	60	48	12	11	52	81
Unweighted Base	1852	498	83	416	99	431	325	479	450	243	232	50	226	71	1055	855	397	333	997	1571

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

Format of Table Cells:
 57,000 Projected Respondents
 3 Column Percent
 5 Row Percent

Number of Survey Respondents