Steps for a Quick Report in Simmons Insights
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1. Select “Quick Reports” under “Essentials”

2. Select the “Connect” data set to generate demographics, segmentation data, and media usage behaviors.

3. Input your Target question concerning: “people who consume energy snacks and care about recycling”
4. Highlight a report and select the **CrossTab Arrow** to generate the report.

![Select a Report (highlight it) and then click on the Crosstab Arrow.]

View your report