Steps for building a Simmons Insights Crosstab
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1. Select your study:

![Spring 2017 NHCS Adult Study 12-month](image1)

2. Input your question: What is the age demographic for people who eat energy snacks and care about recycling?

What are the key concepts here? **Energy Snacks** (protein bars, nuts, granola, etc.), **Recycling**, and **Age**

3. Build your columns first: People who eat energy snacks *and* care about recycling.

![Keywords input](image2)

1. Start typing your keywords to find questions with that term

![Questions list](image3)

2. Select a question
4. Now build your Rows. This is where we build our age demographic options.

3. After you chose your first question, select "And" to combine it with a recycling question.

4. Select "And".

5. I started typing the word recycl... to bring up questions about recycling behavior.

6. Select a question related to recycling behavior.

7. Move this search statement to "Columns".
8. Keyword search on age and select Age (Demographics (Personal Information))

9. Select age ranges. Hold down the Ctrl. or Shift Key to select multiple ages.

10. Selected the following age ranges: 18-24, 25-34, 35-44, 45-54, 55 + age. Then clicked on "Row"

11. Important to select this "rows" box when selecting multiple categories
5. Select the Arrow image to generate your Cross Tab

Analyze the **Index** of your combined Column and Row characteristics. **Note:** The index is the likelihood, compared to the total population, of meeting the specifications of both Column and Row. The base number for comparison is 100. Over 100 is more likely, under 100 less likely, to meet the specification. Can be read as a percentage (121 = 21% more likely OR 92 = 8% less likely)