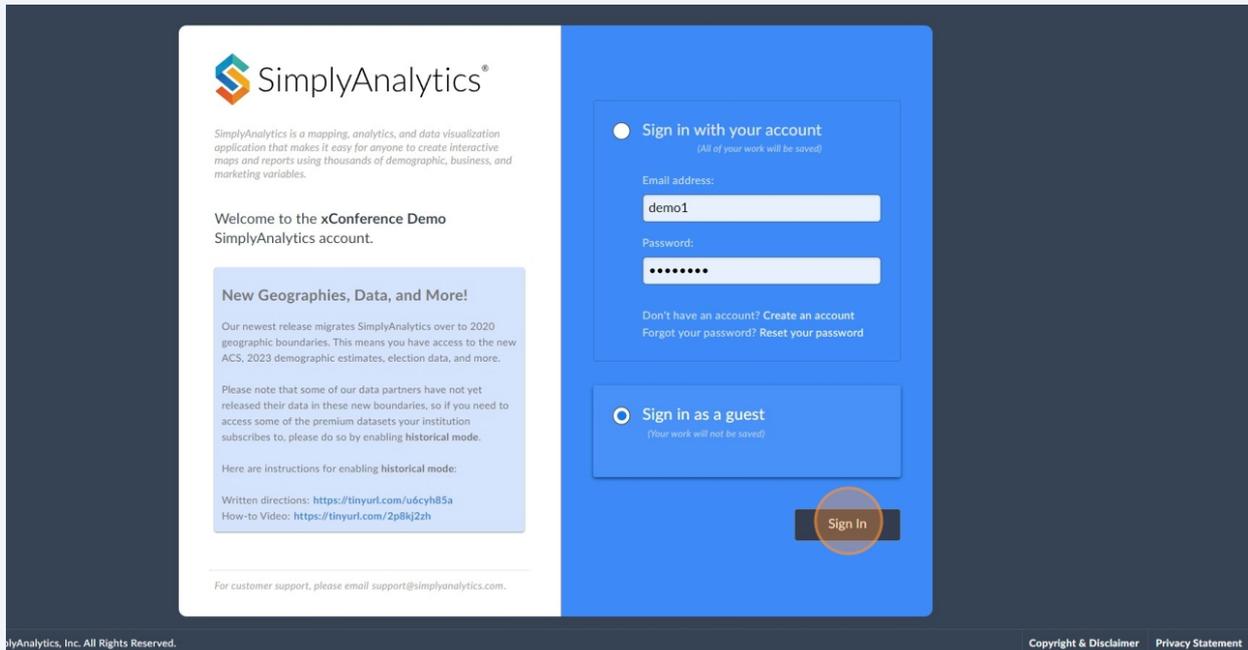


How to access crosstabs in SimplyAnalytics Scribe[®]

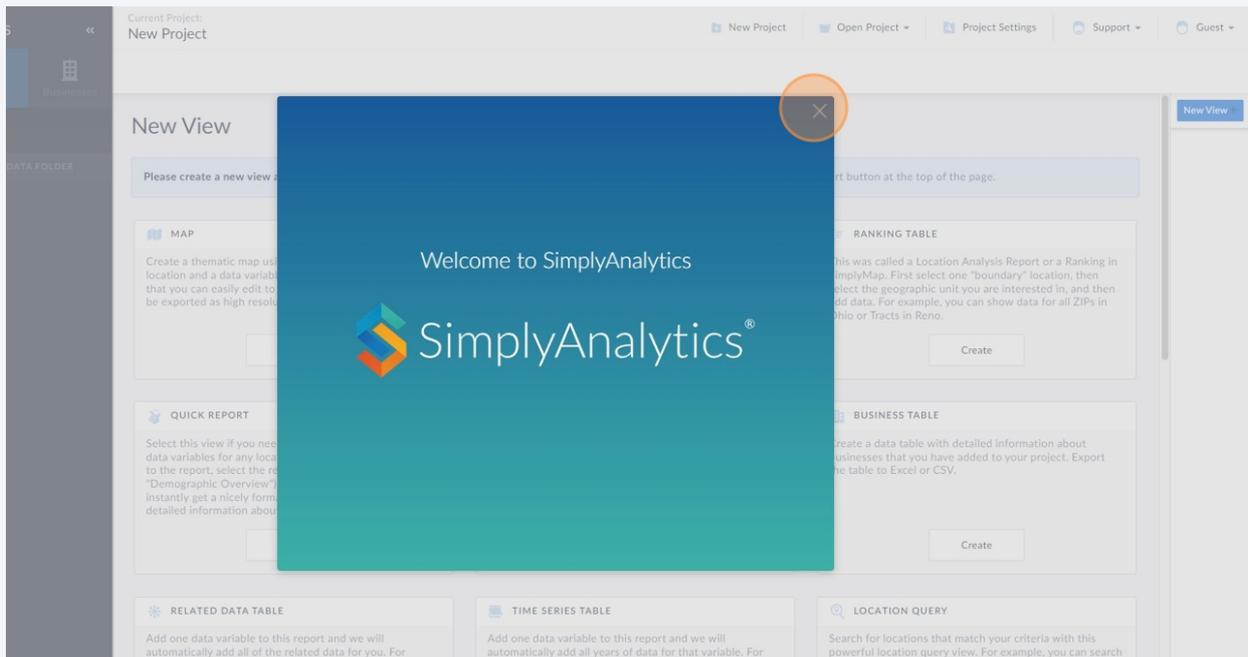
1

Access SimplyAnalytics via your library's list of databases. You can choose to sign in as a guest or create an account on this sign in page. Note that if you sign in as a guest, your work will not be saved when you close out.



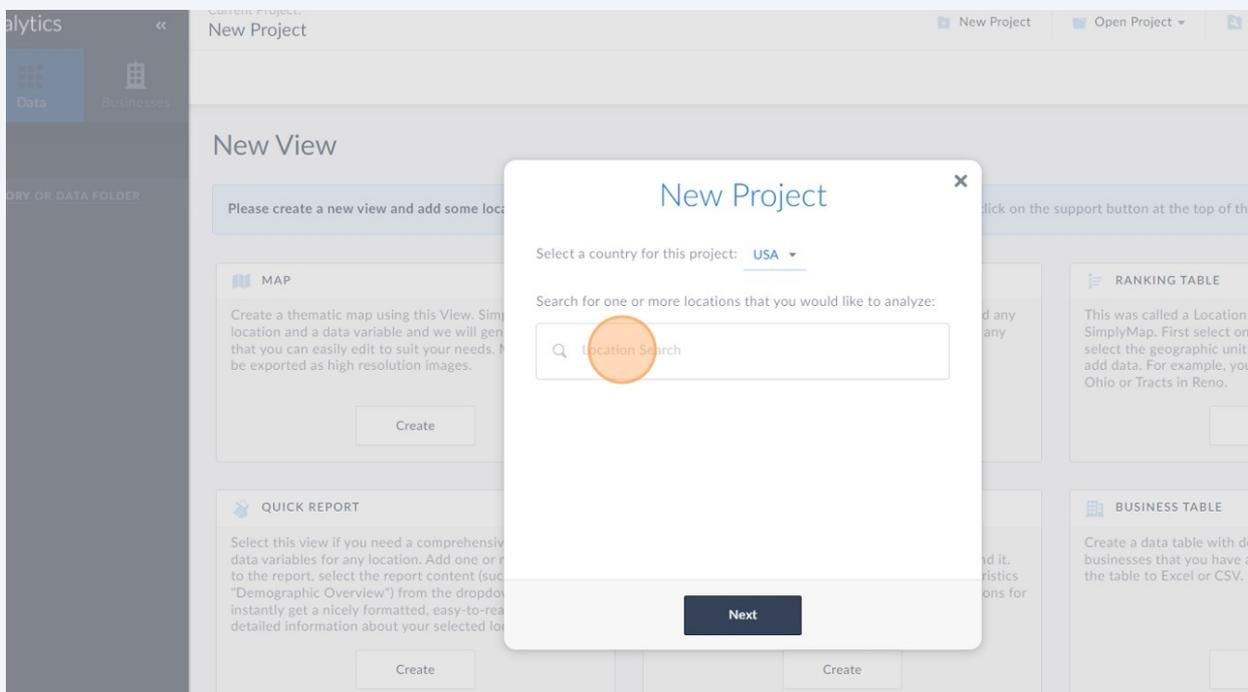
2

Close out this onboarding tutorial. This will only show if you login as a Guest or sign in with an account for the first time.



3

Click the "Location Search" field, and add in at least one location. Here, I added USA as the location.



4 Click "Next"

Select a country for this project: **USA** ▾

Search for one or more locations that you would like to analyze:

Location Search

USA (USA) ✕

Next

5 Feel free to choose a few variables from this prompt. The database needs at least one location to get started. Click "Create project"

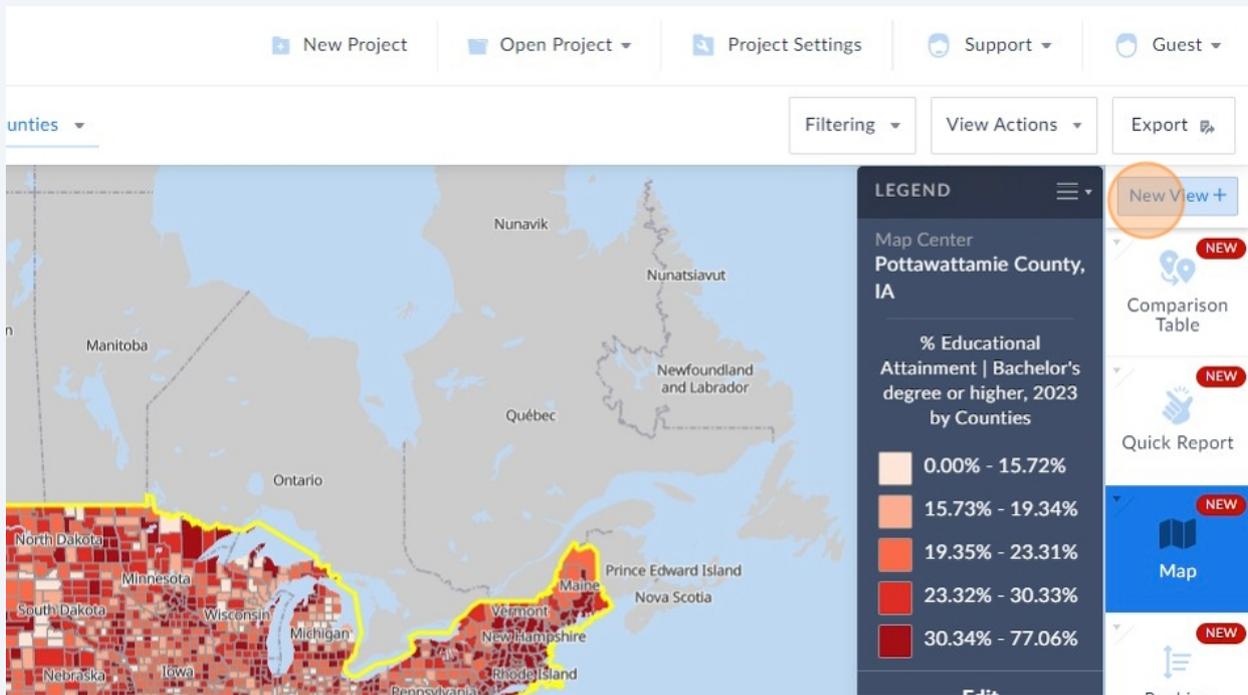
Please select one or more "seed" variables so we can auto-generate maps and reports for you.

(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)

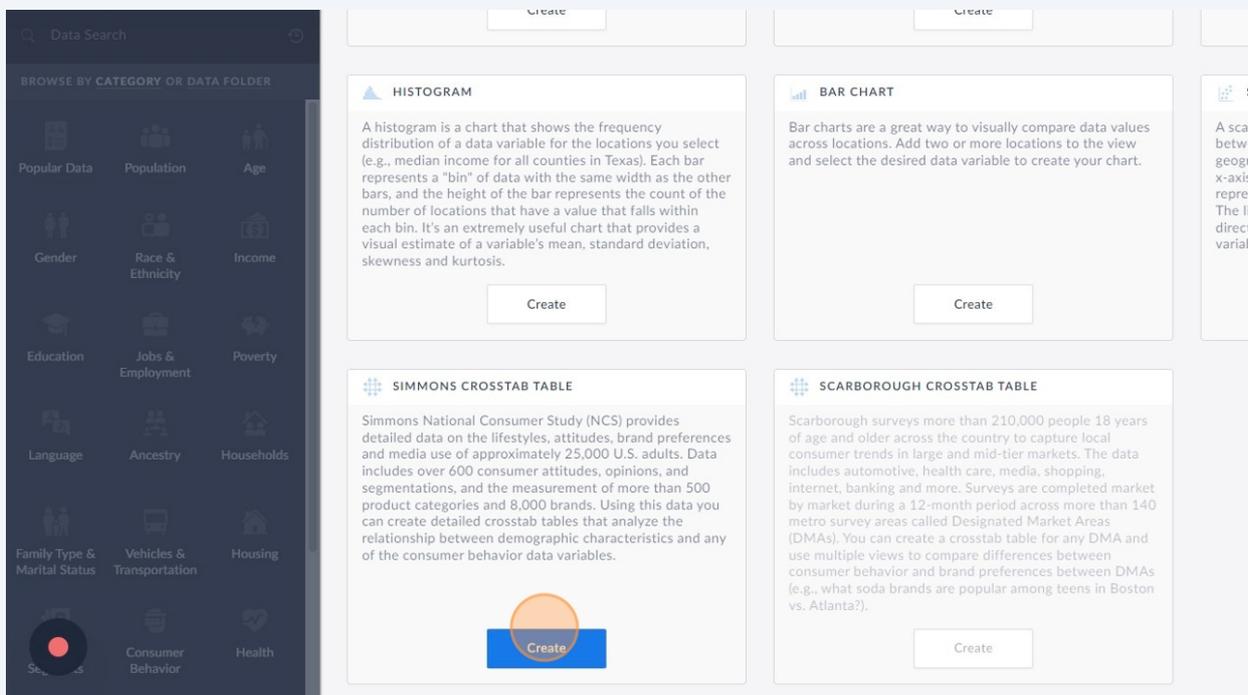
- # Total Population
- % Age | 65 years and over
- % Educational Attainment | Bachelor's degree or higher
- Median Household Income
- % Household Income | \$100,000 or more
- Per Capita Income
- % Veteran Status | Veteran
- # Housing Units
- % Housing Tenure | Owner occupied
- % Housing Tenure | Renter occupied

Create project [Create project without seed variables](#)

6 Click "New View" towards the top-right.



7 Scroll down to the "Simmons Crosstab Table" view and click on Create.



8

Browse for data within the Data Block. I prefer to browse for data by data folder. If you do too, feel free to click on the "DATA FOLDER" option.

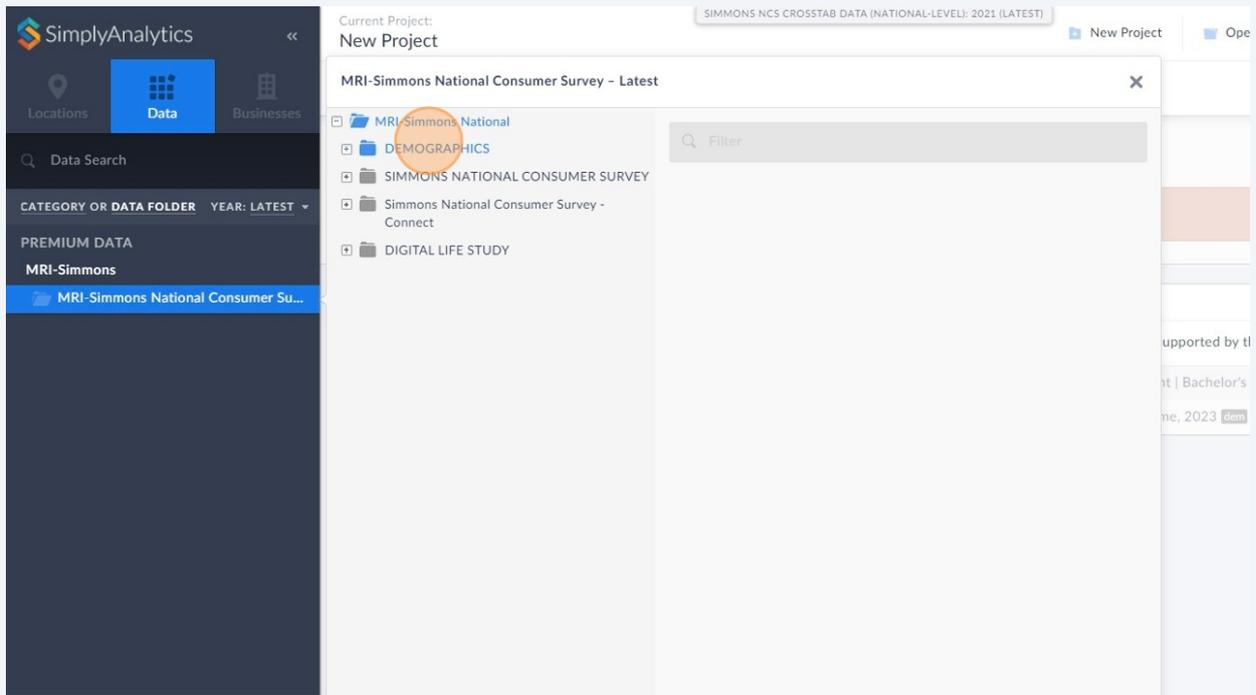
The screenshot shows the SimplyAnalytics interface. On the left, a dark sidebar menu is open, showing the 'Data' tab selected. Under 'BROWSE BY CATEGORY OR DATA FOLDER', the 'DATA FOLDER' option is circled in orange. The main content area is titled 'Edit Simmons Crosstab' and features a warning message: 'Please select at least one row data variable and one column data variable.' Below this, there are two sections: 'LOCATIONS' with 'USA' selected, and 'DATA' which lists variables: '% Educational Attainment | Bachelor's' and 'Median Household Income, 2023'.

9

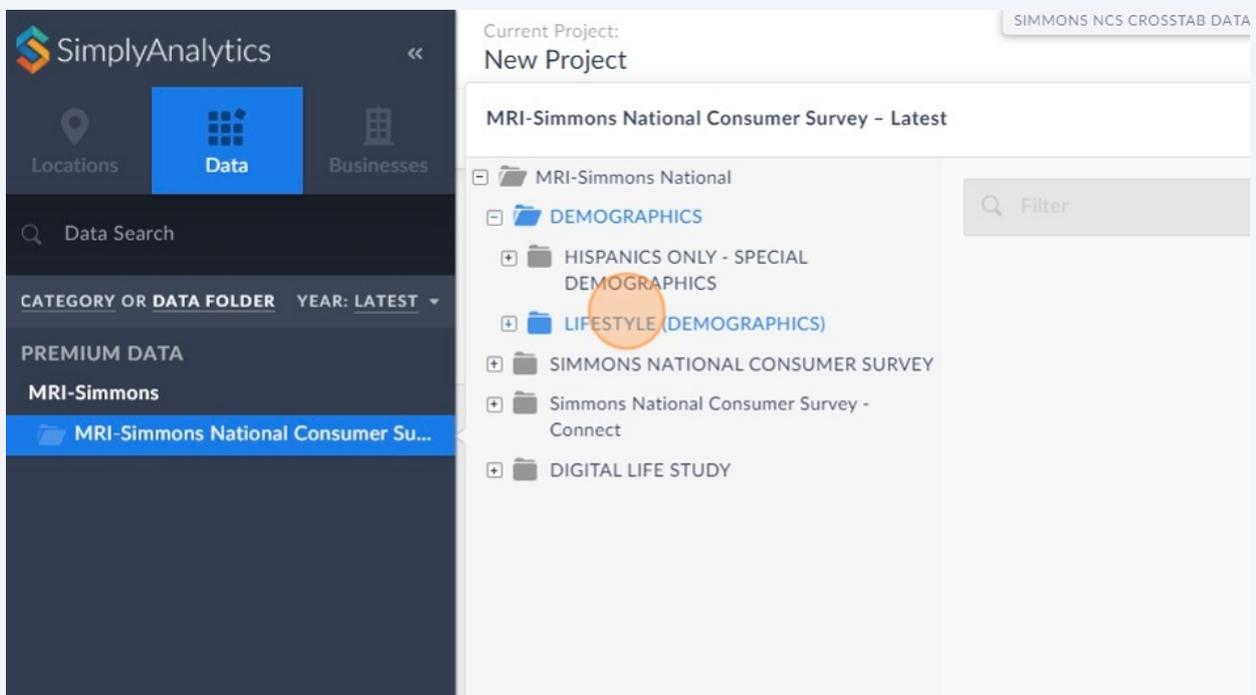
Click "MRI-Simmons National Consumer Survey" dataset

The screenshot shows the SimplyAnalytics interface. On the left, the 'Data' menu is open, and the 'MRI-Simmons National Consumer Survey' dataset is highlighted with a blue bar and circled in orange. The main content area is titled 'Edit Simmons Crosstab' and shows the same warning message and 'LOCATIONS' section as in the previous screenshot.

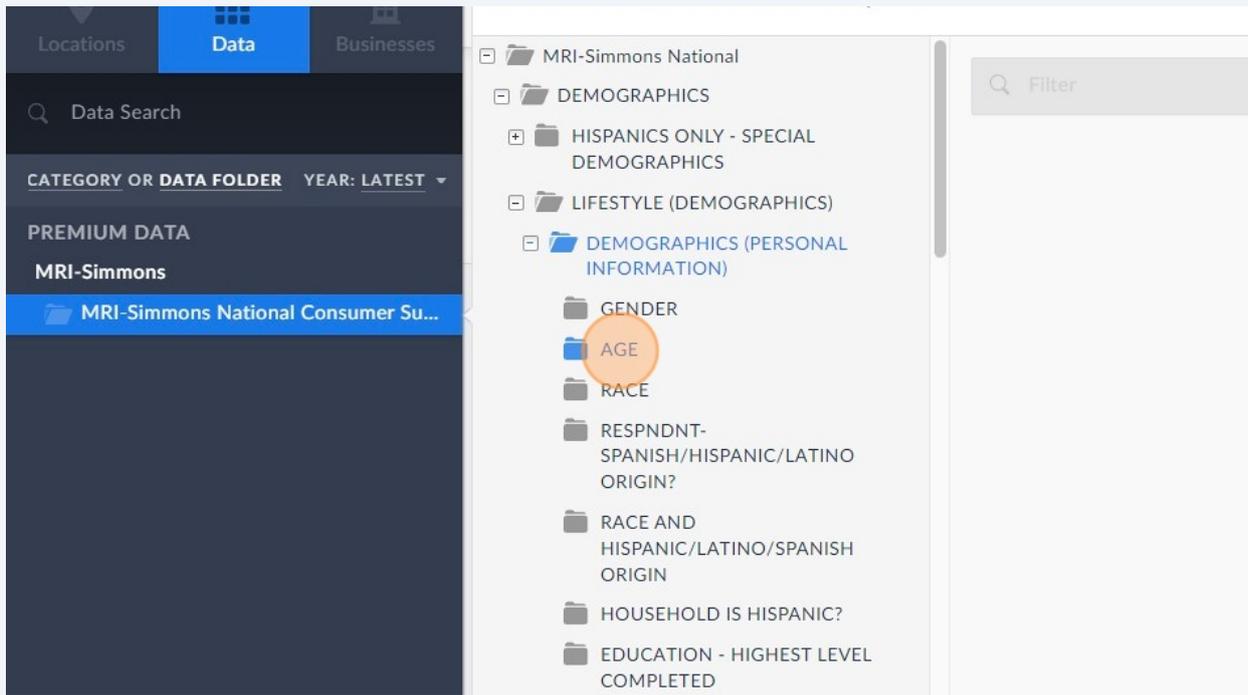
10 Feel free to explore data. Here I will click "DEMOGRAPHICS"



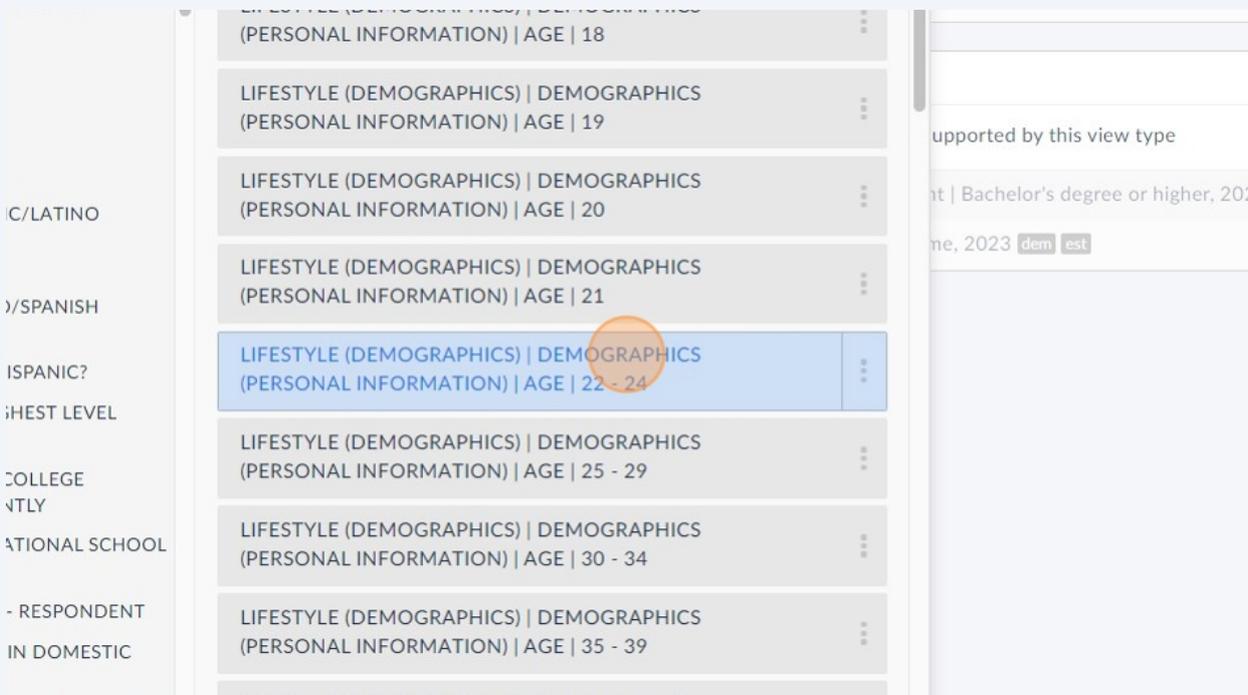
11 Click "LIFESTYLE (DEMOGRAPHICS)"



12 I am looking to crosstab Age data, so I am searching for the Age folder.

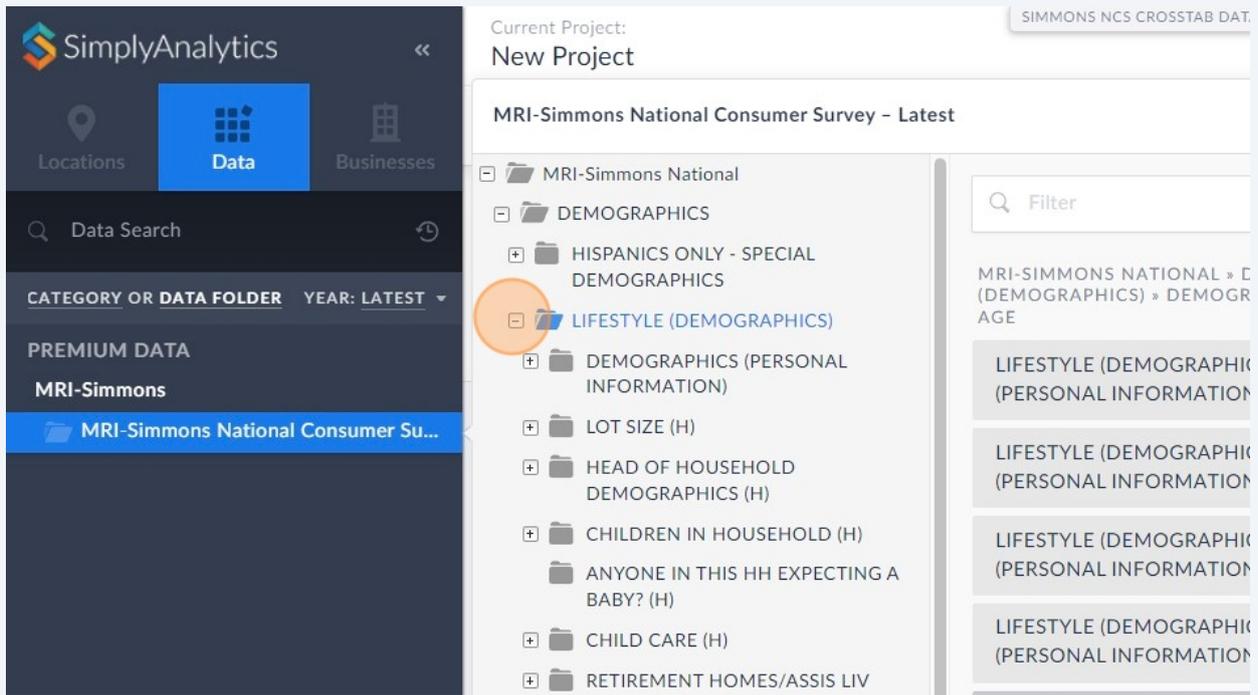


13 Add a few age ranges that you are interested in.



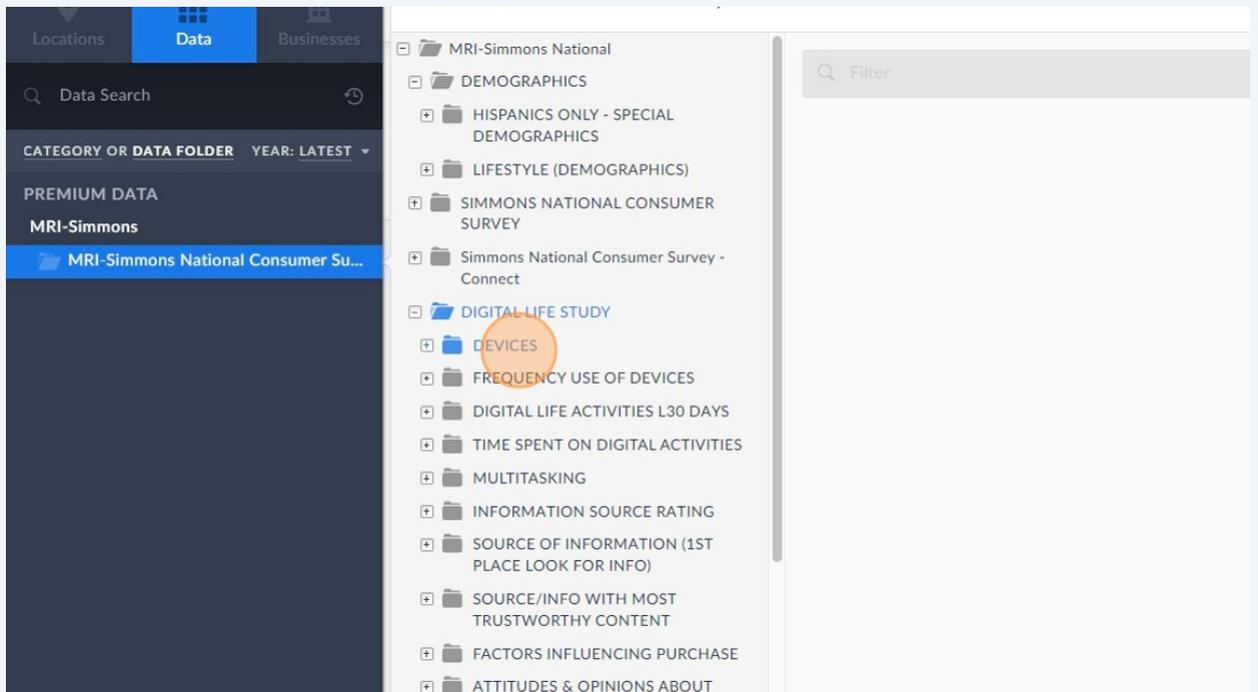
14

Next I want to find some other data, so I am minimizing these folders to get into other data folders.



15

I found some interesting data within this folder here.



16 I chose this variable here

MRI-SIMMONS NATIONAL » DIGITAL LIFE STUDY » DEVICES » DEVICES USED IN LAST 30 DAYS

- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | CELLPHONE/SMARTPHONE
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | DESKTOP/LAPTOP COMPUTER
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | TABLET
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | GAMING CONSOLE**
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | SMART TV
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | STREAMING VIDEO DEVICE
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | PORTABLE GAMING DEVICE

(DEMOGRAPHICS) - 24, 2021

(DEMOGRAPHICS) - 29, 2021

(DEMOGRAPHICS) - 34, 2021

(DEMOGRAPHICS) - 39, 2021

upported by this vie

nt | Bachelor's degree

17 Close out the variables panel.

SIMMONS NCS CROSTAB DATA (NATIONAL-LEVEL): 2021 (LATEST)

New Project Open Project Project Settings Support

Latest

Filter

MRI-SIMMONS NATIONAL » DIGITAL LIFE STUDY » DEVICES » DEVICES USED IN LAST 30 DAYS

- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | CELLPHONE/SMARTPHONE
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | DESKTOP/LAPTOP COMPUTER
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | TABLET
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | GAMING CONSOLE** ✓
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | SMART TV
- DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | STREAMING VIDEO DEVICE

Select all Clear

(DEMOGRAPHICS) | DEMOGRAPHICS (PERSONAL INFORMATION) - 24, 2021

(DEMOGRAPHICS) | DEMOGRAPHICS (PERSONAL INFORMATION) - 29, 2021

(DEMOGRAPHICS) | DEMOGRAPHICS (PERSONAL INFORMATION) - 34, 2021

(DEMOGRAPHICS) | DEMOGRAPHICS (PERSONAL INFORMATION) - 39, 2021

DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | GAMING

18

To create a crosstab you need BOTH a row and a column. TIP: Your best bet is to have demographics as columns, and "behaviors" or other data as rows so I am toggling this option to "Row"

DATA		Select z
ROW	COL	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LIFESTYLE (DEMOGRAPHICS) DEMOGRAPHICS (PERSONAL INFOR AGE 22 - 24, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LIFESTYLE (DEMOGRAPHICS) DEMOGRAPHICS (PERSONAL INFOR AGE 25 - 29, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LIFESTYLE (DEMOGRAPHICS) DEMOGRAPHICS (PERSONAL INFOR AGE 30 - 34, 2021
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LIFESTYLE (DEMOGRAPHICS) DEMOGRAPHICS (PERSONAL INFOR AGE 35 - 39, 2021
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	DIGITAL LIFE STUDY DEVICES DEVICES USED IN LAST 30 DAYS C CONSOLE, 2021

These variables are not supported by this view type

% Educational Attainment | Bachelor's degree or higher, 2023 dem est

Median Household Income, 2023 dem est

19

Click "Done"

Current Project: SIMMONS NCS CROSTAB DATA (NATIONAL-LEVEL): 2021 (LATEST)

New Project

Businesses

Edit Simmons Crosstab Done

LOCATIONS

USA

DATA	
ROW	COL
<input type="checkbox"/>	<input checked="" type="checkbox"/>

Consumer Su...

20

Crosstabs will have "Vertical", "Horizontal", and "Index" values. You can actually hover over any of the values, and the database will explain how to interpret it.

by: **Vertical %, Index, Horizontal %** Location: **USA** Dataset: MRI-Simmons National Consumer Survey

	TOTAL			...DEMOGRAPHICS (PERSONAL INFORMATION) AGE 22 - 24	...DEMOGRAPHICS (PERSONAL INFORMATION) AGE 25 - 29	...DEMOGRAPHICS (PERSONAL INFORMATION) AGE 30 - 34
TOTAL	100%	INDEX 100	100%	100%	100%	INDEX 100
DIGITAL LIFE STUDY DEVICES DEVICES USED IN LAST 30 DAYS GAMING CONSOLE	29.9%	INDEX 100	100%	50.1%	45.9%	INDEX 153

Vertical Percent
 The percent of respondents who first meet the column criterion and then meet the row criterion.

Of the people in this group:
 LIFESTYLE (DEMOGRAPHICS) | DEMOGRAPHICS (PERSONAL INFORMATION) | AGE | 22 - 24
 50.1% of them are also in this group:
 DIGITAL LIFE STUDY | DEVICES | DEVICES USED IN LAST 30 DAYS | GAMING CONSOLE

21

If you want to look under the hood of these crosstabs, click on "Vertical %, Index, Horizontal %"

Current Project: **New Project** SIMMONS NCS CROSSTAB DATA (NATIONAL-LEVEL): 2

Cells Display: **Vertical %, Index, Horizontal %** Location: **USA** Dataset: MRI-Simmons

	TOTAL			...DEMOGRAPHICS (PERSONAL INFORMATION) AGE 22 - 24
TOTAL	100%	INDEX 100	100%	100% INDEX 100 4.8%
DIGITAL LIFE STUDY DEVICES DEVICES USED IN LAST 30 DAYS GAMING CONSOLE	29.9%	INDEX 100	100%	50.1% INDEX 168 8.1%

22

This will now show "Sample" (the actual survey takers that meet the crosstab), and "Weighted" which is the crosstab estimated out the entire USA for the crosstab, presented in thousands (so add 3 0's to the end). Ex. below MRI-Simmons is saying there are 6,018,000 22-24 year olds who have used a gaming console in the past month.



Locations | **Data** | Businesses

Data Search

CATEGORY OR DATA FOLDER | YEAR: LATEST

PREMIUM DATA

MRI-Simmons

MRI-Simmons National Consumer Su...

Current Project: SIMMONS NCS CROSTAB DATA (NATIONAL-LEVEL): 2021 (LATEST)
New Project

Cells Display: **Sample, Weighted (000), Total %** | Location: USA | Dataset: MRI-Simmons National

	TOTAL	...DEMOGRAPHICS (PERSONAL INFORMATION) AGE 22 - 24	...DEMOG (PERSON, INFORMA - 29
TOTAL	Sample 25,910 Weighted (000) 247,612 Total % 100%	Sample 790 Weighted (000) 12,007 Total % 4.8%	Sample Weighted (Total %
DIGITAL LIFE STUDY DEVICES DEVICES USED IN LAST 30 DAYS GAMING CONSOLE	Sample 5,968 Weighted (000) 74,079 Total % 29.9%	Sample 396 Weighted (000) 6,018 Total % 2.4%	Sample Weighted (Total %