### How to Read a Simmons Crosstab

#### Reading the Vertical Percent

For reading the **vertical percent** in a cross tab, we need to read from the **top** (1), down to the **vertical percent** (2), then left to the comparable variable in the row or **horizontal** (3). In this example we would read this as follows:

1. People in the survey who said that they drank **Coca-Cola Classic Most Often (MO)**, which is 7,511 people out of **26,019 (Total)** who answered the survey.
2. **17.6%** of them
3. Watch **NBA Regular Season Basketball on television (horizontal)**

In other words, **17.6 %** of the people surveyed who drink **Coca-Cola Classic Most Often (MO)**, also watched **NBA Basketball Regular Season games on television**.

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<table>
<thead>
<tr>
<th>Enter Cross tab Name</th>
<th>TOTAL</th>
<th>IRREGULAR COLA DRINKS - BRANDS DRINK MO (PIS)</th>
<th>IRREGULAR COLA DRINKS - BRANDS DRINK MO: COCA-COLA CLASSIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>26,019</td>
<td></td>
<td>7,511</td>
</tr>
<tr>
<td><strong>NBA BASKETBALL REGULAR SEASON (SPORTS EVENTS - WATCH ON TELEVISION)</strong></td>
<td></td>
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<tr>
<td><strong>NFL FOOTBALL REGULAR SEASON (SPORTS EVENTS - WATCH ON TELEVISION)</strong></td>
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<td></td>
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</tr>
</tbody>
</table>
Reading the Horizontal Percent

For reading the horizontal percent in a cross tab, we read from the left, across to the horizontal percent, then up to the comparable variable in the row. In the following example, we would read this as follows:

1. Of those people in the survey who said that they watch NBA Regular season games on television (which is 4,253 people),
2. 32.8 % of them (or 1,379 people which projects to 12,744 (000) or 12,744,000)
3. Drink Coca-Cola Classic Most Often (MO)

In other words, 32.8% of the people who watch NBA Regular season games on television also drink Coca Cola Classic most often.