1. Simmons Oneview - Overview
Marketing Guide → Consumer Analysis

Find data and graphics on US consumers and B2B buyers:

- Can search by product category, brand, and demographic data
- Access quick reports and graphics displaying demographic, lifestyle, and behavior data
- Create crosstabs analysis comparing buying/usage with demographic or other data
- Customer segmentation data
- Buying habits
- Use of digital and mobile technologies
- Media usage

Three studies: 6-month NHCS Adult Study, 12-month NHCS Adult Study, Simmons Connect

2. Simmons Oneview – Using Quick Reports
Under the Profile tab, click Quick Reports.
Select the report you want, for example: Demographic Profile.

Base Population
Base population is all surveyed individuals (adults) in the US. The base can be changed using single or multiple criteria. Common bases changes are geography or demographic category (gender, age, income, race, etc.). You are unlikely to need to change this for this project unless.

Change the Base Population for states in the Midwest
If you do not change the base will be the US Population.

Example 1: Set base to Midwestern states: IL, IN, MI, MN, OH, WI,

- Click Edit.
- Select the question category: lifestyle (demographics).
- Select State Codes.
- Click the box “Use the Question Text Along with the Answer Text.”
- Click and hold over a state you want to select and drag into the box below to create your query statement.
- Between each state click OR.
- You can name this selection, e.g. Midwest selection.
• Click Use as Base.

Setting your Target
Think of the target as what you are comparing against the base population, such as users of a specific brand or product category, or a person who makes purchasing decisions.

Example: Set your target as people who have been involved in purchasing decisions for a business that were greater than $5000 in the last 12 months.
• Click Edit.
• You can search or drill down. To drill down, go to and click Lifestyles (Demographics). Drilling down allows to explore available data.
• Click Business Purchasing Decisions.
• Click Business Purch Dec-Involved ($5000+)LST 12 M
• Click the “Use Question Text along with the Answer Text” box.
• Now click and drag “Yes” to under Target Name on main screen.
Generating a Quick Report
Once you have made any changes to your base and selected your target you can select a report such as Demographic Profile. Click the report you desire then click Run Analysis.

Here is the generated report for people surveyed in the 6-month study that had made purchasing decisions for a business greater than $5000 in the prior 12 months.

For Quick Reports the Demographic Profile and Segmentation Studies can be viewed by looking at the Spring 2014 NHCS Adult Study 12-Month or 06-Month. All other Quick Reports require that you switch the study to Simmons Connect. For example, the Time Spent Composition:

- Click Study.
- Select Spring 2014 Simmons Connect and click OK.
• Click Time Spent Composition and then Run Analysis.
Time Composition Report:

You can pull demographic and media behavior data on:

- The role a person plays in the buying process: determined need, specify brands, specify vendors/suppliers, and authorize purchase
- Individuals involved in a purchase over $5000 in last 12 months
- The type of purchase (e.g. technology, building, office supplies, etc.)

You can also pull demographic and media behavior based on occupation.
3. Simmons Oneview – Using Crosstabs

You can compare two different criteria using crosstabs.

Example: *What is the occupation of different people involved in purchasing decisions (e.g. determines need, specifies brands, specifies vendors/suppliers, authorizes purchase)*

- Drag and drop your selections into the Columns and Rows. Click Run Crosstab.
  - For this example, the roles that people who assist in purchasing decisions are being dragged into Columns with different occupation in Rows. Both fields can be found under Lifestyles (Demographics).

Criteria Selection Screen
Crosstab Report

**How to Interpret the Crosstab Report**

- **Sample**: The number of people surveyed who meet both the column & row criteria.
- **Weighted (000)**: Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria.
- **Vertical %**: Percent of the column reached by the row. Example: Of Respondents who specify vendors or suppliers, 34.8% are in Mgmt/Business & Financial Operations, 10.5% are in Office & Administrative Support, and 24.6% are in Profession/Technical role.
- **Horizontal %**: Percent of the row reached by the column. Example: Of respondents in an Mgmt/Business & Financial Operations role, 23.3% determine buying needs, 13.2% specify brands, 19% specify vendors or suppliers, and 20.2% authorize purchases.
- **Index**: The likelihood of the target to meet specified criteria, expressed in relation to the base, where 100 = average.
- **Total %**: Percent of the respondents meeting both criteria of the population base.

Definition Source: *Simmons Oneview: How to Interpret Crosstab Data*. Support documentation can be found under resources tab on Simmons Oneview website.