How to research B2B Buyers in Simmons Oneview

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Overview of Simmons Oneview

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

IUPUI has an academic subscription – newest data is from 2 years ago. Consider when researching social media and television.
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. Don’t worry about changing anything in this field, unless you want to compare your target market to a specific group of people.

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.

You can filter your target to 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
- Occupation
- Individuals involved in a purchase over $5000 in last 12 months
- The type of purchase (e.g. technology, building, office supplies, etc.)

Example 1: 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 from when they participated in the survey.

- 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.

- Click the report you desire (Example: Demographic Profile)
- 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.
How to read this report

- This report is looking at 6-Months of data from the Spring 2015 NHCS study.
- The sample indicates that 14,369 US adults participated in the study (base).
- 1,979 adults in the sample made purchasing decisions >$5000.
- This was 14.8% of the sample population.
- The weighted (000) provides the approximate US Adult population in thousands, so that means that 34,830,000 US adults make business purchase decisions >$5000.
- The demographic profile can be used to understand the demographic characteristics of your target population. It is useful to look at this data and compare it to how it is different from the base population as that may help you determine where you wish to differentiate.
CHANGING YOUR STUDY

For Quick Reports the Demographic Profile and Segmentation Studies can be viewed by looking at the Spring reports for the most recent NHCS Adult Study 12-Month or 06-Month. All other Quick Reports require that you switch the study to Simmons Connect (also a 12-Month study). Consider whether you want to look at 6 or 12 months worth of data. The default is 6 months but often you will want to switch to 12 months.
Example 2: Run a Time Spent Composition report for buyers who have made purchasing decisions >$5000 in the last 12 months from when they participated in the survey.

For example, the Time Spent Composition:

- Click Study.
- Select most recent Simmons Connect and click OK.

- Click Time Spent Composition.
- Set target using the instructions from Example 1.
- Click Run Analysis.
Time Composition Report:

How to read this report

- Sample: 29,362 people were surveyed, 3,897 indicated that they make business purchase decisions >$5000. This was 14.7% of survey respondents.
- The weighted number in thousands (000) indicates the approximation of US adults. So there are approximately 34,461,000 US adults who make business purchase decisions >$5000.
- Examine the column for Television. Under the TV icon you see the 26:33. This means that people who make business purchasing decisions >$5000 on average watch 26 hours and 33 minutes of television. The chart also provides a percent breakdown of the population by hour categories.
Using crosstabs

**DEFAULT WHEN OPENING SIMMONS ONEVIEW. WHEN IN QUICK REPORTS SCREEN IT CAN BE SELECTED BY CLICKING CROSSTAB UNDER PROFILE TAB.**

You can compare two different criteria using crosstabs.

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**Example 3: What is the occupation of different people involved in purchasing decisions (e.g. determines need, specifies brands, specifies vendors/suppliers, authorizes purchase)**

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Drag and drop your criteria into columns and rows selections into the Columns and Rows.

- Select your column criteria (Role in business purchase decisions) by clicking Lifestyles (Demographics) under Questions. Then click Business Purchasing Decisions. Select BUS PURCH DECISIONS – HOW INVOLVED LST 12 MO. Drag the options provided into the columns area.
- Select your row criteria (Occupation) by clicking Lifestyles (Demographics) under Questions. Click Demographics. Scroll until you find Occupation. Select and drag occupations you wish to analyze into the rows section.
- Click Run Crosstab.
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.
Citing Simmons Oneview in Chicago Manual of Style

Citing a Quick Report
Organize your citation by report title, year of the data, study used, database. Your report title will be the name of the Quick Report: [Criteria for the Report]

Example:
“Demographic Profile: Business Purchasers making decisions over $5000 a year,” 2015, Spring 2015 NHCS Adult Study 12-Month, Simmons Oneview.

Citing a Crosstab
Citing a cross-tab report is similar except the title will be Crosstab Report: [intuitive title that explains what you were analyzing]

Example: