1. Simmons Oneview - Overview

Marketing Guide → Consumer Analysis

Find data and graphics on US consumers:

- 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

To change your study:
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 population can be changed if appropriate using single or multiple criteria. Common base changes are geography or demographic category (gender, age, income, race, etc.). Instructions on changing base population are in section 4 of this handout.
Setting your Target
The target is what you are comparing against the base population, such as survey respondents that exhibit certain health related behaviors, have certain ailments, use of a specific brands or products, or make lifestyle choices.

Example: Set your target as people who stated they had type 2 diabetes in the last 12 months versus base (Adult US population). (Note that Last 12 Months is the time period of the question in the survey).

- Click Edit.
- You can search or drill down. To drill down, go to and click Medicine/Drugs/Ailments. Drilling down allows to explore available data.
- Click Ailments.
- Click Ailments Had in the Last 12 Months.
- Click Diabetes Type 2.
- Click the “Use Question Text along with the Answer Text” box.
- Now drag “Diabetes Type 2” to Target Name on main screen.
The Target should populate with Target Name, Sample, and Weighted (000). Weighted (000) is the estimate of the US adult population based on the sample size that responded as having Diabetes Type 2.

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. Do this by clicking the report you desire then click Run Analysis.

Note: If you select a report, click run analysis, and get an error message then you need to change your study to Simmons Connect. Social Media and mobile device data is part of the Simmons Connect Survey.

Here is the demographic profile for those who reported they had type 2 diabetes in the last 12 months (at the time of the survey):
3. Simmons Oneview – Using Crosstabs

You can compare two different criteria using crosstabs.

Example: Compare Adults who stated they had diabetes type 2, heart attack/stroke, hypertension/high blood pressure and their attitude as to whether they are in control of their weight.

- Click Crosstab on the Profile page.
- Drag and drop your selections into the Columns and Rows. To find information on health behaviors, attitudes, and opinions look under the category Lifestyle Statements.
- Click Run Crosstab.
Criteria Selection Screen

To find people that have hypertension and type 2 diabetes do the following:

- Drag Diabetes Type 2 into the Equation builder box. Then Click “AND”
- Now drag hypertension/high blood pressure into the box and name it “DIABETES TYPE 2 & HYPERTENSION/HIGH BLOOD PRESSURE”.

- Click “Verify” (to make sure the syntax is correct) then click “Move to Columns”

- Now click Run Crosstab.
# Crosstab Report

Crosstab Report 

<table>
<thead>
<tr>
<th>DIABETES TYPE 2</th>
<th>HEART ATTACK / STROKE</th>
<th>HYPERTENSION / BLOOD PRESSURE</th>
<th>DIABETES</th>
<th>HYPERTENSION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td>2636</td>
<td>3450</td>
<td>451</td>
<td>5864</td>
</tr>
<tr>
<td>Weighted (000)</td>
<td>23473</td>
<td>17181</td>
<td>3468</td>
<td>4249</td>
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<td>Vertical %</td>
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<td>72%</td>
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</tbody>
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<table>
<thead>
<tr>
<th>ATTITUDES (HEALTH)</th>
<th>AGREE</th>
<th>DISAGREE A</th>
<th>LITTLE</th>
<th>NOT IN CONTROL OF MY WEIGHT</th>
<th>Weighted (000)</th>
<th>Sample</th>
<th>Sample</th>
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</table>

**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 have diabetes type 2, 5.57% agree a lot with the statement, “I am in control of my weight”.

**Horizontal %:** Percent of the row reached by the column Example: Of respondents who disagree a lot with the statement “I am in control of my weight”, 12% of them had diabetes type 2 in the last 12 months (from survey date).

**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. Example: 2.38% of the all respondents (U.S. Adults surveyed) had hypertension and agreed a lot with the statement, “I am in control of my weight.”

Definition Source: Simmons Oneview: How to Interpret Crosstab Data. Support documentation can be found under resources tab on Simmons Oneview website.
This section of the tutorial explains how to change the base population if needed. For instance, focusing on females. Be sure that if you change the base population to look at a specific criteria such as females that you also specify females in your target. Example: Studying women with diabetes type 2, Base population = Female (gender), Target = Female AND Diabetes Type 2.

Default for Base population is all US adults.

**Change the Base Population for a Single Criteria**

*Example: Set Base as Adult Females in the US.*

- Click Edit.
- Select the question category: Lifestyle (Demographics).
- Select Demographics (Personal Information).
- Select Gender.
- Click the box “Use the Question Text Along with the Answer Text.”
- Click and hold over the word Female. Drag under Base Name on other screen. It will populate the Base Name box.
Change the Base Population for Multiple Criteria

If you do not change the base will be the US Population.

*Example 1: Set base to Population of 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.
Example 2: Set base to females in California

- Click Edit.
- Select the question category: lifestyle (demographics).
- Select Demographics (Personal Information).
- Select Gender.
• Click, hold, and drag female into the box below.
• Click AND
• Select the question category: lifestyle (demographics).
• Select State Codes.
• Click, hold, and drag California into the box below.
• Name this base, e.g. Women in California

Need help? Ask a librarian.

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