Simmons OneView Basic Guide

What is Simmons OneView?

Simmons OneView (formerly Simmons Choices3) provides access to U.S. adult consumer data on product and brand usage, spending behavior, media habits, and more. It can be used to create customized reports analyzing the demographic and psychographic characteristics of product users and their media behavior. The data comes from the Simmons National Consumer Study (NCS), which is sent out to samples of the U.S. population several times a year. There’s also the Simmons National Hispanic Consumer Study (NHCS), which includes the same data as the NCS but asks additional questions of Hispanics. For 2008 through 2013 we have the NHCS and 2005 through 2007 we only have the NCS.

What is Simmons OneView used for?

- **Marketing Strategy** - to determine the target consumer group for a product (i.e. what age group is purchasing Wrangler jeans.)
- **Advertising Decisions** - to study what media may reach a particular target group (i.e. what magazines are females wearing Gap jeans reading), and
- **Statistics and Data** - to determine how many people in the sample read X. Who are they? How many people in the sample have habit Y? Who are they?

A Few Limitations...

(*The most recent data available is from 2013, so newer products will not be available. **Children under 18 and international consumers** are not included in the survey data.)

Brief history of the survey

For the past fifty years, Simmons Market Research Bureau has surveyed American adults annually (National Consumer Study) to collect data on their use and spending on products and media habits. Previously published in print (HF5815.U5 A38), MSU faculty and students now have the ability to create customized electronic reports using Simmons OneView.

Getting Started

Where can I find Simmons OneView?

Simmons OneView can be found on our Business Electronic Resources page: http://libguides.lib.msu.edu/busdatabases. It can be access anywhere including off-campus. There is a limit of 15 users at a time.
Before Using Simmons OneView

Consider the following:

1. What is your product or brand?
2. What do you want to know about this product/brand?
   - Demographics: age, gender, race, income, education, marital status
   - Psychographics: attitudes, values, beliefs
   - Media: where is the best place to advertise to reach my target audience? Magazines? TV?
   - Products: What products does my target audience use?

There are many ways you can use this software to find relationships between variables. This basic guide will illustrate two example searches:

- Example 1: Choose a product or brand and determine what you want to know about who uses it based on:
  - user demographics: age, gender, race, income, education, marital status
  - user psychographics: attitudes, values, beliefs

- Example 2: Choose a target audience (age, gender, race, income, product user, or brand user) and find out what media (movies, TV, radio, print) they use.

Important: Your searches will be more successful if you keep them simple and do them one at a time. If you try to do too much, your sample size could become too small and not provide reliable results.

Opening Simmons OneView

1. Use the link found on the Business Electronic Resources page:
   http://libguides.lib.msu.edu/busdatabases. You will get a login screen that says welcome with a blue Proceed button. Click that button to access the database.

2. After you login, the database opens to Fall 2013 NHCS Adult Survey 6 month as default. If you want to see other studies, click the blue Study button (Study) at the top. A box listing the available surveys will appear. Select the one you want. The most commonly used is the Fall 12 month survey. You are now ready to start using it.
3. You'll notice that the screen is broken into three parts: far left column - the variables/questions, middle column - answers to the variables/questions, and the far right column - variable/answers selection. This is where you will build your search.

**Doing a Brand/Product Search**

We're going to set up the variables to produce a crosstab looking at brand/product preference. For this example, we want to know which brands of jeans, the Calvin Klein, Levis, Liz Claiborne, or Wrangler that U.S. adults bought in the last 12 months by the following age groups: 18-24 yrs, 25-34 yrs, 35-49 years, and ages 50+.

1. **Selecting the brands/products**

   Generally it is best to put the product and brand variables in the column, not row, fields.

   In the left variables/questions column, you'll see a search button (🔍). Click it. A search box will open.

   Type jeans in the search box and select Questions & Answers. Click the search button. You'll get an APPAREL folder. Open it up and you'll see a folder JEANS.

   Open the JEANS folder. You'll see this variable - JEANS - BRANDS BOUGHT LAST 12 MONTHS. Click on it. In the middle column you'll see the brands listed.
Find the brands Calvin Klein, Levis, Liz Claiborne, and Wrangler. Drag them from the middle column to the far right column and drop in the Columns box.

2. Selecting the demographic/psychographic variables.

Generally it is best to put the demographic/psychographic variables in the row, not column, fields.

In the left variables column you'll see that there is a section of questions -- LIFESTYLE (DEMOGRAPHICS) and LIFESTYLE STATEMENTS. We're interested in ages. So open LIFESTYLE (DEMOGRAPHICS), DEMOGRAPHICS (PERSONAL INFORMATION), and select AGE. You'll see a list of options.

Find the 18-24, 25-34, 35-49, and 50+ categories. Drag them from the middle column to the far right column and drop in the Rows box.
3. Getting the Results

Now that you have your variables selected -- the products and demographics selected, it is time to run the analysis to see the data results. Click the large blue Run Crosstab button at the top to produce the results. The screen will open another section -- the View at the bottom of the page.

Notice that you can get back to the editor by clicking on the Edit blue bar.

The most significant data in the results is the index data. This data tells you the product, brand, or media usage compared to the average. The base number for comparison is 100. A number above 100 is greater than average, and below 100 is less than average.

- <80 less likely
- >120 more likely

Looking across the rows and columns in the example above, notice that 18-24 year olds are 40% (140) more likely to buy Calvin Klein jeans while 50+ are 33% (133) more likely to buy Liz Claiborne jeans. Also note that the opposite is true too. 50+ are 43% (57) less likely to buy Calvin Klein jeans.

The other numbers:

Sample=actual number of respondents in survey who meet criteria of both the row and column
Weighted (000)=estimated total number of adults who meet criteria of both the row and column
Vertical %=the percentage of the column that fit the row definition (ie 17% of adults who bought Calvin Klein jeans were 18-24 years old)
Horizontal %=the percentage of the row that is a member of the column (ie 5.9% of adults 18-24 years old bought Calvin Klein jeans)
4. Narrowing down the view

You can look at individual numbers by using the private eye feature. At the top of the crosstab you'll see three options: Crosstab, Private Eye, and Trend. Select Private eye. It will open a smaller box. The default is total, but you can also open for each of the brands by using the dropdown box in the top middle part of the table. See example here:

![Crosstab Example](image)

**Adding a Base (Filter)**

Now let's say that we want to narrow down your search to females that wear those brands of jeans. You can add a base, or filter. To do this, go back to the editor by clicking on the blue Edit bar under Simmons Oneview at the top.

In the far right column you'll see that the Rows and Columns tab is showing. Click on the Bases tab. Go back to the far left variables column and select GENDER. Drag female to the Base box.

![Base Filter Example](image)

Now you can run the analysis again to get new results. Click the large blue Run Crosstab button ( ) at the top to produce the results. The screen will open the View at the bottom of the page again. Notice links to both analyses are listed in the left column.

![Run Crosstab Button](image)
If you look at the top of the crosstabs, you’ll see a dropdown box that shows female and Study Universal which allows you to see the data without the base/filter.

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Doing a Media Search

Another aspect of identifying your target market is finding the most appropriate media sources in which to advertise. In the following search, we will try to determine the best magazines to reach U.S. females (our base/filter) who have bought these brands of jeans: Calvin Klein, Levis, Liz Claiborne, or Wrangler. It works the same as the brand/product search. You’re just going to add them to the rows box. To do that click the Edit bar. You may delete the ages out of the rows section by selecting and hitting the delete button on your keyboard.

In the far left column find the Print Media section. Open MAGAZINES. You’ll see the variable MAGAZINES - READ/LOOK INTO LAST 6 MOS. You’ll see a list of magazine titles.

You can search for results on all of the magazines, but that would be a lot of results! The best thing to do is try to guess the best magazines for your target audience. So let’s look at Cosmopolitan and Ladies Home Journal. Find those titles and drag to the Rows box in the far right column.
Run the analysis by clicking the big blue Run Crosstab button. You'll now have a new crosstab with the magazines' data. If you have a lot of journals you may have to scroll down to see all boxes.

As you can see from the index numbers, adult females who buy Liz Claiborne jeans are 66% (166) more likely than the average female to read *Ladies Home Journal*. While women that wear Liz Claiborne jeans are 37% (63) less likely to read *Cosmopolitan*. Note: 63 has an * next to it. This means the sample size is small and the numbers are less reliable.

Remember from our product/brand search that the most significant data in the results is the index data. This data tells you the product, brand, or media usage compared to the average. The base number for comparison is 100. A number above 100 is greater than average, and below 100 is less than average.

**Saving Your Results**

Click the Export button. It will save it as an excel file.

**Printing**

The only way to print is through the browser. You may need to change the layout from portrait to landscape and make sure shrink/scale to fit page is selected.

**Need More Help?**

Business reference librarians are available. See http://www.lib.msu.edu/bus/.