

## Simmons OneView Basics & Introduction

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.

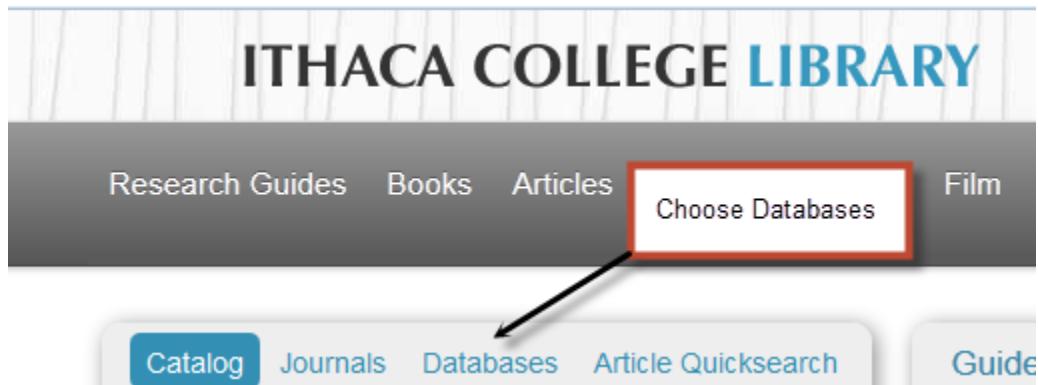
### What is the data used for?

The reports you can generate are helpful for:

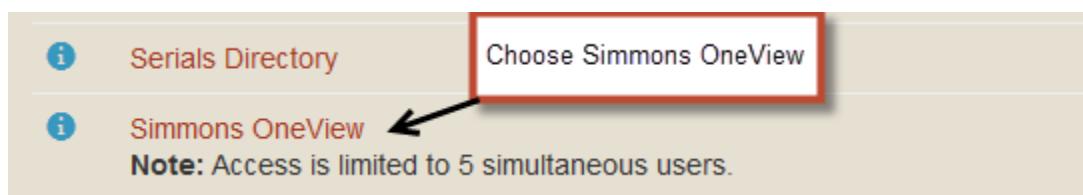
- **marketing strategy** – to determine the target consumer group for a product (i.e. what age group is purchasing Joe's jeans)
- **advertising decisions** – to study what media may reach a particular target group, (i.e. what magazines are females wearing Gap jeans reading), and
- **statistics and data** – 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?

(\*The most recent data available is from **2010**, so newer products will not be available. **Children under 18 and international consumers** are not included in the survey data.)

This guide is intended to introduce you to the Simmons OneView database.



Choose the **Letter S**.



Note there are **only 5 simultaneous users**.

You may be prompted for a user name and password. Please use your **Netpass user name/password**.

The opening screen should look like this:

**Overview and Explanations of Screen**

The screenshot shows the Simmons OneView software interface. At the top, there is a navigation bar with tabs for Profile, Plan, Administration, Resources, and Sign. Below the navigation bar, there is a toolbar with buttons for Open, Export, Import SPC, Study, Save, Clear, and Export SPC. The main title is "Fall 2010 NHCS Adult Study 06-month". On the left, there is a "Crosstab Name: Untitled" section with buttons for Questions, Definitions, and Recycle. Below this is a "Search" section with a dropdown menu, a list of categories (HISPANICS ONLY - SPECIAL DEMOGRAPHICS, HISPANICS ONLY - SPANISH-LANGUAGE MEDIA, LIFESTYLE (DEMOGRAPHICS), LIFESTYLE STATEMENTS, SEGMENTATION SOLUTIONS, COMPUTERS/INTERNET, PRINT MEDIA, CABLE/TELEVISION/RADIO, INTERMEDIA, ENTERTAINMENT/LEISURE, TRAVEL), and search options (Use Question Text along with Answer Text, OR All Selections, AND All Selections). On the right, there are two tables: "Columns and Rows" and "Rows". The "Columns" table has a header for Column Name, Sample, and Weight (000). The "Rows" table has a header for Row Name, Sample, and Weight (000). Red boxes with arrows point to various parts of the interface, such as the "Search" dropdown, the "Use Question Text along with Answer Text" checkbox, and the "Columns" and "Rows" tables.

### Constructing a Search

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:**

**demographics:** age, gender, race, income, education, marital status

**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.

**Note: 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, the sample size can get too small and not provide reliable and large enough results.**