Simmons OneView Basic Guide

Introduction

Simmons OneView contains quantitative data from the National Consumer Study and National Hispanic Consumer Study on:

- Consumer demographics: age, gender, race, income, education, marital status
- Consumer psychographics: attitudes, values, beliefs
- Products: consumer buying habits
- Media: best place to advertise to the target audience in magazine or on TV

UO Library subscribes to Simmons data beginning with the Fall 2010 NCS/NHCS reports. Academic data is two years behind the current commercial release (three years behind the current calendar year).

The library also subscribes to SimmonsLOCAL, which includes location-specific data for Eugene, Seattle-Tacoma and Portland.

Access Notes

- Five users can access this database at the same time due to academic licensing restrictions.
- Simmons requires the most recent version of Adobe Flash to run.

Opening Screen

- Once you have opened the Simmons OneView Login page, you must click the Proceed button to continue.
**Coding Screen**

The coding screen is broken into a number of boxes:

1. Far left column - variables/questions
2. Middle column - answers to the variables/questions
3. Far right – Columns and Rows Boxes. This is where you build your search.

![Coding Screen Diagram]

**Doing a Basic Brand/Product Search**

For this search, we want to know which energy drinks: Monster, Red Bull or Rockstar, adults in the age groups: 18-24, 25-34, 35-49 and ages 50+ drink at least monthly.

Before anything else, check the *Use Question Text along with Answer Text* box above the Answer box. This will make it easier to remember what the numbers in your Crosstab represent.

When setting up your query, it helps to think about the *Columns* and *Rows* boxes as representing the *Person* and *Product/Activity* you are interested in. It doesn’t matter which box you choose to use for a specific set of variables, just make sure you can keep the two types in separate boxes.
1. Select Demographic/Psychographic Variables
   - In the Dictionary box, there is a list of blue folders. Open the LIFESTYLE (DEMOGRAPHICS) folder, then the DEMOGRAPHICS (PERSONAL INFORMATION) sub-folder and select AGE. You'll see a list of options appear in the Answer box to the right.
   - Find the 18-24, 25-34, 35-49, and 50+ categories and click & drag each into the Rows box.

2. Select Brands/Products
   - In the Dictionary box, click the Search button. A search box will open.
   - Type energy drinks in the search box and click on Questions & Answers.
   - Click the Search button located under the keywords you just entered. You'll see a BEVERAGES – NON-ALCOHOLIC DRINKS folder.
   - Double-click to expand the folder, then on the ENERGY DRINKS & SHOTS sub-folder to open. You'll see the ENERGY DRINKS & SHOTS – BRANDS DRINK MO variable. Click on it. The brand options will appear in the Answer box on the right.
• Find the brands Monster Energy, Rockstar, Red Bull, and several Red Bull sub-brands. Ctrl-click on the all the desired brands and drag them into the Columns Box.

Getting Results & Interpreting Data
• Click the large blue Run Crosstab button at the top right to retrieve results. The screen will open another section.

• The most significant data in the results is the index data. This field tells you whether your target audience is more or less likely than the average consumer to do or buy whatever activity or product you’re looking at.

The base number for comparison is 100 so a variable with an index above 100 is more likely to participate in that activity, while an index below 100 means they are less likely. The further than index number is away from 100 indicates the degree of likelihood.

In this chart, the index number for the 18-24 age group who drinks Monster Energy is 269 while the index for 55+ is eight. This indicates that young adults are very likely to drink Monster Energy while older adults barely drink any.

Save / Exporting Results
• To export your results, go into Crosstab, Private Eye, or Trend view and click the Export button
to export to Excel or CSV format.
• This is also the easiest way to print results – export to another program and print from there.

For More Information:
For information on more advanced features such as combining variables, using SimmonsLOCAL, Private Eye, or Trend Analysis, check out Simmons Research’s YouTube channel and their OneView Training playlist at: https://www.youtube.com/playlist?list=PLXFRMZBbU6OjupVH8b8dalcS37NF39VUd