Simmons OneView

- Simmons OneView is a database built on consumer data about product, brand, and media usage.
- Simmons sells *2 year old data* to academic libraries. Corporate clients have recent data.
- Plan to have your group run Simmons crosstabs more than once – to find a target market and to select media through which to market to that target.
- These screens will help you set up, run, and interpret crosstabs.
Only two computers can be logged in to Simmons at the same time.

You will be taken to login instructions after MyOleMiss login.

Simmons OneView is available through the library website. Select the Databases page then scroll the alphabetical list.
• To change to a different study period select Study.
• There are two surveys per study period – 12 month and 6 month.
• Population and 6 month are the defaults. Be sure to switch if you need the other studies.

*Household is defined as one or more persons living at the same address.
Columns usually contain information such as types of vehicles or soap brands.

Rows usually have demographic or media information.

Fill your columns and rows by expanding the “question” menus and dragging the “answer” variables from the middle box into the columns and rows.
Using the Bases tab in this example I will filter for men. This will remove all female responses.

The Bases tab allows you to survey a specific group such as men, age groups, etc. If you don’t select a base you will survey the entire population. This used to be called a filter.
Interpreting the Data

- **Total** - Number of adults age 18+ in the US/Simmons Total Population.
- **Sample** -- the actual number of respondents to the Simmons survey who meet the specifications of both the Row and the Column.
- **000's** -- a projection statistically derived from the actual number of survey respondents and which represents the number of adults in the U.S. population who meet the specifications of both the Row and the Column. When reading, add three zeros (000) to the end of the number.
- **Vert%** -- Vertical % or Percent Down. The percentage of people who have a given characteristic as defined by the Column heading.
- **Horiz%** -- Horizontal % or Percent Across. The percentage of people who have a given characteristic as defined by the Row heading.
- **Index** -- Indicates the likelihood, compared to the total population, of meeting the specifications of both Column and Row. The base number for comparison is 100. Over 100 is more likely, under 100 less likely, to meet the specification.
- **Base** -- Percentage of the currently selected base/filter that the cell represents.
Vert%: Of all the men who recently acquired a Cadillac, 10.2% of them were between 25-34.

Horz%: Of all the men between 25-34, 0.733% of recently acquired a Cadillac.

Index: Men between the ages of 25-34 are 38% less likely to recently have acquired a Cadillac.
You can sort each column by any of the variables for viewing and exporting.