Simmons OneView

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What is Simmons OneView?

- Simmons OneView is a consumer behavior, demographics, and psychographics research database.

- Includes data from the Simmons National Consumer Study and the National Hispanic Consumer Study surveys of 25K U.S. adults, 18 years and older.

- Academic subscription contains older data (approximately 2 years behind commercial version).

- Type and breadth of content:
  - product & brand usage, spending behavior, lifestyles, attitudes, psychographics, and media consumption.
  - 60,000 data variables in 21 broad categories.

- Simmons data can be used to:
  - learn characteristics of an existing customer base.
  - identify and develop target markets.
  - understand personal behaviors, attitudes, or opinions of a target group.
Simmons Report Types: Quick Reports

- Simmons OneView provides two primary report types:
  - **Quick Reports** = demographic profiles of specific target groups
  - **Cross Tab Reports** = side by side comparison of two or more survey variables

- This slideshow will explain **how to create Quick Reports**.

- A few examples of Quick Reports:
  
  **Brand Names**: *Who is the typical consumer of Diet Coke?*
  
  **Product Types**: *What is the makeup of households who drink skim milk? Whole milk?*
  
  **Opinions**: *Profile of those who “prefer alternative medicine to standard medical practices”*
  
  **Behaviors**: *Snapshot of respondents who gambled at a casino in the last year*
To create a Quick Report, you must first define your Target. (e.g. Diet Coke)

**Step 1:** Click on the Edit button.
Step 2: Now you may either **Browse** (Step 3) or **Search** (Step 4) for a target.

OR
Step 3a: *Browse* for your target by scrolling through the list of categories and then clicking the arrows to expand a category. *(e.g. Beverages-Non-Alcoholic Drinks)*
Step 3b: Next highlight the relevant survey question and then the relevant answer. (e.g. ? Diet Cola-Brands Drink Most Often, then ✓ Diet Coke)

Finally, drag the answer to the Target box by clicking and holding down your mouse button and then releasing in the box.
OR  **Step 4a:**  *Search* by clicking on the blue Search button, typing in relevant terms to describe your target, and then clicking the down arrows to view the questions whose answers contain your search term.
**Step 4b:** Next highlight the relevant survey answer.
(e.g. ✓ *Diet Coke*).

And then drag the answer to the Target box by clicking and holding down your mouse button and then releasing in the box.
**Step 5:** Close Search/Browse box using small X in upper right corner. Then click the Run Analysis button to generate your report.

**Sample:** The number of people surveyed who drink *Diet Coke*.

**Weighted (000):** Expressed in thousands, the projected number of adults (18+) in the U.S. who drink *Diet Coke*. 
Step 6: View the Demographic Profile Quick Report for your Target.
Step 7: Click the blue buttons to Print or Export your report.

Please note: Additional supporting data is available by choosing the “Export Report as Excel” option or by hovering mouse over a variable.

Percent: 20% of Diet Coke drinkers are in the 55-64 age group.

Index: Adults aged 55-64 are 19% more likely to drink Diet Coke than the overall US adult population.
For questions about this presentation or to learn about advanced features available in Simmons Demographic Profile Quick Reports, please contact the Business Librarian (Kris Midthun: kabina@uwm.edu) or the Ask a Librarian desk.

To learn about the Crosstab report function in Simmons, please refer to the Crosstab slideshow.