Simmons OneView – A national consumer survey database; build consumer groups and find data on their demographics, behaviors, and psychographics, plus the stores they shop and brands they use

1) Click “Proceed”

2) Name your Crosstab “Affluent Consumers”

3) Click box to “Use Question Text along with Answer Text”

Build your consumer segment by selecting variables. In this example, we are going to build an “affluent consumer” of young adults with kids.

4) Click the triangle next to “LIFESTYLE (DEMOGRAPHICS)” to open the folder

5) Open “DEMOGRAPHICS (PERSONAL INFORMATION)”

6) Click “AGE”

7) Hold “Ctrl” and click on age ranges 35-39, 40-44, and 45-49

8) When the ages are highlighted, click and drag them down to the big, white rectangle below

9) In the pop-up, click the drop-down arrow and choose “OR All Items”

10) With the cursor blinking after the “)”, click “AND”

11) In the box with the characteristics, scroll down until you see “HOUSEHOLD INCOME” and click it

12) Find “$100,000 OR MORE”. Click and drag it after the “AND” in the text box.

13) Click “AND”

14) In the box with the characteristics, scroll down until you see “CHILDREN IN HOUSEHOLD” and open it

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15) Click “NUMBER OF CHILDREN”

16) Find “ONE OR MORE”. Click and drag it after the “AND”.

17) Name this target to be as specific as possible. Next to “Name” write “Adults 35-49 HHI 100K+ Kids 1+”.
   a. Click “Define” to see the items you selected
   b. Click “Save” to save this segment for future reports. You do not need to save this target for this exercise.

18) Click “Move to Columns”

**Tip:** Simmons does provide some pre-made segments. It is in the folder titled “SEGMENTATION SOLUTIONS”. Definitions of most these segments are located under the “Resources” tab (upper right corner). Click on “Survey Methodology” (at the top). The “Segmentation Guides” box contains definitions. The “Mosaic” definitions can be accessed by registering on this page: [http://www.experian.com/marketing-services/mosaicportal.html](http://www.experian.com/marketing-services/mosaicportal.html)

We added our consumer segment to the chart. Now we will add any characteristics and questions we want to know about our consumer segment to the rows. Let’s look at our segment’s race and attitudes about media.

19) Open “LIFESTYLE (DEMOGRAPHICS)”

20) Open “DEMOGRAPHICS (PERSONAL INFORMATION)”

21) Click “RACE”

22) Hold Ctrl and click on all the races to select all. Click and drag to the “Rows” box

23) In the characteristics box, scroll down to “LIFESTYLE STATEMENTS” and open the folder

24) Scroll down to “ATTITUDES/OPINIONS – MEDIA” and open the folder
25) The “agree a lot”, “disagree a little”, etc. indicates how much someone agreed or disagreed with the statement. We want to see how many people said they “agree a lot” or “agree a little” to the statements, so click on “ATTITUDES (MEDIA) – ANY AGREE”.

26) We want to add all these questions to the rows. Rather than individually clicking each item, click and drag “ATTITUDES (MEDIA) – ANY AGREE” to the rows after the last race item.

   a. Another way to select multiple items:
      i. Click on the first statement in the “ATTITUDES (MEDIA) – ANY AGREE” folder: “I often notice the ads in the lobbies…”
      ii. Scroll to the bottom
      iii. Hold the “Shift” key
      iv. Hold “Shift” and click on “I often visit the websites of the magazines…”
      v. With all the items highlighted, click and drag this to the “Rows” box.

**Tip:** Too much information in the rows will make it harder to analyze your report. Try running multiple reports with each report a different theme. For example, one report contains all TV shows, another report contains demographics, etc.

Now that our consumer segment is in the columns and the information we want to know about them are in the rows, we will run the report.

27) In the upper right corner, click “Run Crosstab”

28) Click “Highlight & Filter”

29) The index is a key metric you will use to analyze this report. Make indices higher than 125 stand out. Select “Index” and “Greater Than”. In the “Value” enter “125”.

30) Select “Highlight Matching cells in Result”. Deselect “Text Color” and check “Cell Color”.

31) Change the “Cell Color” to a green shade or another color you like

32) Click “Add New Rule”

33) Click “OK”

34) Click “Export”
Click the format you prefer. I recommend one of the Excel options.

Now we need to analyze the report (information from “Interpreting Crosstab Data” guide under the “Resources” tab)

- The “Total” column is everyone who was surveyed. The “Adults 35-49 HHI 100K+ Kids 1+” is the consumer segment we created.
- **Sample**: The number of people who took the survey who meet both the row and column criteria. Of the people who took the survey, 87 are adults who are 35-49 with a HHI $100K or more and have at least one kid, and are Asian.

<table>
<thead>
<tr>
<th>Total</th>
<th>Adults 35-49 HHI 100K+ Kids 1+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>14,993</td>
</tr>
<tr>
<td>Weighted (000)</td>
<td>234,770</td>
</tr>
<tr>
<td>Vertical %</td>
<td>100.0%</td>
</tr>
<tr>
<td>Horizontal %</td>
<td>100.0%</td>
</tr>
<tr>
<td>Index</td>
<td>100</td>
</tr>
<tr>
<td>Total %</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

- **Weighted (000)**: Expressed in thousands, the projected number of people in the U.S. who meet both the row and column criteria. Of all the people in the U.S., 2.1 million are adults who are 35-49 with a HHI $100K or more and have at least one kid, and are Asian.

<table>
<thead>
<tr>
<th>Total</th>
<th>Adults 35-49 HHI 100K+ Kids 1+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>11,143</td>
</tr>
<tr>
<td>Weighted (000)</td>
<td>172,748</td>
</tr>
<tr>
<td>Vertical %</td>
<td>73.5%</td>
</tr>
<tr>
<td>Horizontal %</td>
<td>100.0%</td>
</tr>
<tr>
<td>Index</td>
<td>100</td>
</tr>
<tr>
<td>Total %</td>
<td>73.5%</td>
</tr>
</tbody>
</table>

- **Vertical %**: Percent of the column reached by the row. Of all the adults who are 35-49 with a HHI $100K or more and have at least one kid, 14% are Asian.

- **Horizontal %**: Percent of the row reached by the column. Of all the respondents who are Asian, 15.9% of them are adults who are 35-49 with a HHI $100K or more and have at least one kid.

- **Index**: The likelihood of the target to meet a specified criteria, expressed in relation to the base (100=average). Of all the adults who are 35-49 with a HHI $100K or more and have at least one kid are 150% more likely to be Asian, than the U.S. adult population overall.

**Tip**: Any data with a * next to it means the data is unreliable. Do not use it.
Troubleshooting:

Deleting

- To delete a column or row, click on the item and press the “Delete” key on your keyboard.
- To delete all items in a column or row, click the “X” above the “Weighted (000)” columns.

For more help:

- Click on the “Resources” tab in Simmons OneView. Recommended resources:
  - Simmons OneView UserGuide
  - Interpreting Crosstab Data
- Search “Simmons OneView” in Google and YouTube for tutorials and guides

Contact:
West Campus Library
Phone 979-845-2111
Email: West-Campus-Questions@library.tamu.edu

Citation:
Simmons OneView: How to Interpret Crosstab Data. In Simmons OneView, under the “Resources” tab, titled “Interpreting Crosstab Data”