Simmons OneView

Simmons OneView is a survey analysis and planning software that includes data from recent Simmons' national consumer studies. Columbia University has licensed the database for two simultaneous users. OneView works best in Microsoft Explorer or Firefox.

To login to Simmons OneView click Proceed.

For background information, you can find user guides, quick reference guides and tutorials under the Resources tab.
How to create a Crosstab:

You can find the Crosstab function under the Profile tab.

First choose the base study you wish to draw results from by clicking the study button. A new popup window will appear and you will have four studies to choose from. Make your selection and press OK.
Now name your Crosstab and use the Dictionary window to drag and drop some items into your rows and columns.

Please note: When editing the columns and rows window, clicking on the Delete icon will completely clear out the window of all entries. To selectively remove items, select one or more of them and use the Delete key on your keyboard.
Click Run Crosstab and view the results as either a Crosstab or Private Eye view.

You can export the Crosstab as an Excel spreadsheet by clicking the export button.
To conduct a Trend report:

If you would like to utilize multiple studies in your Crosstab for trending click the trend button and select the studies you would like to sample.

Then click Run Trend.
Your results will show the different studies you selected.

See the next page for information on how to interpret these results.
### Sample
The number of people surveyed who meet both the column & row criteria

There are 809 Females 18-34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers

### Weighted (000)
Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria

There are 9,416,000 Females 18 – 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers

### Vertical %
Percent of the column reached by the row

Of Females 18-34, 28.3% [of them] agree that they pay attention to ratings and reviews posted online by other consumers

### Horizontal %
Percent of the row reached by the column

Of respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 25.2% are Females 18-34

### Index
The likelihood of the target to meet a specified criteria, expressed in relation to the base

100 = average

Females 18-34 are 72% more likely to agree that they pay attention to ratings and reviews posted online by other consumers, than the US Adult (18+) population overall

For Index, you can also flip the row & column criteria as follows: Of adults that agree that they pay attention to ratings and reviews posted online by other consumers...72% are more likely to be Females 18-34
Crosstab Data: How to Read
(With Base, Population Weighted)

**Filter:** A broader universe from which you select your target. All measures below are within the context of your base
*Hispanic Adults (18+)*

**Sample:** The number of people surveyed who meet both the column & row criteria
*There are 322 Hispanic Females 18-34 that responded that they agree that they pay attention to ratings and reviews posted by other consumers*

**Weighted (000):** Expressed in thousands, the projected number of adults (18+) in the U.S. who meet both the column & row criteria
*There are 9,416,000 Hispanic Females 18 – 34 in the U.S. that agree that they pay attention to ratings and reviews posted online by other consumers*

**Vertical %:** Percent of the column reached by the row
*Of Hispanic Females 18-34, 28.3% [of them] agree that they pay attention to ratings and reviews posted online by other consumers*

**Horizontal %:** Percent of the row reached by the column
*Of Hispanic respondents that agree that they pay attention to ratings and reviews posted online by other consumers, 25.2% are Females 18-34*

**Index:** The likelihood of the target to meet a specified criteria, expressed in relation to the base
100 = average
*Hispanic Females 18-34 are 72% more likely to agree that they pay attention to ratings and reviews posted online by other consumers, than the Hispanic Adults (18+) population overall*
Crosstab Data: Calculations
(No Base, Population Weighted)

<table>
<thead>
<tr>
<th>STUDY UNIVERSE</th>
<th>Total</th>
<th>FEMALES 18-34¹</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sample</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Weighted (000)</td>
<td>25,207</td>
</tr>
<tr>
<td></td>
<td>Vertical %</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Horizontal % Index</td>
<td>100</td>
</tr>
<tr>
<td>I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS¹</td>
<td>Sample</td>
<td>3,632</td>
</tr>
<tr>
<td></td>
<td>Weighted (000)</td>
<td>37,308</td>
</tr>
<tr>
<td></td>
<td>Vertical %</td>
<td>16.4%</td>
</tr>
<tr>
<td></td>
<td>Horizontal % Index</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>I OFTEN POST OR COMMENT ON SOCIAL SHARING/NETWORKING WEBSITES¹</td>
<td>Sample</td>
<td>3,661</td>
</tr>
<tr>
<td></td>
<td>Weighted (000)</td>
<td>39,614</td>
</tr>
<tr>
<td></td>
<td>Vertical %</td>
<td>17.5%</td>
</tr>
<tr>
<td></td>
<td>Horizontal % Index</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>*100</td>
<td>= 191</td>
</tr>
<tr>
<td>I OFTEN CLICK ON LINKS OR ITEMS POSTED BY OTHER PEOPLE ON SOCIAL</td>
<td>Sample</td>
<td>3,591</td>
</tr>
<tr>
<td></td>
<td>Weighted (000)</td>
<td>38,419</td>
</tr>
<tr>
<td></td>
<td>Vertical %</td>
<td>16.9%</td>
</tr>
<tr>
<td></td>
<td>Horizontal % Index</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>*100</td>
<td>= 190</td>
</tr>
</tbody>
</table>

Vertical % = \[
\frac{\text{Weighted Crosstab Target}}{\text{Weighted Column Target}} \times 100\% = \frac{9,416}{33,301} \times 100\% = 30.6\%
\]

Horizontal % = \[
\frac{\text{Weighted Crosstab Target}}{\text{Weighted Row Target}} \times 100\% = \frac{12,776}{39,614} \times 100\% = 32\%
\]

Index

\[
\text{Horizontal} = \frac{\text{Horizontal % Crosstab Target}}{\text{Horizontal % Column Target}} \times 100 = \frac{28\%}{14.7\%} \times 100 = 190
\]

\[
\text{Vertical} = \frac{\text{Vertical % Crosstab Target}}{\text{Vertical % Row Target}} \times 100 = \frac{32.3\%}{16.9\%} \times 100 = 191
\]