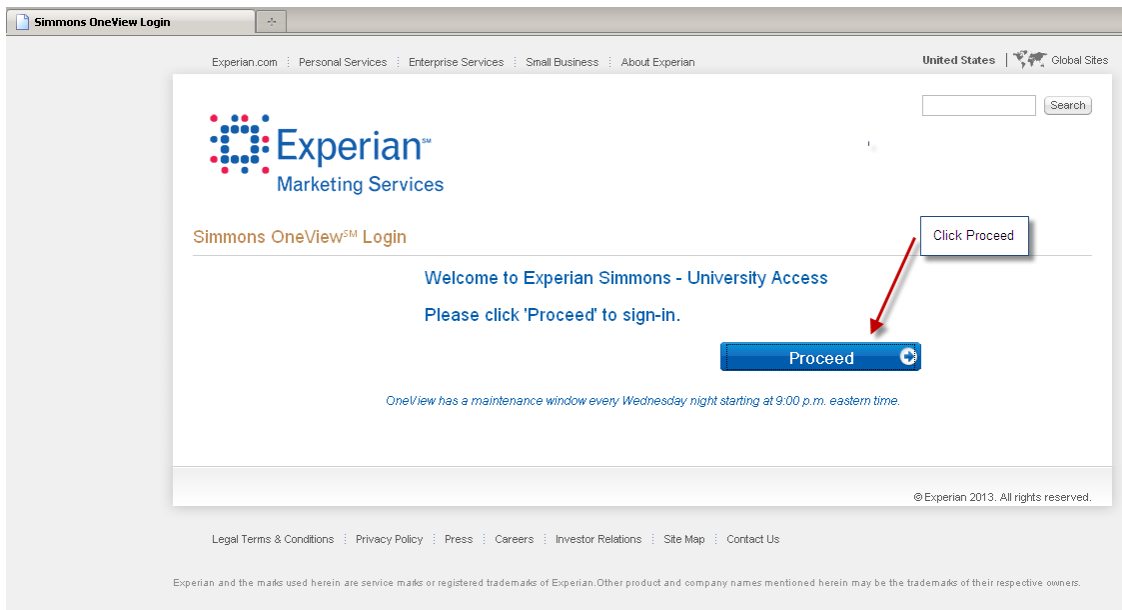


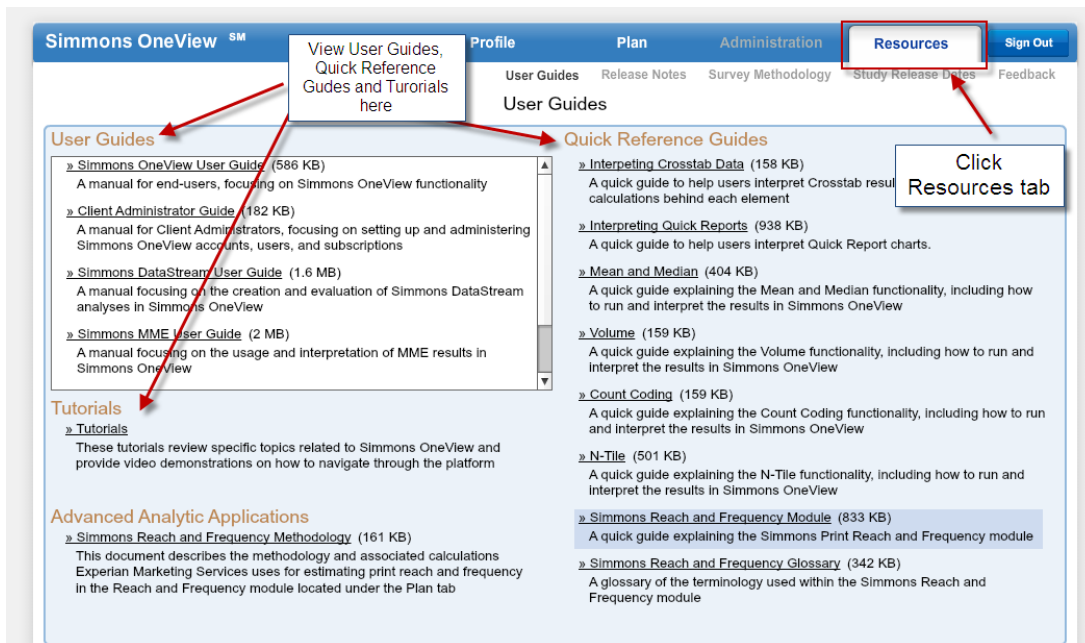
Simmons OneView

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.

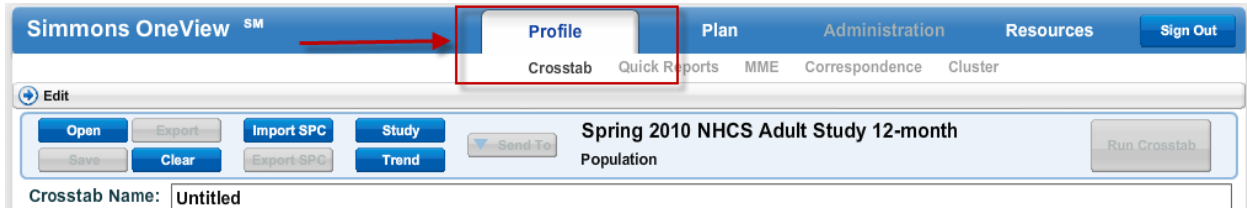


For background information, you can find user guides, quick reference guides and tutorials under the Resources tab.

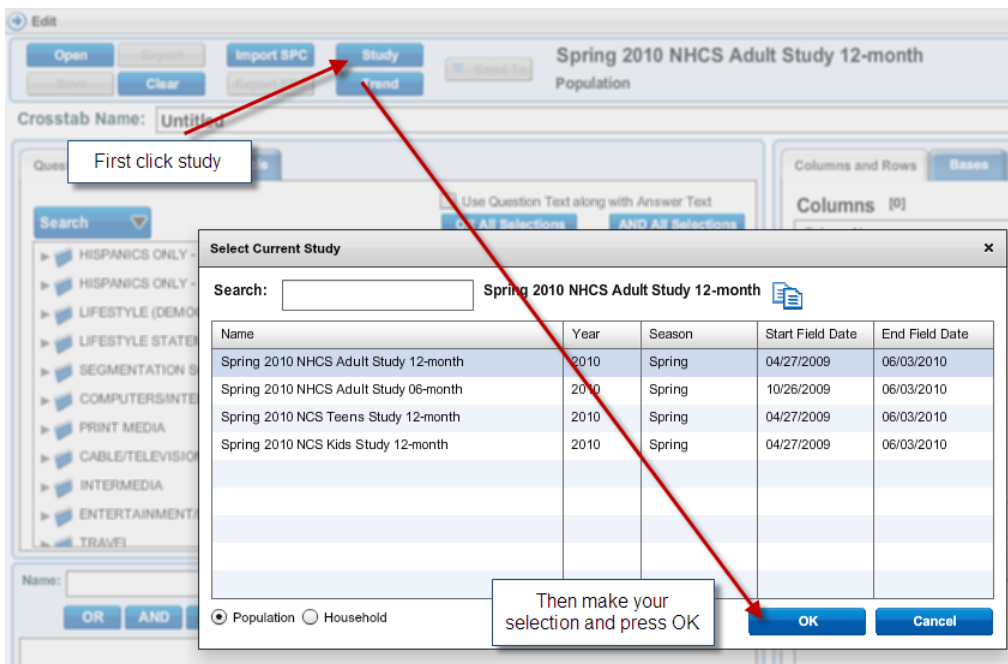


How to create a Crosstab:

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.

Crosstab Name: **Cruise Ship Vacations** ← First name your Crosstab

Questions Definitions Recycle

Search

Use Question Text along with Answer Text

OR All Selections AND All Selections

INTERMEDIA

ENTERTAINMENT/LEISURE

TRAVEL

CRUISE SHIP VACATION

CRUISE SHIP VACATION-TAKEN LST 3 YRS?

CRUISE SHIP VACATION-AREAS TRAVELED

CRUISE SHIP VACATION-LINE USED FOR TRAV

CRUISE SHIP VACATION-NUMBER TAKN LST 3 YI

CRUISE SHP-AMT PER-PERS LST CRS(EXL AIR

FUTURE CRUISE SHIP VACATION

DOMESTIC TRAVEL LAST 12 MONTHS

ALASKA

BAHAMAS

OTHER CARIBBEAN DESTINATION(S)

HAWAII

MEDITERRANEAN

OTHER EUROPEAN DESTINATION(S)

MEXICO

SOUTH AMERICA/PANAMA CANAL

OTHER

SOLE DESTINATION

Name:

OR AND NOT XOR + - * ÷ <

Then drag and drop items into columns and rows.

Dictionary window

Auto Format

Move to Rows Move to Columns Move to Bases Verify Define Clear Save

Columns and Rows Bases Scratch

Columns [3]

Column Name	Sample	Weighted (000)
YES	2,831	21,688
NO	19,470	188,927
DON'T KNOW/NO ANSWER	1,271	12,007

Rows [10]

Row Name	Sample	Weighted (000)
ALASKA	459	3,189
BAHAMAS	733	6,295
OTHER CARIBBEAN DESTINATION(S)	1,049	7,335
HAWAII	156	1,472
MEDITERRANEAN	248	1,425
OTHER EUROPEAN DESTINATION(S)	191	1,441
MEXICO	839	6,511
SOUTH AMERICA/PANAMA	460	6,724

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.

Columns and Rows Bases Scratch

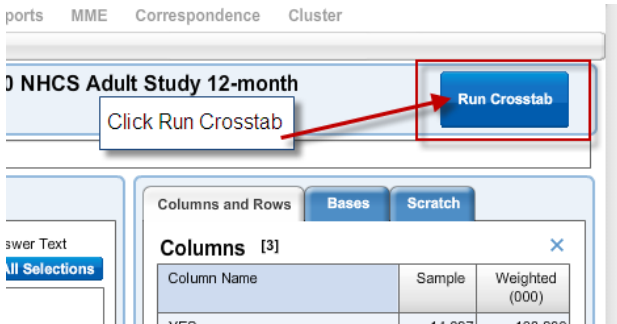
Columns [3]

Column Name	Sample	Weighted (000)
YES	2,831	21,688
NO	19,470	188,927
DON'T KNOW/NO ANSWER	1,271	12,007

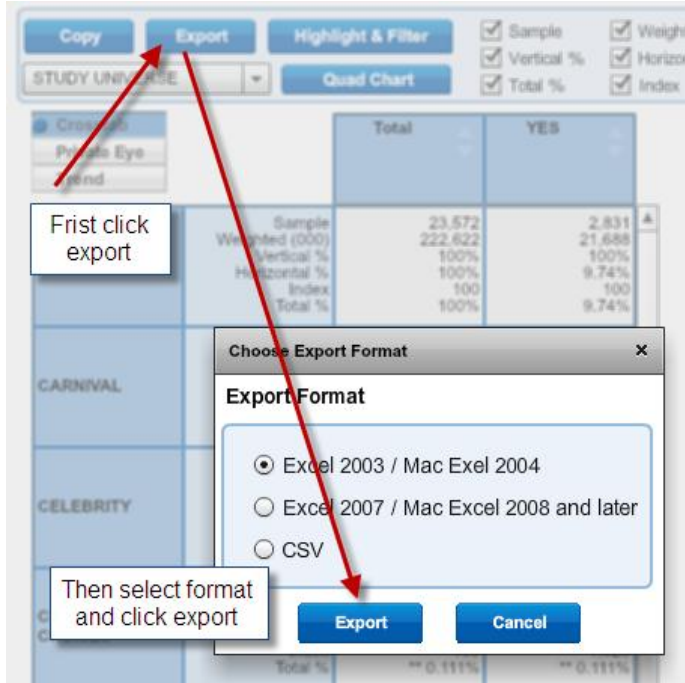
Select entries and press Delete key

*Selecting Delete icon will clear window

Click Run Crosstab and view the results as either a Crosstab or Private Eye view.

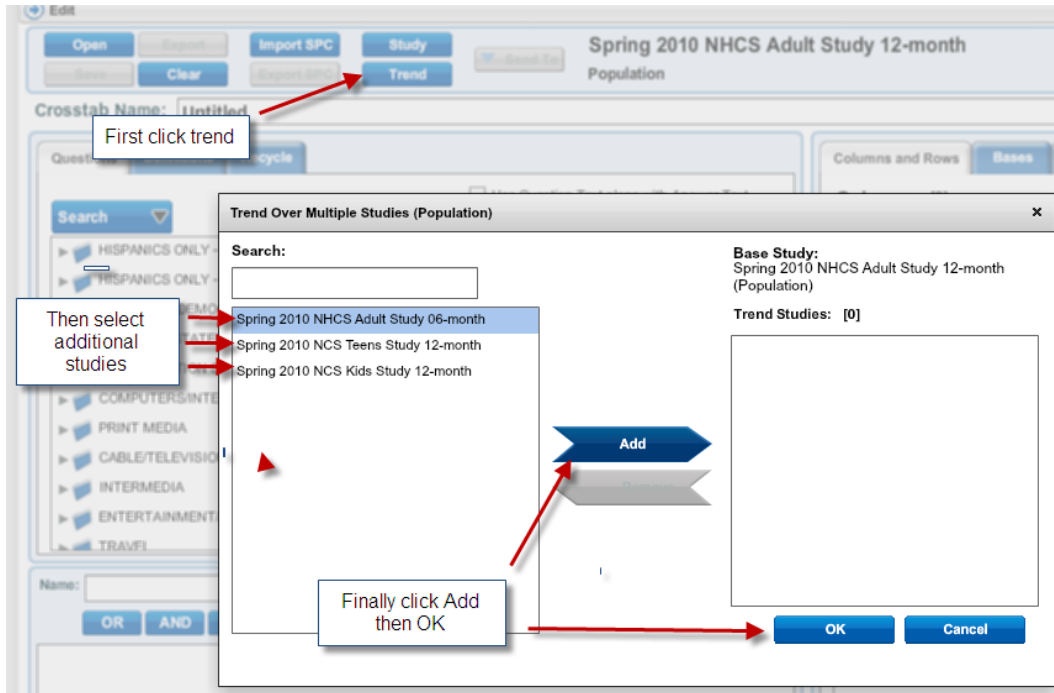


You can export the Crosstab as an Excel spreadsheet by clicking the export button.

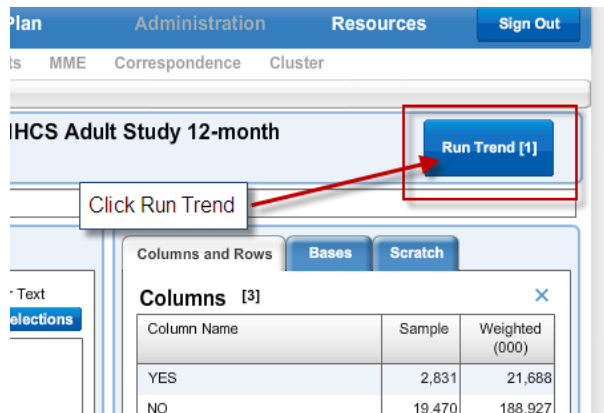


To conduct a Trend report:

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.

Copy Export Highlight & Filter Sample We
 Vertical % Quad Chart

STUDY UNIVERSE Total

Crosstab Private Trend

Notice the different studies used

		Spring 2010 NHCS Adult Study 12-month	Spring 2010 NCS Teens Study 12-month
Total	Sample	23,572	1,847
	Weighted (000)	222.622	24.609
	Vertical %	100%	100%
DRINKABLE	Sample	1,422	230
	Weighted (000)	9.829	3.479
	Vertical %	4.42%	14.1%
LIGHT/SUGAR-FREE	Sample	2,552	167
	Weighted (000)	21.563	1.880
	Vertical %	9.69%	7.64%
LOW FAT	Sample	5,748	397
	Weighted (000)	53.473	4.747
	Vertical %	24%	19.3%
NON-FAT	Sample	2,222	143
	Weighted (000)	18.533	1.725
	Vertical %	8.32%	7.01%
REGULAR	Sample	4,777	567
	Weighted (000)	44.590	8.164
	Vertical %	20%	33.2%
SOLE TYPE USER	Sample	8,136	418
	Weighted (000)	71.809	5.342
	Vertical %	32.3%	21.7%
PRIMARY TYPE USER	Sample	5,847	627
	Weighted (000)	53.497	8.184
	Vertical %	24%	33.3%

External sources of data are not MRC accredited.

See the next page for information on how to interpret these results.

Crosstab Data: How to Read

(No Base, Population Weighted)

STUDY UNIVERSE		FEMALES 18-34 ¹
Total	Sample Weighted (000) Vertical % Horizontal % Index	2,874 33,301 100% 14.7% 100
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS ¹	Sample Weighted (000) Vertical % Horizontal % Index	809 9,416 28.3% 25.2% 172

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)

HISPANIC		FEMALES 18-34 ¹
Total	Sample Weighted (000) Vertical % Horizontal % Index	1,303 7,242 100% 21.1% 100
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS ¹	Sample Weighted (000) Vertical % Horizontal % Index	322 1,855 25.6% 38.7% 183

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)

STUDY UNIVERSE		Total	FEMALES 18-34'
Total	Sample	25,207	2,874
	Weighted (000)	227,010	33,301
	Vertical %	100%	100%
	Horizontal %	100%	14.7%
Index	100	100	
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS'	Sample	3,632	809
	Weighted (000)	37,308	9,416
	Vertical %	16.4%	28.3%
	Horizontal %	100%	25.2%
Index	100	172	
I OFTEN POST OR COMMENT ON SOCIAL SHARING/ NETWORKING WEBSITES'	Sample	3,661	1,044
	Weighted (000)	39,614	12,776
	Vertical %	17.5%	38.4%
	Horizontal %	100%	32.3%
Index	100	220	
I OFTEN CLICK ON LINKS OR ITEMS POSTED BY OTHER PEOPLE ON SOCIAL	Sample	3,591	919
	Weighted (000)	38,419	10,765
	Vertical %	16.9%	32.3%
	Horizontal %	100%	28%
Index	100	191	

Vertical % = $\frac{\text{Weighted Crosstab Target } 9,416}{\text{Weighted Column Target } 33,301} = 30.6\%$

Horizontal % = $\frac{\text{Weighted Crosstab Target } 12,776}{\text{Weighted Row Target } 39,614} = 32\%$

Index Horizontal = $\frac{\text{Horizontal \% Crosstab Target } 28\%}{\text{Horizontal \% Column Target } 14.7\%} * 100 = 190$

Index Vertical = $\frac{\text{Vertical \% Crosstab Target } 32.3\%}{\text{Vertical \% Row Target } 16.9\%} * 100 = 191$