Simmons OneView – Sample Search “Energy Bars”

To create a Crosstab:

Example Question: I want to locate information on the percentage of males between the ages of 25-49 who ate Clif energy bars within 30 days in 2010.

1. After opening up the database, first click on the option at the top that says “Study” and choose the study year you’re interested in (probably the latest available).
2. Then go to the menu listing of items under “Search” and double click on “LIFESTYLE (DEMOGRAPHICS)” and then “DEMOGRAPHICS (PERSONAL INFORMATION)” to bring up “Gender” and select “Male” and drag item down to the “Name” box in the lower left of the screen. Then click on the “AND” button in the “Name” box, then click on “Age” under “Search” and select “25-49” and drag that down to “Name” box too. Then click “Move to Column” and double click on the Column Name to say “Male 25-49”.

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3. Then click on Search, and look for the term Clif. When the results come up click on “FOOD–SNACKDESSERT” then under that “ENERGY/DIET SNACKS/BARS-BRANDS EATEN MO” (MO=Monthly or within a 30 day period) and click on “Clif”. Drag this item to the “Rows” section. Then click on “Run Crosstab” to retrieve results.
4. The Crosstab data will appear. You can now click on “Export” to download to Excel. This screen tells us the following:

23,572 = Total Sample number of people Simmons interviewed of people 18 and over

3,932 = Of all of these respondents, this number were male ages 25-49

338 = This is the number of the total sample of 25,318 that ate Clif bars within a 30 day period in 2010.

94 = This is the number of the 338 that ate Clif Bars in a 30 day period in 2010 who were Male aged 25-49.

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Some other search options available in Simmons OneView that might be of interest:

- **Seeing original survey questions** - Click on “Resources” at the top of the search screen to see that actual survey questions ask to collect data.
- **U.S. locations** - You can also filter your search by a specific U.S. location. To add this option into your search, from the options list, click on “LIFESTYLE (DEMOGRAPHICS)” and then under that click on “Geographies” to see the many different U.S. geographic groupings available to include.
To create a Quick Report:

Example Question: I want to locate a demographic profile report of women who eat energy bars within a 30 day period in 2010.

1. Click on “Quick Reports” from the Profile tab. Then select “Demographic Profile”. Then for the Base and Target sections, click on “Edit” and search for “ENERGY/DIET SNACKSBARS-BRANDS EATEN MO” as the Base. And select “Gender – FEMALE” as the Target. Then click on “Run Analysis”.

![Simmons OneView interface](image-url)
2. A demographic report for your target will appear showing Sample, weighted and vertical percentage of your target, base and study. Export this to Excel OR use screen capture software to capture the charts.

**More Information** - For more documents on using the database as well as explaining the data items available see – [http://business.library.emory.edu/eresources/simmons-oneview](http://business.library.emory.edu/eresources/simmons-oneview)