Getting to Know Simmons OneView

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Please sit in your teams/groups

One person from each group please log into a shared computer

Where are library resources?

Best place to start:
• Library Home Page
• Marketing Subject Guide

Consumer behavior: Simmons OneView

• National and local consumer survey
  – What do people buy and do?
  – What are their demographic characteristics?
  – What are their media habits?
• Use the guides and tutorials!

You can create a Quick Report
Or a robust Crosstab

- Which is basically a spreadsheet

Create a Quick Report

- You must specify a Target
- The base is the default study, but you can change it.

Create a Crosstab

- Put your product(s) in columns
- Put your demographics etc. in rows

Finding things

- Use "Search" to ID the folder
- Then, browse to folder (to find more)
### Work with Crosstabs

#### Sort

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
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<tr>
<td>Value 4</td>
<td>Value 5</td>
<td>Value 6</td>
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#### Isolate

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<th>Column 1</th>
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### Questions or comments?

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