



Kresge Library Instruction Choices 3 (Fall 2010)

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Choices 3 data comes from the Simmons National Consumer Study. Use the database to find data on the demographic, use, opinion and loyalty characteristics of users of products, brands and services. You will be using **Spring 2008** data (latest available to university libraries). **There are four terminals with Choices 3 access on Library 2nd Floor, under clock. There is no remote access to this database.**

Select a brand to study from the Choices 3 Brand List on the Mkt603 CTools page, or search the database for a store or brand of interest. To do the Choices 3 assignment, you are required to work with three canned, preset searches. You will work primarily with retail stores for the first two search examples here (Target, Wal-Mart, etc.) and with a product for the third, as well as the optional 4th and 5th. The canned searches are:

- **Demographics (Search #1)**
- **Opinions/Psychographics (Search #2)**
- **Loyalty-Primary User (Search #3)**

There are two additional canned searches that are optional. Use them if you wish.

- **Ever Used (Search #4)**
- **Loyalty-Sole User (Search #5)**

Once in Choices 3, to get to the canned searches list, click on the "folder" icon (top of screen, 2nd from left). Note that if you pass the mouse prompt over any button, you will see a pop-up description of the button.

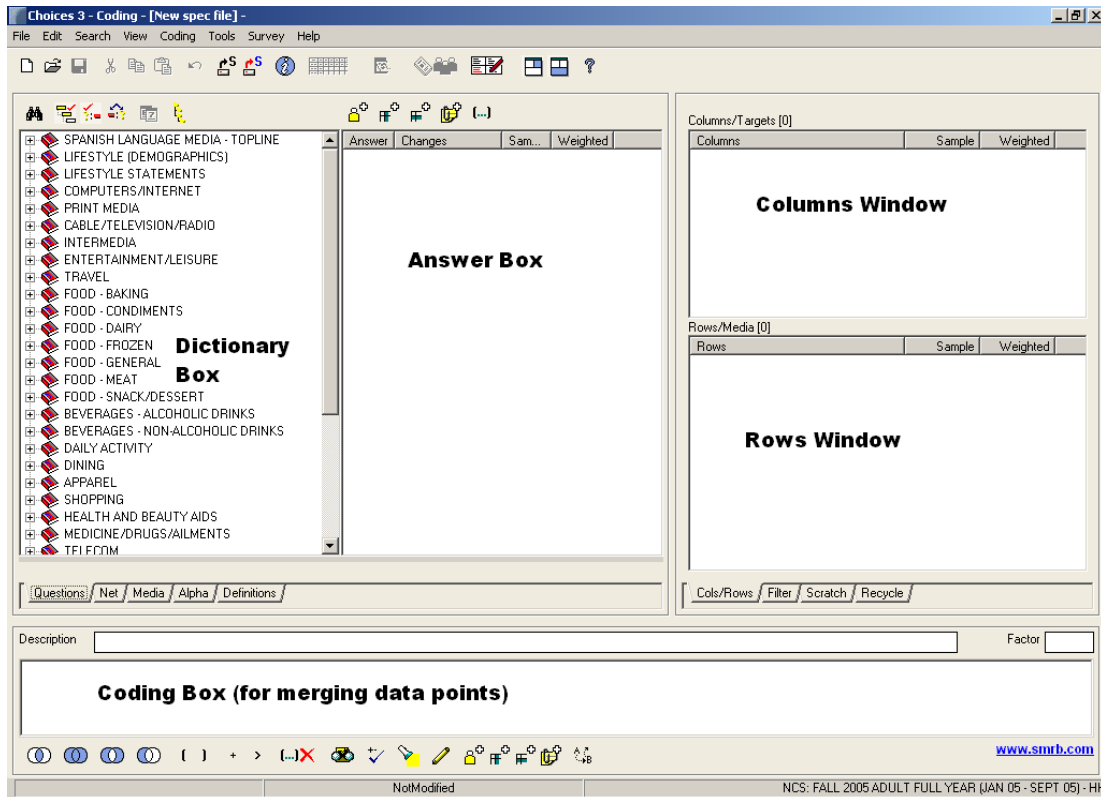
If you are using this resource for specific assignments, you can follow the steps outlined below. After determining which store/brand you will study, you may use the canned searches to provide a framework for your own topics.

Important: if when you begin work, the entries outlined in this worksheet do not appear in Columns in any of the samples; please notify the Reference Desk staff. Complete directions on how to do this assignment are below. Please follow directions carefully.

IMPORTANT: If Spring 2008 is not indicated in the lower right corner of the screen, do the following:

- Under Survey menu, choose Change Survey
- Open Spring 2008 ADULT FULL YEAR, click on HHL D, then on OK.

Navigating the Choices3 Screen:



Retrieval Options:

- **Print:** Choose print under the File menu.
- **Download/Save:**
 - Choose Export, →Excel under File menu.
 - You can then either save it directly to an USB drive or save it to the computer for email.

How to read the table containing data:

- **Sample:** the number of respondents answering this question (*total for Spring 2006 survey is 24,438*)
- **Weighted** ('000): the projected number of in the population in thousands (*total for Spring 2006 is projected to be 109,890*)
- **Vert%:** the number of people expressed as a percentage defined by the value listed in the **column**. **NOTE: If you place brands in columns, use the Vert% to compare different brands on the % of their business coming from different demographic (etc) categories.**
- **Horz%:** number of people expressed as a percentage defined by the value listed in the **row**.
- **Index:** Shows if the value is greater or less than the population average. The base value is 100 – numbers above show greater response and likewise for lower numbers.
- **Base:** Represents the % of the total number of people who took the survey (24,438).
- **Asterisk Notations:**
 - “*” projections are relatively unstable and should be used with caution.
 - “***” results are from 30 or fewer respondents.

What does it all mean?

- We are looking at people who use Folgers Coffee most often – particular, the choices made by males and females.
- **5776** people say they use Folgers most often. This represents **25.0%** of the total survey population.
- **3,278** females use Folgers most often. This represents **24.8%** of the total population of women. This also represents **58.7%** of ALL people who use Folgers Most often.
- If you add the Vert% of males and females for those who use Folgers most often, it will add up to **100%**
- And, while females account for **58.7%** of Folgers’ business, they account for **63.5%** of Maxwell House’s business.

	elements	total	GROUND OR WHOLE BEAN COFFEE (H): GROUND COFFEE - BRANDS USED MO: FOLGERS	GROUND OR WHOLE BEAN COFFEE (H): GROUND COFFEE - BRANDS USED MO: MAXWELL HOUSE
total	Sample (000)	24,438	5,776	3,186
	Weighted (000)	109,890	27,441	16,099
	vert%	100%	100%	100%
	horz%	100%	25.0%	14.6%
	Base	100%	25.0%	14.6%
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: MALE	Sample (000)	10,706	2,498	1,365
	Weighted (000)	44,881	11,320	5,871
	vert%	40.8%	41.3%	36.5%
	horz%	100%	25.2%	13.1%
	Base	40.8%	10.3%	5.34%
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: FEMALE	Sample (000)	13,732	3,278	1,821
	Weighted (000)	65,009	16,121	10,227
	vert%	59.2%	58.7%	63.5%
	horz%	100%	24.8%	15.7%
	Base	59.2%	14.7%	9.31%

Another Sample Search: Who is more likely to drink Pepsi, males or females? What about Coca Cola?

- Look at items in the left-hand column. Look for **Non-Alcoholic Beverages**.
- Click on the + sign next to the category **Regular Cola (Not Diet)**
- Click on **Regular Cola Drinks-Brand Summary**. This will make Coca Cola and Pepsi appear in the middle column.
- Highlight **Pepsi** and then click on the COLUMNS ICON above the Answer Box. (It is located above the middle box 2nd icon from the left) This moves your choice to the Column Box. Do the same thing with **Coca Cola**.
- Return to the left-side of the screen and look for **Lifestyle**. Click the + sign next to it and it opens into **(Demographics)**
- Click on the "+" sign next to **Demographics**, and it will open to **(Personal Information)**.
- Click on **Gender**. This will make MALE and FEMALE appear in the MIDDLE COLUMN.
- Highlight **Male** and click on the ROWS ICON above the Answer Box (Located above the middle box 3rd icon from the left) this now moves your choice to the ROWS BOX. Repeat this procedure with **Female**.
- **Export data to a spreadsheet format**
 - **Click the RUN ANALYSIS ICON**. This is located to the left of the Answer Box (A Rectangle)
 - The data will now be available in spreadsheet format. To access, click the + sign to the left of the **Untitled** folder.

What does it all mean!

On the next page, you will see what the various numbers represent, as well as how they are interpreted in the entire question. The data used, focused on Pepsi, but you can also apply data points in the rows and columns, regarding Coke.

*Pepsi is used by approximately **35,566,000** U.S. consumers*

	elements	total	COCA-COLA: REGULAR COLA DRINKS - BRAND SUMMARY	PEPSI: REGULAR COLA DRINKS - BRAND SUMMARY
total	Sample	24,438	11,218	7,589
	(000)	109,890	46,509	35,566
	vert%	100%	100%	100%
	horz%	100%	42.3%	32.4%
	Index	100	100	100
MALE: GENDER	Base	100%	42.3%	32.4%
	Sample	10,706	5,368	3,668
	(000)	44,881	21,435	16,039
	vert%	40.8%	46.1%	45.1%
	horz%	100%	47.8%	35.7%
FEMALE: GENDER	Index	100	113	110
	Base	40.8%	19.5%	14.6%
	Sample	13,732	5,850	3,921
	(000)	65,009	25,074	19,527
	vert%	59.2%	53.9%	54.9%
	horz%	100%	38.6%	30.0%
	Index	100	91	93
	Base	59.2%	22.8%	17.8%

45.1% of U.S. adult consumers who used Pepsi are male. (16,039,000)

Males are **10% more likely (110 – 100)** than the general population to use Pepsi. (35.7%/32.4%)

30% of U.S. adult females use Pepsi.

Of the 13,732 U.S. adult females responding to the survey, **3,921** used Pepsi

U.S. adult females are **7% less likely (93 – 100)** than the general population to use Pepsi (30.0%/32.4%)

Please remember that...

The **VERTICAL %s** are of great use in comparing the demographic (etc.) profiles of different brands. Since Coke and Pepsi are both so widely consumed, there is not much difference between them in terms of the % of their total consumers who are, for example, male (45.1% for Pepsi, 46.1% for Coke). But if there were two brands where one appealed more to the male segment and another to the female segment, these vertical %s are where that difference in “segments being appealed to, by different brands” would be apparent.

About the Survey

You can view an older survey and a partial list of brands covered in the Choices 3 database by visiting this link:

<http://www.bus.umich.edu/kresgelibrary/downloads/instruction/Choices3BrandList.pdf>

This is a searchable PDF file and it is very easy to find brands that you might be interested in pursuing. It is also important to find out what brands were asked about in the survey. Please remember that the survey is a few years old so it might not have the most recent products. Also remember that consumers are asked different questions about different products. The answers that are in the database about consumer choice might vary on the frequency, time period and quantity of their use of the service, store or product. **Before you select a product, you might want to use Choices 3 to see if you can find your brand listed.**

Here are three sample questions

HOME ELECTRONICS STORES

Please mark the home electronics stores you shopped at in the last 3 months.
For each store shopped at, please mark the number of times you shopped there in the last 4 weeks. In addition, please mark those stores that you purchased at, in the last 4 weeks.

	Shopped Last 3 Months	Times Shopped in Last 4 Weeks				Purchased in Last 4 Weeks
		7 or More	3-6	1-2	None	
Best Buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Circuit City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fry's Electronics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Good Guys!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PC Richard & Son	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Shack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweeter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>					

SHAVING CREAM OR GEL

	Yes	No
Do you use it?	<input type="checkbox"/>	<input type="checkbox"/>
IF YES	Most Often	Also Use
Types you use:		
Regular	<input type="checkbox"/>	<input type="checkbox"/>
Medicated	<input type="checkbox"/>	<input type="checkbox"/>
Moisturizing/ Conditioning	<input type="checkbox"/>	<input type="checkbox"/>
For Sensitive Skin	<input type="checkbox"/>	<input type="checkbox"/>
For Tough Beards	<input type="checkbox"/>	<input type="checkbox"/>
Kinds you use:		
Aloe/ Lanolin	<input type="checkbox"/>	<input type="checkbox"/>
Lemon/ Lime	<input type="checkbox"/>	<input type="checkbox"/>
Menthol	<input type="checkbox"/>	<input type="checkbox"/>
Musk	<input type="checkbox"/>	<input type="checkbox"/>
Spice	<input type="checkbox"/>	<input type="checkbox"/>
Unscented	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
Forms you use:		
Aerosol - Foam	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol - Gel	<input type="checkbox"/>	<input type="checkbox"/>
Mug	<input type="checkbox"/>	<input type="checkbox"/>
Tube	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
Brands you use:		
Aveeno	<input type="checkbox"/>	<input type="checkbox"/>
Barbasol	<input type="checkbox"/>	<input type="checkbox"/>
Colgate	<input type="checkbox"/>	<input type="checkbox"/>
Edge Gel	<input type="checkbox"/>	<input type="checkbox"/>
Gillette Foamy	<input type="checkbox"/>	<input type="checkbox"/>
Gillette Satin Care	<input type="checkbox"/>	<input type="checkbox"/>
Gillette Series	<input type="checkbox"/>	<input type="checkbox"/>
Other Gillette	<input type="checkbox"/>	<input type="checkbox"/>
Neutrogena	<input type="checkbox"/>	<input type="checkbox"/>
Noxzema	<input type="checkbox"/>	<input type="checkbox"/>

REGULAR DOMESTIC BEER (CANS OR BOTTLES) (NOT LIGHT/ LOW CALORIE)

	Yes	No		
Do you drink it?	<input type="checkbox"/>	<input type="checkbox"/>		
IF YES				
Mark the number of drinks/ glasses you drank in the <u>last 30 days</u> (Only for each brand you drink).				
	5 or More	3-4	1-2	0
Bud Dry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budweiser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Busch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coors Extra Cold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Search # 1: Demographics

Task: Find demographic characteristics of users of your store/brand (who shops at that store most often).

- Identify the consumers (sex, age, education, etc.) who use the service or product. These traits will go into the rows.
- The brands will show up in the columns
- View the survey to see what consumers use your products.

After clicking on Folder icon (2nd from left at top), highlight “**Demographics_2008_Retail.SPC**.” file and click open. (You may also use the file “Demographics_2008_Product.SPC” which will have examples related to beer and other products). Resulting screen shows information to appear in Columns and Rows in a table. Rows (Demographics) stay the same. Change brands in Columns to brands you’re working with.

To do this:

1. Erase all Stores in Columns.
2. Click binoculars icon. Choose Question Level Search button. Enter at Search string: (your store)
3. Click Search, highlight brand (only the first word of a store – such as “WAL” – will appear). Click OK.
4. Expand the category most likely to contain your brand until you see a “stores” option.
5. Click on Stores (Used) Most, then hold down CTRL key and highlight 5 brands (yours plus 4 others). Note that sometimes there will just be a “stores/brands” category to click on.

The screenshot shows the Choices 3 software interface. The main window displays a list of stores under the heading "TARGET - # SHOPPED LAST 4 WEEKS". The list includes various retail brands such as PARISIAN, PAYLESS SHOE SOURCE, RACK ROOM SHOES, RALPH LAUREN, ROBINSON'S MAY, ROSS DRESS FOR LESS, SAKS FIFTH AVENUE, SAM'S CLUB, SEARS, SHOPKO, SPORTS AUTHORITY, STAGE STORES, STEIN MART, STEVE MADDEN, STRAWBRIDGE'S, TALBOTS, TJ MAXX, TOYS R US, VALUE CITY, VICTORIA'S SECRET, WAL MART, WET SEAL, and YMIINKERS. The interface also shows a "Columns/Targets [5]" panel with a list of "PURCHASES MADE WITHIN DEP..." and a "Rows/Media [61]" panel with a list of "DEMOGRAPHICS (PERSONAL IN...". The bottom of the window shows a "Description" field and a "Factor" field, along with a status bar indicating "Not Modified" and "NCS: FALL 2005 ADULT FULL YEAR (JAN 05 - SEPT 05) - HH".

- Click "Add to Columns/Targets" button above "Answer." (2nd from left) or drag and drop.
- Retrieve the table by choosing "Run Analysis" under Coding menu. You will be asked "You have not specified a filter. Continue?" Say yes. (See below for filter sample.)

	elements	total	DEPT/DISC/CLO TH/CHILD TOY/FT WEAR STORE: TARGET - # SHOPPED LAST 4 WEEKS: 7 OR MORE	DEPT/DISC/CLO TH/CHILD TOY/FT WEAR STORE: WAL-MART - # SHOPPED LAST 4 WEEKS: 7 OR MORE	DEPT/DISC/CLO TH/CHILD TOY/FT WEAR STORE: KOHL'S - # SHOPPED LAST 4 WEEKS: 7 OR MORE
total	Sample (000)	24,617	803	2,598	169
	109,570		2,916	14,600	560
	vert%	100%	100%	100%	100%
	horz%	100%	2.66%	13.3%	51%
	Index	100	100	100	100
	Base	100%	2.66%	13.3%	51%
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: MALE	Sample (000)	10,729	193	901	**28
	44,334		626	5,356	92.2
	vert%	40.5%	21.5%	36.7%	16.4%
	horz%	100%	1.41%	12.1%	21%
	Index	100	53	91	41
	Base	40.5%	57%	4.89%	08%
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: FEMALE	Sample (000)	13,888	610	1,697	141
	65,235		2,290	9,244	468
	vert%	59.5%	78.5%	63.3%	83.6%
	horz%	100%	3.51%	14.2%	7.2%
	Index	100	132	106	140
	Base	59.5%	2.09%	8.44%	43%
DEMOGRAPHICS (PERSONAL INFORMATION): RACE: WHITE	Sample (000)	19,734	641	2,132	147
	87,274		2,381	11,345	465
	vert%	79.7%	81.7%	77.7%	83.0%
	horz%	100%	2.73%	13.0%	53%
	Index	100	103	98	104
	Base	79.7%	2.17%	10.4%	42%
DEMOGRAPHICS (PERSONAL INFORMATION): RACE: BLACK OR AFRICAN AMERICAN	Sample (000)	1,324	**29	136	**2
	12,585		280	2,113	45.9
	vert%	11.5%	9.59%	14.5%	8.19%
	horz%	100%	2.22%	16.8%	36%
	Index	100	83	126	71
	Base	11.5%	26%	1.93%	04%

Print or download as desired.

- When done:
- Choose Exit under File menu.
- Save changes to untitled? Click NO.
- Go on to next sample by clicking on "folder" icon, then open "Psychographics_2008_Retail.SPC." You may also open the file "Psychographics_2008_Product.SPC" which has examples related to beer.
- You will be asked "Analysis spec has changed. Do you want to save?" Click NO.

Search #2: Opinions/Psychographics

Task: Find out more about the consumers of your product based on their attitudes and opinions on a variety of questions.

- *This data tracks if the respondents agree or disagree with statements such as:*
 - *I enjoy spending time with my family*
 - *I find it difficult to say no to my kids*
 - *I am an optimist*

The full list of questions are available on the linked survey, starting on page 118.

1. Erase all the stores in Columns.
2. In the product area currently on the screen, find the SHOPPING section. Then hold down CTRL key and highlight your brand plus 4 others, as above.
3. Click “Add to Columns” button.
4. Erase all Opinions/Attitudes in Rows. You’ll be picking your own.
5. Click Questions tab, lower screen on the left.
6. Expand Opinions in menu.
7. Expand Attitudes/Opinions” topic of interest, such as General.
8. Highlight Attitudes (General) Agree a Lot.
9. Read over the list of statements. Select 25 that you would like to see data on that you think would be relevant to your product, noting that you can choose attitudes/opinions from any category. Always choose from Agree a Lot. For example, for Tide laundry detergent , you might choose the following:
 - a. Under Attitudes (General), Agree a Lot, highlight “How spend time more important than money,” then click Add to Rows/Media button above “Answer.”
 - b. Under Attitudes (Shopping), Agree a Lot, highlight “Only Shop Fav Stores- have brands I like.” Highlight a desired statement, then click Add to Rows button above “Answer.” You can highlight more than one statement at a time from the same attitude/opinion category.
10. Retrieve table.
11. You have not specified a filter. Continue? YES.
12. If needed, expand Untitled, then select Crosstab view.

Print or download as desired. Note that in this example, you may need to expand the first column (showing attitudes) in order to read them.

When done:

- Choose Exit under File menu.
- Save changes to untitled? NO.
- Open the next sample, “**Loyalty_Primary_2008.SPC**”
- You will be asked “Analysis spec has changed. Do you want to save?” Click NO.

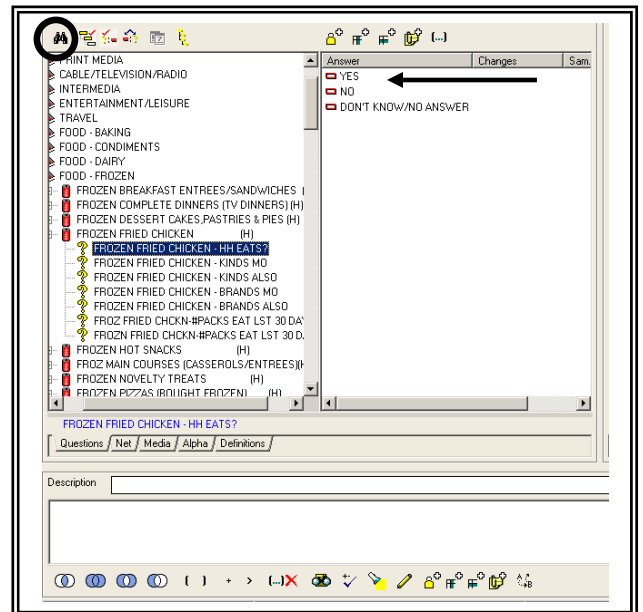
Search #3: Loyalty Primary

Task: What percent of users of your brand use primarily your brand (i.e. user share)?

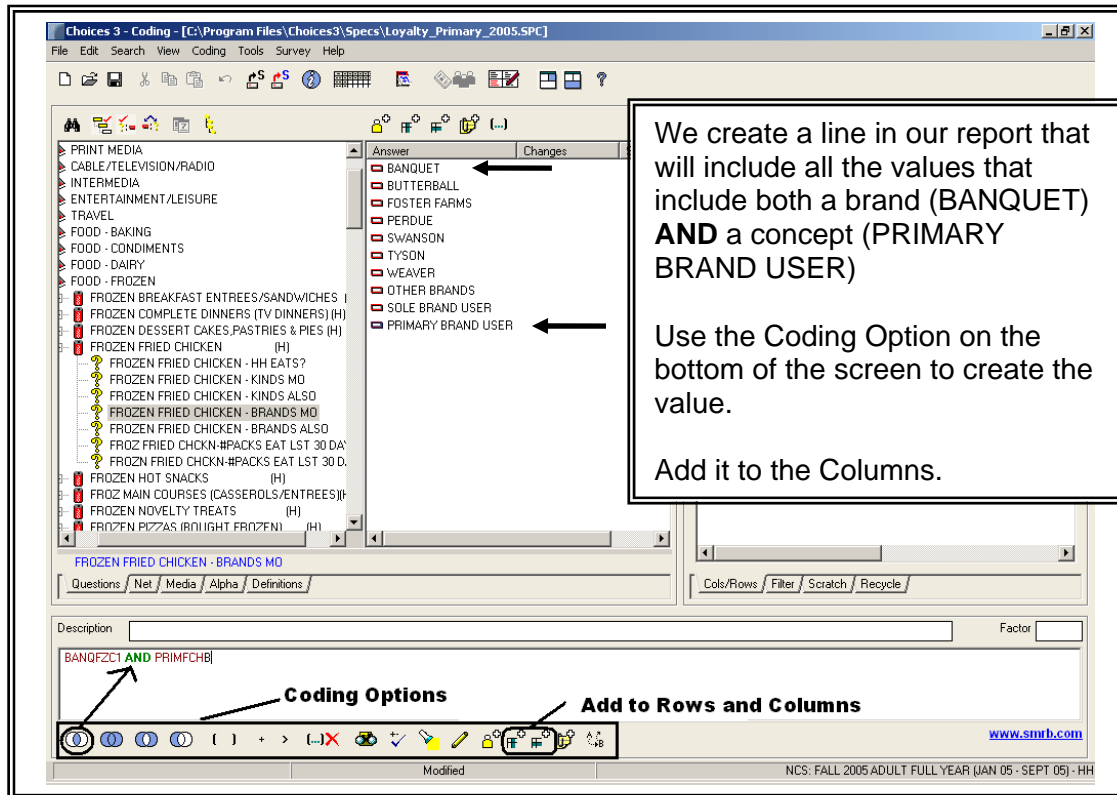
- Identify consumers who use the service or product (this will go into the rows).
- Identify the brands that are used most and/or exclusively by the consumers (this will go into the columns).
- View the survey to see how consumers have been asked about the products.

1. View the sample file “**Loyalty_Primary_2008.SPC**” - This sample shows:
 - The row shows the population of product users – those that answered YES to: BEER - REGULAR DOMESTIC (CANS/BOTTLES): BEER - REGULAR DOMESTIC - DO YOU DRINK?
 - The columns show different brands and measure the most loyal users. For this search, the parameters are: BEER - REGULAR DOMESTIC (CANS/BOTTLES): REGULAR DOMESTIC BEER - BRANDS DRINK MO: BUD DRY **AND** BEER - REGULAR DOMESTIC (CANS/BOTTLES): REGULAR DOMESTIC BEER - BRANDS DRINK MO: PRIMARY BRAND USER
 - Coding hints (combining of values within Choices3):
 - USE **AND** (intersecting circles) to determine the intersection of two groups of answers. We would use this for people who use and brand **AND** identify them as a primary brand user.
 - USE “+” to simply add two different answers. We might use this to group the number of people who has used a product within the last 30 days (answers might be: 0, 1-2, 3-4, 5+)

1. Working with your products.
2. Erase the entries in Rows and Columns (these are the sample search).
3. Click binoculars icon. Choose Question Level Search button. Enter at Search string: (your product; not a brand (e.g. toothpaste, not Crest). You may need to try a synonymous term. (For example, if “sneakers”, doesn’t work, try “athletic.”)
4. Click Search, highlight product, Click OK
5. Expand the category most likely to contain your brand until you see a “brands” option.
6. Find the question that showcases users of this product. Most often, this might be “Do you use?”, “HH uses?”, “HH eats?” or “Used in last 12 months?” Choose the question and drag it to the Rows box OR Click “Add to Rows” button above “Answer.” (Center button).

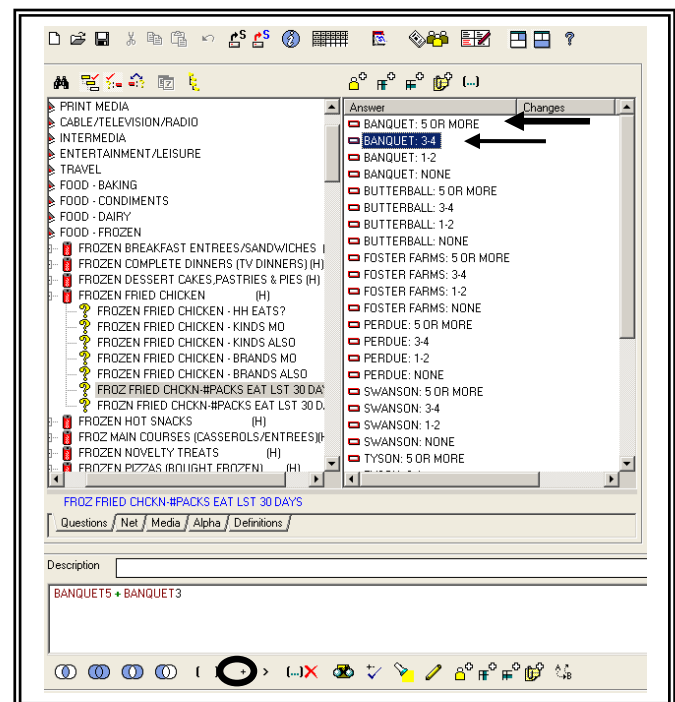


7. In the existing product area currently on the screen, Click Brands (Used) Most. As noted earlier, in some cases as stated above, there may just be a “brands” category to click on.
8. Highlight your brand, hit button with little dots above “Answer.”
9. Click on “Insert logical AND into coding box” button at lower left corner of screen. (1st button)



10. In same Brand (Used) Most list, highlight Primary Brand User. NOTE: In some cases, there will be only Sole Brand User. Use this instead and continue.
11. Click button with little dots again.
12. Click Columns/Targets button at Bottom of screen.

We can also create a line in our report that will include values that are complementary (number of times using a service or product). For these, we will use the “+” symbol to add values together.



Repeat steps 8-12 with each of four more brands.

Retrieve table.

You will be asked: "You have not specified a filter. Continue?" → Say Yes.

Print or download as desired.

	elements	total	FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - BRANDS MO: BANQUET AND FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - BRANDS MO: PRIMARY BRAND USER[1]	FROZEN FRIED CHICKEN (H): FROZ FRIED CHCKN-#PACK S EAT LST 30 DAYS: BANQUET: 5 OR MORE + FROZEN FRIED CHICKEN (H): FROZ FRIED CHCKN-#PACK S EAT LST 30 DAYS: BANQUET: 3-4[1][2]	FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - BRANDS MO: TYSON AND FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - BRANDS MO: PRIMARY BRAND USER[1]	FROZEN FRIED CHICKEN (H): FROZ FRIED CHCKN-#PACK S EAT LST 30 DAYS: TYSON: 5 OR MORE + FROZEN FRIED CHICKEN (H): FROZ FRIED CHCKN-#PACK S EAT LST 30 DAYS: TYSON: 3-4[1][2]
total	Sample (000)	24,617	1,246	600	1,921	1,407
	vert%	109,570	6,746	3,012	8,919	6,077
	horz%	100%	100%	100%	100%	100%
	Index	100%	6.16%	2.75%	8.14%	5.55%
	Base	100	100	100	100	100
	Base	100%	6.16%	2.75%	8.14%	5.55%
FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - HH EATS?: YES	Sample (000)	7,575	1,246	600	1,921	1,407
	vert%	35,020	6,746	3,012	8,919	6,077
	horz%	100%	100%	100%	100%	100%
	Index	100%	19.3%	8.60%	25.5%	17.4%
	Base	100	313	313	313	313
	Base	32.0%	6.16%	2.75%	8.14%	5.55%

What does this chart tell me?

- Of the **24,617** people who answered the survey, **7,575** are in households that eat Frozen Fried Chicken
- Of the **7,575** people in households that eat Frozen Fried Chicken:
 - **1,246** primarily use the Banquet Brand (**19.3%** of people who eat Frozen Fried Chicken and **6.16%** overall)
 - **1,921** primarily use the Tyson Brand (**25.5%** of people who eat Frozen Fried Chicken and **8.14%** overall)
 - In the last 30 days, **600** people purchased Banquet Frozen Fried Chicken 3 or more times (**8.6%** of those who use Frozen Fried Chicken and **2.75%** of the entire population).
 - In the last 30 days, **1,407** people purchased Tyson Frozen Fried Chicken 3 or more times (**17.4%** of those who use Frozen Fried Chicken and **5.55%** of the entire population).

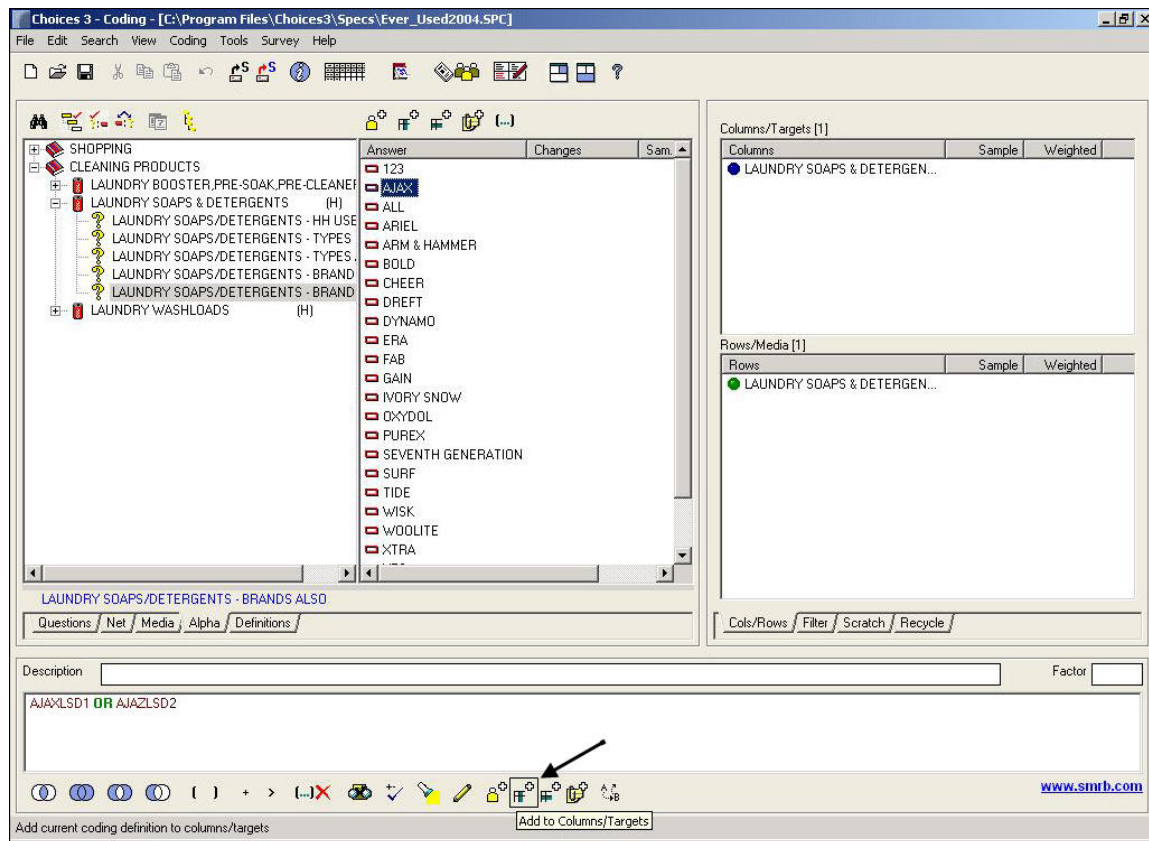
When done:

- Choose Exit under File menu.
- You will be asked: "Save changes to untitled?" → Say NO.
- If desired, go on the next sample, "**Ever_Used2008.SPC**"
- You will be asked "Analysis spec has changed. Do you want to save?" Click NO.

Search #4: Ever Used

Task: What percent of your product's users have ever tried your brand?

- *Identify the consumers who use the service or product.*
 - *NOTE: Brands with high “ever used” but low “use now” scores have a loyalty/repurchase problem!!*
 - *Remember that different questions yield different results. Consumers will be asked if they have tried a product (such as Beer, Chicken, etc.), but will not be asked if they have tried a service like wireless phones.*
1. Erase the entry in Rows.
 2. Click on Do you use (or HH uses)? Highlight Yes. You might see something like “used in the last 12 months” instead. Click “Add to Rows” button above “Answer.” (Center button).
 3. Now go back and erase all brands in Columns.
 4. In product area currently on the screen at left, click Brands (Used) Most.
 5. Highlight your brand, hit button with little dots above “Answer.” Note text appears at the **bottom** of the screen.
 6. To allow searching primary and secondary users at once, click logical OR operator button at left bottom of screen. (2nd button from end)
 7. Click Brands (Used) Also or Secondary.
 8. Choose your brand from this list.
 9. Click button with little dots again.
 10. Click Columns/Targets button at **bottom** of screen (4th from right).



Now go back and repeat steps 5-10 with four more brands.

Retrieve table.

You will be asked: You have not specified a filter. Continue? Say Yes.

Print or download as desired.

When done:

- Choose Exit under File menu.
- Save changes to untitled? NO.
- If desired, and if you didn't already do a "sole user" search above, go on to the last sample, "**Loyalty_Sole_User2008.SPC**"
- You will be asked "Analysis spec has changed. Do you want to save?" Click NO.

Search #5: Loyalty Sole User

Task: What percent of users of your brand use only your brand?

- *Identify the loyalty of consumers to your product.*
- *Remember that different questions yield different results. Consumers will be asked if they have tried a product (such as Beer, Chicken, etc.), but will not be asked if they have tried a service like wireless phones.*

1. Erase the entry in Rows.
2. In the product area currently on the screen, click on Do you use?, Highlight Yes. You might see something like “used in the last 12 mos.” Click “Add to Rows/Media” button ”
3. Erase all brands in Columns.
4. In the product area currently on the screen, Click Brands (Used) Most.
5. Highlight your brand, hit button with little dots above “Answer.”
6. Hit logical AND operator button at lower bottom of screen.
7. In the same (Most) brands list, highlight Sole Brand User.
8. Click button with little dots again.
9. Click “Add to Columns/Targets” button at Bottom of screen.

Repeat steps 5-9 with each of four more brands.

Retrieve table.

You will be asked: You have not specified a filter. Continue? Say Yes.

Print or download as desired.

When done:

- Choose Exit under File menu.
- Save changes to untitled? NO.
- Choose Exit under Filed to leave database.
- You will be asked “Analysis spec has changed. Do you want to save?” Click NO.

About specifying a filter:

You can use the filter capability if you want your universe to be an age level, gender group, race, or any other parameter. Otherwise your universe is the entire population (

Let’s say you want to see separate tables for males and females, using Sample 1 above (demographics).

Open Sample 1.

Open Lifestyle Demographics and click on a filter topic, (Gender.)

Highlight Male and Female and click Filter button above “Answer” (First button)

Click on Cols/Rows at right to bring back those boxes.

Continue as directed.

When you view results, check the lower right hand corner to see what universe you’re in. (Male).

Under Analysis menu, choose Change Base and select another universe. You can choose more than one initially.