

Simmons OneViewSM

User Guide



MICHIGAN
ROSS SCHOOL OF BUSINESS

Kresge Business Administration Library

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Overview

Simmons OneViewSM is an innovative decision-making system that serves as the primary platform for providing marketers with access to the entire Experian Simmons product suite and proprietary analytic tools.

Profile Tab

This tab has two sub-menu items:

- Crosstab
- Quick Report



Location for general crosstab action buttons.

Crosstab Editor

This screen is the main location for configuring crosstabs and trend reports

Experian Simmons Profile Administration Resources Sign Off
Crosstab Quick Report

Crosstab Editor

Open Export Import SPC Study Run Crosstab 2009 NCS Adult Survey 12-month Fall Population
Save Clear Export SPC Trend

Crosstab Name: Test Crosstab

Questions Definitions Recycle

Search

SPANISH LANGUAGE MEDIA - TOPLINE
LIFESTYLE (DEMOGRAPHICS)
DEMOGRAPHICS (PERSONAL INFORMATION)
RESPNDNT-SPANISH/HISPANIC/LATINO ORIGIN
HOUSEHOLD IS HISPANIC?
GENDER
AGE
RACE
EDUCATION - HIGHEST LEVEL COMPLETED
FULL/PART TIME COLLEGE STUDENT CURREN
TECHNICAL/VOCATIONAL SCHOOL (RESPONDI
MARITAL STATUS - RESPONDENT
ARE YOU CURRENTLY ENGAGED TO BE MARR

OR All Selections AND All Selections

18
19
20
21
22 - 24
25 - 29
30 - 34
35 - 39
40 - 44
45 - 49
50 - 54
55 - 59
60 - 64

Use Question Text along with Answer Text

Columns [2]

Columns	Sample	Weighted (000)
MALE	10,853	107,584
FEMALE	13,636	114,913

Rows [4]

Rows	Sample	Weighted (000)
18	504	5,218
19	319	3,542
20	285	3,270
21	271	2,845

Target Name: Under Drinking Age

Move to Rows Move to Columns Move to Bases

OR AND NOT XOR + - x + < > ≤ ≥ = () Verify Target Define Target Clear Target Save Target

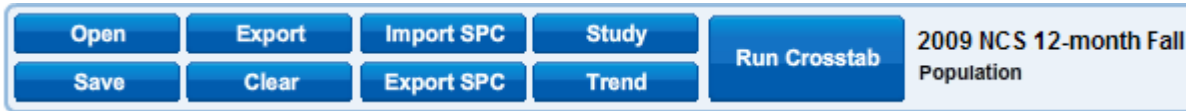
AGE20 OR AGE19 OR AGE18

Auto Format

Crosstab Viewer [Data validation in Beta version still in-process]

Action Bar

Location for general crosstab action buttons.



Open - Opens a saved crosstab; will first clear any existing crosstab prior to loading.

Save - Saves the current crosstab; There must be a crosstab title and something in either rows or columns.

Export - Executes the crosstab and exports the results to an Excel file. The crosstab is not placed in the Crosstab Viewer. This is a good choice if the crosstab is large.

Clear - Clears everything in the Crosstab Editor except for the selected study. It also removes all the trend studies

Import .spc - Imports a OneView .spc file containing the configuration for rows, columns and bases. It does not set the target study. A validation window is displayed for any data elements being imported that are not present in the current study.

Export .spc - Creates a .spc file containing configuration information for rows, columns and bases for importing into OneView by any user. It does not store the study information.

Study - Opens a window where the target study can be selected.

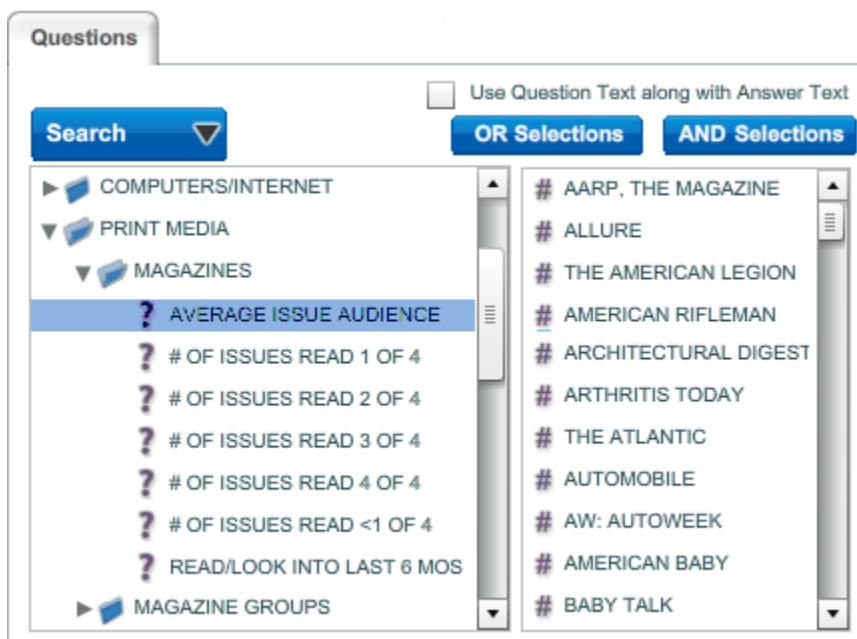
Trend - Opens a window where multiple studies can be selected for trending. Note that the top study is always the current study.

Run Crosstab / Run Trend - Executes the current crosstab or trend and places the results in the Crosstab Viewer. If "Run Crosstab" is displayed, then no additional trend studies have been configured.

As well, the current base study is displayed in this section.

Dictionary

This section is broken into a Dictionary Window and an Answer Window.



Dictionary Window

Lists the dictionary for the current study. Entire questions can be dragged from the dictionary window onto rows, columns, bases.

Answer Window

When a question is selected in the Dictionary Window, the corresponding answers are displayed here. One or more answers can be selected and dragged from the Answer Window to Columns, Rows, Bases and the Coding Box.

Checkbox - Use Question Text with Answer Text

When checked, dragging answers from the Answer Window and dropping them onto column / row / base will also bring along the question text. Useful if the answer is something simple such as "Yes". It will instead display "Automotive Club - Belong To - Yes" in the columns, rows, bases and crosstab report window.

Columns	Sample	Weighted
YES	9,640	82,157
AUTOMOTIVE CLUB - BELONG TO: YES	9,640	82,157

Buttons - Or All Selections / And All Selections

Clicking on either of these buttons will cause the items selected in the Answer Window to be copied to the Coding Box, along with the matching logical operator.

Special Note on Data Types

There are two types of data: Logical and Numeric. The vast majority of the data in studies is logical (i.e. "Yes" or "No"). These are identified with a checkmark in the answer window. Numeric data is an actual number and is indicated with a # symbol in the answer window.

#	AARP
#	ALLURE
✓	NORTHEAST
✓	MIDWEST

Search

The screenshot shows a search interface with a search box containing the text "vodka". Below the search box are two buttons: "Clear" and "Search". There are three radio buttons: "Answers Only", "Questions & Answers", and "All", with "All" selected. Below the radio buttons is a tree view of categories: "BEVERAGES - ALCOHOLIC DRINKS" (expanded) contains "VODKA" (expanded), which contains "BRANDS DRINK MO", "BRANDS DRINK ALSO", and "#DRINKS LAST 30 DAYS". To the right of the search box are two buttons: "OR Selections" and "AND Selections". Below these buttons is a list of search results, each with a checkmark: "SEAGRAM'S EXTRA SMOOTH VODKA", "SEAGRAM'S FLAVOR VODKA", "THREE OLIVES VODKA", and "UV VODKA".

This is used to locate items in the dictionary. Enter an item to search for in the Search Box. User can select the range to search including

- Answer Only
- Answers and Questions
- All

The search text is taken as a literal phrase thus entering Chevrolet Impala into the search field will only find instances of "Chevrolet Impala" the automobile and not any mention

of the impala animal. Search text is not case sensitive.

Rows, Columns, Bases

These fields store the data elements to be used in the crosstab. Items here can come from the Answer Window, Coding Box, Definitions and Functions.

Items can be dropped onto the Columns, Rows and Bases windows from the Answer Window, Coding Box, Definitions Folder and Recycle Folder. One or more items can be selected and deleted using the DELETE key.

An item can also be dragged from the column, row, base and into the Coding Box for editing.

A counter is provided to show the quantity of items in the window

The screenshot shows two windows: "Rows and Columns" and "Bases". The "Columns" window has a counter showing "Columns [4]". Below it is a table with three columns: "Columns", "Sample", and "Weighted (000)". The table contains the following data:

Columns	Sample	Weighted (000)
AARP	MAGAZINE	26,837
ALLURE		3,775
THE AMERICAN LEGION		3,259
AMERICAN RIFLEMAN		3,771

Red callouts point to a "Delete All Icon" (a red 'X' icon) and a "Reload Sample & Weighted Values" button (a circular refresh icon).

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	24,438	5,776	3,186
	(000)	109,890	27,441	16,099
	vert%	100%	100%	100%
	horz%	100%	25.0%	14.6%
	Index	100	100	100
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: MALE	Sample	10,706	2,498	1,365
	(000)	44,881	11,320	5,871
	vert%	40.8%	41.3%	36.5%
	horz%	100%	25.2%	13.1%
	Index	100	101	89
DEMOGRAPHICS (PERSONAL INFORMATION): GENDER: FEMALE	Sample	13,732	3,278	1,821
	(000)	65,009	16,121	10,227
	vert%	59.2%	58.7%	63.5%
	horz%	100%	24.8%	15.7%
	Index	100	99	107
	Base	40.8%	10.3%	5.34%
	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	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%
	Index	100	113	110
FEMALE: GENDER	Sample	13,732	5,850	3,921
	(000)	65,009	25,074	19,527
	vert%	59.2%	53.9%	54.9%
	horz%	100%	38.8%	30.0%
	Index	100	91	93
	Base	100%	42.3%	32.4%
	Base	40.8%	19.5%	14.6%
	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.

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

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

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.

Clear Icon

Clears the contents of the window

Reload Icon

Reloads the Sample and Weighted values.

Scratch Tab

The Scratch tab is useful when combining answers from multiple questions into a combined count coding. Locate the answers you wish to combine and drag them into the Scratch tab. Once the answers are there, select them all, right click the mouse, select Functions, go to the Count tab.

Expression	Sample	Weighted (000)
USUALLY QUICK TO TRY NEW NTPTI	1,891	7,784
SPEND WHAT I		3,150
CONSIDER MY		15,144
FRIENDSHIPS V		8,621
TRY TO INCLDE PLNTY FIBER IN MY	10,019	44,414

Definitions

This is the storage location for saved target definitions. These can be dragged and dropped onto the Columns / Rows / Bases as well as the Coding Box.

Definitions are contained inside of folders. There are five types of definition folders:

Global Folder - These contain common targets that are available to everyone using Simmons OneViewSM. They are provided by Experian Simmons and cannot be modified by end users.

General Folder - Standard storage location for users.

Study Specific Folder - Folders created as Study Specific will only display when a particular study is set as the current study. When other studies are set as the current study in the crosstab editor, this folder does not display in the list.

General Folder (Shared) - Folder that is shared across an account.

Study Specific Folder (Shared) - Same as a Study Specific Folder plus it is shared across the account.

Create, Edit, Duplicate and Delete Buttons act on the selected definition folder.

Browse shared is where you can include folders shared by others in your account. You only have a view into these folders and cannot update them, only the original owner can make changes.

Definitions	Definition Targets
Demos: Adult Gender Age	Title
Demos: Basic Profile	HUMMER
Howard Shared	MERCURY
Discontinued Car Brands	OLDSMOBILE
My Definition	PLYMOUTH
	PONTIAC

	Global	
	Non-Shared	All Studies
	Non-Shared	This Study Only
	Shared	All Studies
	Shared	This Study Only

Recycle

This is similar to the Recycle Bin in Windows.

Whenever an item is deleted from columns, rows or bases, the item (both individual answers as well as target expressions) will be moved to the Recycle Folder. From here these items can be dragged and dropped back onto columns, rows or bases as well as the coding box.

Title	Code Expression
WHITE	RACEWHT
AFRICAN AMERICAN	RACEBLK
ASIAN	RACEORI
SOME OTHER RACE	RACEOTHR
NOT WHITE OR BLACK	RACENWBL

When the session is closed, the contents of this folder are permanently deleted

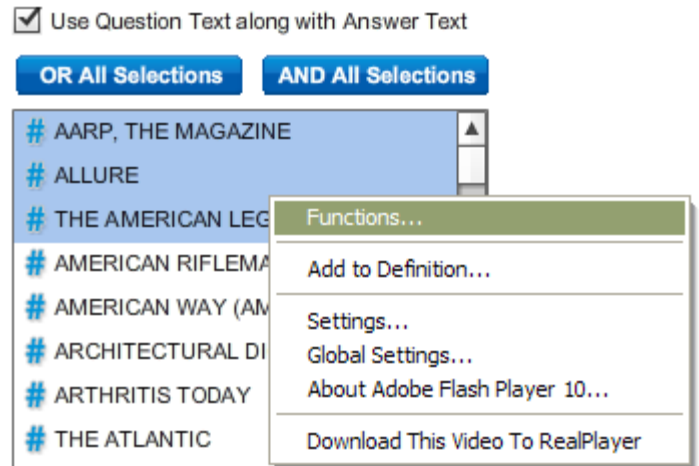
Functions; Average, Count, Volume, N-Tile

Sometimes a function is needed to accurately measure a target. This feature is accessed via a pop-up menu.

1. Highlight a selection of answers
2. Right click
3. Select Functions in the pop-up menu

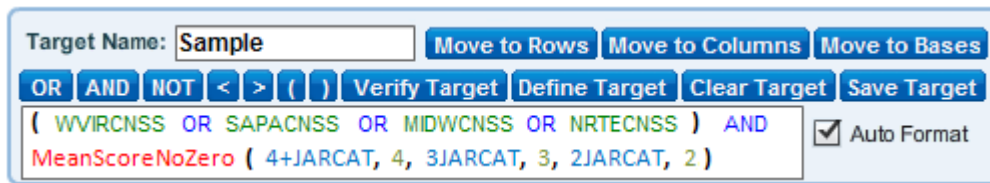
This opens the Functions window.

From here the user can set up four different types of built-in functions: Average, Count, Volume and N-Tile.



Coding Box

This section handles the creation of complex logical expressions. Items can be dropped onto the Coding Box from the Answer Window, Definitions Tab, Recycle Tab, Columns / Rows / Bases Windows.



Target Name

This is used when storing the target. Also used in the Columns / Rows / Bases Windows and Crosstab Report. If the Target Name is empty and the user drops one or more items onto the Coding Box from the Answer Window, the system auto-populates the Target Name with either the answer text (if only one item is dropped) or the question text (if more than one item is dropped).

Buttons - Move To

Copies the target to the specified destination.

Buttons - Logical Operators

Adds the specified logical operator at the point of the cursor in the Coding Box.

Button - Verify Target

Checks the expression syntax in the Coding Box and (if the Auto Format box is checked) re-formats the expression. After verifying the target expression, the Coding Box will turn either red (errors found) or green (syntax is good).

Button - Define Target

Displays the entire expanded folder structure for the expression.

Button - Clear Target

Clears the contents of the Coding Box and the Target Name.

Button - Save Target

Saves the target to the Definitions tab.

Checkbox - Auto Format

When selected, the expression will be formatted upon use of the Verify Target button.

Coding Box

The coding box is where coding expressions are entered.

Crosstab Viewer

The screenshot shows the 'Crosstab Viewer' window for 'ALABAMA (AL)'. It features a navigation bar with 'Experian Simmons', 'Profile', 'Administration', 'Resources', and 'Sign Off'. Below the navigation bar, there are buttons for 'Copy', 'Export', and 'Highlight & Filter'. A dropdown menu shows 'ALABAMA (AL)'. To the right, there are checkboxes for 'Sample', 'Weighted', 'Vertical %', 'Horizontal %', 'Total %', and 'Index', along with the text '2009 NCS Adult 12-month Fall Population'. The main area contains a table with the following data:

		TOTAL	20/20 (ABC)	24 (FOX)	30 ROCK (NBC)
TOTAL	Sample	161	**26	**18	**4
	Weighted	3,542	567	410	80.6
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	16%	11.6%	2.28%
	Index	100	100	100	100
	Total %	100%	16%	11.6%	2.28%
AARP	Sample	*44	**11	**9	**1
	Weighted	510	86.5	121	10.3
	Vertical %	14.4%	15.3%	29.6%	12.8%
	Horizontal %	100%	17%	23.8%	2.02%
	Index	100	105	205	88
	Total %	14.4%	2.44%	3.43%	0.291%
ALLURE	Sample	**6	**4	**1	**0
	Weighted	38.5	9.87	2.2	0
	Vertical %	1.09%	1.74%	0.538%	0%
	Horizontal %	100%	25.6%	5.72%	0%
	Index	100	160	49	0
	Total %	1.09%	0.279%	0.062%	0%
AMERICAN LEGION	Sample	**4	**2	**3	**0
	Weighted	52.3	40	48.2	0
	Vertical %	1.48%	7.05%	11.8%	0%
	Horizontal %	100%	76.4%	92.1%	0%
	Index	100	477	795	0
	Total %	1.48%	1.13%	1.36%	0%

Crosstab List Pane

On the left portion of the screen is a list of all currently crosstabs and trend reports. An indicator shows if the processed (red) or is ready to be viewed (green).

Large reports can take up a large amount of memory on so this list is limited to ten active reports. It is best to up memory resources.

The screenshot shows a list of reports in the 'Crosstab List Pane'. The first entry is 'Trend 5x300x2' with a green circle and the text 'Rows: 5 Col: 300 Bases: 1'. The second entry is '5x300x2' with a red circle and the text 'Rows: 5 Col: 300 Bases: 1'. Each entry has a close button (X) in the top right corner.

available reports, both report is still being

the user's local computer close old reports to free

Action Bar

Copy Export Highlight & Filter

ALABAMA (AL)

Sample Weighted 2009 NCS Adult 12-month Fall Population

Vertical % Horizontal %

Total % Index

Copy - Copies the current crosstab to clipboard; this can then be pasted into an Excel spreadsheet. All data from the crosstab is copied; whatever highlighting and filtering is currently in place has no effect.

Export - Exports the current crosstab to an Excel file. All data from the crosstab is saved to the file; whatever highlighting and filtering is currently in place has no effect.

Highlight & Filter - Opens the Highlight and Filter functionality.

Viewing Options - These checkboxes allow the user to select what items will be displayed in the crosstab.

Base Selection - This dropdown allows the user to select which base is currently displayed.

Highlight & Filter

Cell Highlighting and Filtering

When Item Matches This:

Sample	Greater Than	From: 0	To: 100
Weighted	Greater Than Or Equal To		
Vertical %	Less Than		
Horizontal %	Less Than Or Equal To		
Index	Range		
Total %			

Index Range from 0 to 100

Perform This Action:

Highlight Matching Cells in Result

Remove Matching Cells from Result

Add New Rule >

Highlight & Filter Rules:

Highlight	Sample Greater Than 30
Highlight	Vertical % Greater Than Or Equal To 0.5
Filter	Index From 0 TO 100

Delete

OK Cancel

This screen has a dual purpose: cells in the crosstab meeting user specified criteria can either be highlighted with colors, or they can be removed. Multiple rules can be set up and will be applied in a top down order. Note that highlighting and filtering have no effect on the Copy to Clipboard and Export functions

Types of Views (Crosstab, Private Eye, Trend)

Three views of the results are available to users.

Crosstab - Standard view for single study reports. When using this for a trend report, only the base study will be shown; the other studies are not viewable.

Crosstab

Private Eye

Trend

Private Eye - Useful for single study reports. Spreads everything out to make sorting easier. When using this for a trend report, only the base study will be shown; the other studies are not viewable.

Data Pane

This is the display area for the report. Columns can be sorted via the up / down arrows.

		TOTAL	20/20 (ABC)	24 (FOX)	30 ROCK (NBC)
TOTAL	Sample	161	**26	**18	**4
	Weighted	3,542	567	410	80.6
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	16%	11.6%	2.28%
	Index	100	100	100	100
	Total %	100%	16%	11.6%	2.28%
AARP	Sample	*44	**11	**9	**1
	Weighted	510	86.5	121	10.3
	Vertical %	14.4%	15.3%	29.6%	12.8%
	Horizontal %	100%	17%	23.8%	2.02%
	Index	100	105	205	88
	Total %	14.4%	2.44%	3.43%	0.291%
ALLURE	Sample	**6	**4	**1	**0
	Weighted	38.5	9.87	2.2	0
	Vertical %	1.09%	1.74%	0.538%	0%
	Horizontal %	100%	25.6%	5.72%	0%
	Index	100	160	49	0
	Total %	1.09%	0.279%	0.062%	0%
AMERICAN LEGION	Sample	**4	**2	**3	**0
	Weighted	52.3	40	48.2	0
	Vertical %	1.48%	7.05%	11.8%	0%
	Horizontal %	100%	76.4%	92.1%	0%
	Index	100	477	795	0
	Total %	1.48%	1.13%	1.36%	0%

Quick Report

The Quick Report incorporates functionality to quickly generate data. In the future this will offer a variety of report templates. Currently only one report template is available. All of the reports will have a similar simple interface consisting of a study, target and base. These are identical or nearly so to the ones in the crosstab editor.

Simmons OneView SM Profile Administration Resources Sign Out

Crosstab Quick Report

Report Editor

Questions Definitions

Search

- FOOD - BAKING
 - BAKING CHIPS & PIECES
 - DRY BROWNIE MIXES
 - DRY CAKE MIXES (NOT CA)
 - FLOUR
 - FLOUR - HH USES?
 - FLOUR - KINDS - MO
 - FLOUR - KINDS - ALSO
 - FLOUR - BRANDS MO
 - PACKAGED PIE CRUISTS

Use Question Text

- ALL-PURPOSE/WHITE
- SELF-RISING
- UNBLEACHED
- WHOLE WHEAT
- SOLE KIND USER
- PRIMARY KIND USER

Study Change Study

Fall 2010 NCS Adult 12-month Population

Target ×

Target Name	Sample	Weighted (000)
SELF-RISING	1,911	25,517

Base ×

Base Name	Sample	Weighted (000)
FEMALE	13,755	115,942

Run Report

Report Viewer

General Settings

Study

Select the study to be used. When first opening the Quick Report, this uses the default from the Preferences section.

Dictionary

Same as in the Crosstab Editor.

Target / Base

A Quick Report has one target and optionally a base. If no base is selected then the default is the study universe. Items can come from the dictionary, search results or a definition.

Definitions

This is the same repository as found in the crosstab editor.

Report Style

All Quick Reports have the same general appearance.

< Quick Report Type >

Study: < Study Name >			Print
Base: < Target Item >	< Weighted >	< % of Base >	
Target: < Base Item >	< Weighted >	< % of Base >	

< Contents of Study >

Quick Report Type

Shows which quick report template is used.

Information Box

Lists information about the report.

Print Button

Prints the report.

Content Window

Displays the contents of the report.

Student Assignments

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 the Import SPC box, you will see **Demographics_2008_Retail.SPC.** Click IMPORT SPC to 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 your own assignment:

1. Erase all Stores or Brands in Columns.
2. Go to the SEARCH BOX, scroll down to shopping open and you may choose from the store categories. Your choice, will open into the next window, showing you a variety of stores. Choose Question Level Search button. Enter at Search string: (your store)
3. You may then highlight brands (stores) and enter this data in the COLUMNS, by highlighting the first and they will all be dragged over to the COLUMNS
4. The DEMOGRAPHICS will remain in the rows.
5. Expand the category most likely to contain your brand until you see a "stores" option.
6. 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. These may be dragged into the COLUMNS WINDOW.

You would then click on the RUN CROSSTAB, which will run an analysis of the data that will include everything that was imputed. This process is to be followed when performing any data analysis.

To return to a previous page, click on the CROSSTAB EDITOR. Do not click on the BACK BUTTON or you will be logged out.

You may then go to the ACTION BAR which has tabs to EXPORT data or SAVE data.

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. Select and delete all rows in the row box. Click on the Dictionary Section (left) Click on LIFESTYLE STATEMENTS. Expand Attitudes/Opinions” topic of interest, such as General Folder. Choose statements that will be relevant to your product..
2. Read over the list of statements. Select ones 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. You may choose “Agree a Lot” or you can use any agreement. 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 drag ADD to ROWS.

- b. Under Attitudes (Shopping), Agree a Lot, highlight “Only Shop Fav Stores-have brands I like.” Highlight a desired statement, then drag Add to Rows button above “Answer.” You can highlight more than one statement at a time from the same attitude/opinion category. They may all be dragged to the appropriate ROWS/COLUMNS
3. Retrieve table.
 4. **Focus on the vertical %s, and compare this across different brands.**
 5. You have not specified a filter. Continue? YES.
 6. If needed, expand Untitled, then select Crosstab view
 7. Once you have the data in Columns and Rows, click the RUN CROSSTAB, which will analyze the data.

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, click **RUN CROSSTAB**

Choose **EXPORT** or **SAVE**

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 primarily 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**” Click **IMPORT SPC** (In documents folder at the Library desktop computers)
2. Erase the entries in Rows and Columns (these are the sample search).
3. Click the Dictionary Box. Enter a 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, , Click OK
5. Expand the category most likely to contain your brand until you see a “brands” option.
6. Type in category name from the dictionary box.
7. 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
8. In the existing product area currently on the screen, Click Brands primarily used. As noted earlier, in some cases as stated above, there may just be a “brands” category to click on.
9. Highlight your brand, drag down to the CODING BOX then INSERT Logical AND. Then go back to the Brands Used most list and look for PRIMARY BRAND USER. Drag this down to the CODING BOX behind AND.
10. Click on the MOVE TO COLUMNS to input your data. You may then perform this same process on 4 more brands, and then click on RUN THE CROSSTAB which will then run the analysis on your data.
11. You should perform this on four more brands, using the same format.
12. When your analysis is finished, you may click on EXPORT, which will put the data into an EXCEL spreadsheet

Spring 2009 NCS Adult Survey 12-month

Population

Crosstab Name:

Questions Definitions Recycle

Search

Use Question Text along with Answer Text

OR All Selections AND All Selections

TOOTH PASTE

- TOOTH PASTE - DO YOU USE?
- TOOTH PASTE - FORMS USED MO
- TOOTH PASTE - FORMS USED ALSO
- TOOTH PASTE - KINDS USED MO
- TOOTH PASTE - KINDS ALSO
- TOOTH PASTE - BRANDS USED MO
- TOOTH PASTE - BRANDS USED ALSO
- TOOTH PASTE - # TIMES AVE DAY BRAND VOL
- TOOTH PASTE # TIMES USED AV DAY
- TOOTH WHITENERS
- MEDICINE/DRUGS/AILMENTS
- TOBACCO

LISTERINE ESSENTIAL CARE

MENTADENT

PEPDODENT

PLUS + WHITE

REMBRANDT

SENSODYNE

TOM'S OF MAINE

ULTRA BRITE

STORE BRAND

OTHER BRANDS

SOLE BRAND USER

PRIMARY BRAND USER

Columns [1]

Columns	Sample	Weighted (000)
AQUAFRESH		

Rows [1]

Rows	Sample	Weighted (000)
YES		

Target Name:

Move to Rows Move to Columns Move to Bases

OR AND NOT XOR + - x / < > ≤ ≥ = ()

Verify Target Define Target Clear Target Save Target

Auto Format

13. You may then click on CROSSTAB EDITOR which will return you to the homepage.

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. Now go back and repeat steps 5-10 with four more brands.
7. Repeat steps 8-12 with each of four more brands.
8. 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) vert% horz% Index Base	24,617 109,570 100% 100 100%	1,246 6,746 6.16% 100 6.16%	600 3,012 2.75% 100 2.75%	1,921 8,919 8.14% 100 8.14%	1,407 6,077 5.55% 100 5.55%
FROZEN FRIED CHICKEN (H): FROZEN FRIED CHICKEN - HH EATS?: YES	Sample (000) vert% horz% Index Base	7,575 35,020 32.0% 100 32.0%	1,246 6,746 19.3% 313 6.16%	600 3,012 8.60% 313 2.75%	1,921 8,919 25.5% 313 8.14%	1,407 6,077 17.4% 313 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).

Focus on the horizontal %s, and compare this across different brands the criteria established in the row (HH that eat frozen chicken, etc)

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 and drag to CODING BOX
6. Hit logical AND operator in CODING BOX
7. In the same (Most) brands list, highlight Sole Brand User.
8. Click button with little dots again.

Click “Add to Columns/Targets” button at Bottom of screen

The screenshot shows a software interface for defining search targets. The interface is divided into several sections:

- Questions:** A search tree with categories like SCOTCH WHISKY, TEQUILA, VODKA, BEVERAGES - NON-ALCOHOLIC DRINKS, DAILY ACTIVITY, DINING, and APPAREL. Under VODKA, several questions are listed, with "VODKA - BRANDS DRINK MO" selected.
- Rows and Columns:** A table with 5 columns and 1 row. The columns are labeled "Columns", "Sample", and "Weighted (000)". The rows are labeled "Rows" and "YES".
- Bases:** A list of brands with checkboxes, including STOLICHNAYA (REGULAR), STOLICHNAYA CITROS, STOLICHNAYA CRANBERI, STOLICHNAYA OHRANJ, STOLICHNAYA RAZBERI, STOLICHNAYA STRASBERI, STOLICHNAYA VANIL, TANQUERAY STERLING, THREE OLIVES VODKA, UV VODKA, VOX, WOLFSCHMIDT, and OTHER BRANDS. STOLICHNAYA (REGULAR) is selected.
- Scratch:** A section for defining logical operators, with "AND" selected.
- Target Name:** A text field for naming the target.
- Buttons:** "Move to Rows", "Move to Columns", "Move to Bases", "Verify Target", "Define Target", "Clear Target", and "Save Target".
- Auto Format:** A checkbox that is checked.

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

Retrieve table.

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).

1. Open Sample 1.
2. Open Lifestyle Demographics and click on a filter topic, (Gender.)
3. Highlight Male and Female and click Filter button above "Answer" (First button)
4. Click on Cols/Rows at right to bring back those boxes.
5. Continue as directed. When you view results, check the lower right hand corner to see what universe you're in. (Male)