

Conducting a Brand/Product Search in Simmons OneView

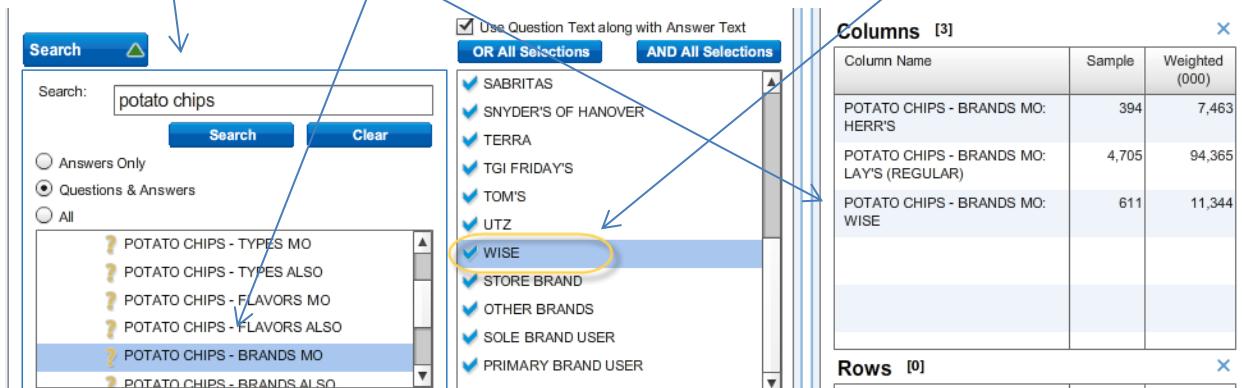
In this example, we will set up the variables to produce a crosstab looking at a **brand/product preference**. In this example, we want to know **which brands of potato chips were bought most often in the last twelve months** out of Lays (Regular), Wise and Herr's. We will look at purchases by the following: **Total, Male, Female** and age group **18-24, 35-39** and **50+**.

SELECTING THE BRANDS/PRODUCTS.

Generally it is best to put the **product or brand** variables in the **column**, not the row fields. Use the **rows** for **demographic/psychographic variables**.

In the left variables/question column, you will see a search button (). Click it and a search box will open.

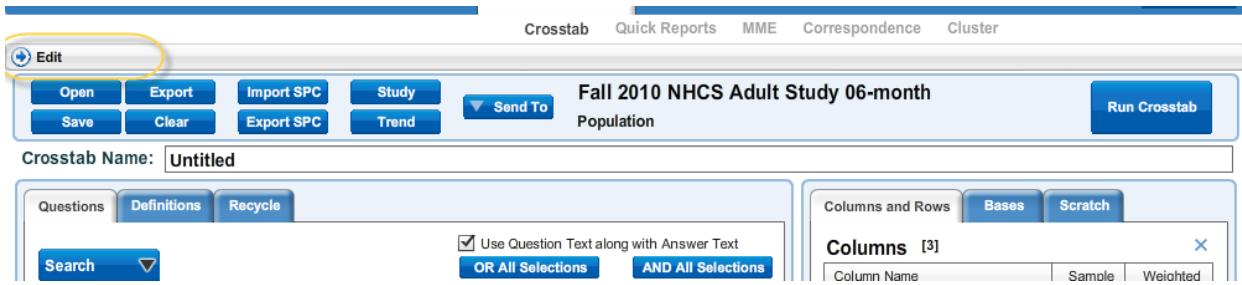
Type **potato chips** in the **Search box** and select **Use Questions and Answers**. Click the **Search** button. You will get a **FOOD-SNACK/DESSERT** folder. Open it and you will see a folder – **POTATO CHIPS**. Click on the folder (left) to open and see more choices. We will choose **POTATO CHIPS – BRANDS MO(ST OFTEN)**. We then get a list of the various brands. Click on the middle column-**Use Questions Text along with Answer Text**. By choosing this option, you know what question was asked when you choose and display the **CrossTab** results. Choose **Lays (Regular), Wise and Herr's** by dragging them to the **COLUMNS box on the right**. If you wish to delete an item, **Right Click** on it and there will be a choice to **Delete Columns or Delete Rows**.



The screenshot shows the Simmons OneView interface. On the left, a search box contains 'potato chips'. Below it, under 'Answers Only' and 'Questions & Answers' radio buttons, a list of search results is shown, including 'POTATO CHIPS - TYPES MO', 'POTATO CHIPS - TYPES ALSO', 'POTATO CHIPS - FLAVORS MO', 'POTATO CHIPS - FLAVORS ALSO', 'POTATO CHIPS - BRANDS MO', and 'POTATO CHIPS - BRANDS ALSO'. A 'Search' button is next to the search box. In the center, a search results panel shows a list of brands: SABRITAS, SNYDER'S OF HANOVER, TERRA, TGI FRIDAY'S, TOM'S, UTZ, WISE, STORE BRAND, OTHER BRANDS, SOLE BRAND USER, and PRIMARY BRAND USER. The 'WISE' option is highlighted with a yellow circle. At the top of this panel is a checkbox for 'Use Question Text along with Answer Text' and buttons for 'OR All Selections' and 'AND All Selections'. On the right, a 'Columns [3]' panel displays a table with three rows. The first row is 'POTATO CHIPS - BRANDS MO: HERR'S' with 394 samples and 7,463 weighted (000). The second row is 'POTATO CHIPS - BRANDS MO: LAY'S (REGULAR)' with 4,705 samples and 94,365 weighted (000). The third row is 'POTATO CHIPS - BRANDS MO: WISE' with 611 samples and 11,344 weighted (000). A 'Rows [0]' panel is below the columns panel.

IMPORTANT!!! DO NOT HIT THE BACK KEY ON YOUR BROWSER OR YOU WILL BE EXITED OUT OF SIMMONS ONEVIEW!

Use the **EDIT button** to make changes.



The screenshot shows the Simmons OneView Crosstab interface. At the top, there are buttons for 'Edit', 'Open', 'Export', 'Import SPC', 'Study', 'Save', 'Clear', 'Send To', and 'Run Crosstab'. The study name is 'Fall 2010 NHCS Adult Study 06-month Population'. Below this, the 'Crosstab Name:' is 'Untitled'. The interface is divided into several panels: 'Questions', 'Definitions', 'Recycle', 'Search', 'Columns and Rows', 'Bases', and 'Scratch'. The 'Columns and Rows' panel shows a 'Columns [3]' table with three columns: 'Column Name', 'Sample', and 'Weighted (000)'. The first row is 'POTATO CHIPS - BRANDS MO: HERR'S' with 394 samples and 7,463 weighted (000). The second row is 'POTATO CHIPS - BRANDS MO: LAY'S (REGULAR)' with 4,705 samples and 94,365 weighted (000). The third row is 'POTATO CHIPS - BRANDS MO: WISE' with 611 samples and 11,344 weighted (000). A checkbox for 'Use Question Text along with Answer Text' and buttons for 'OR All Selections' and 'AND All Selections' are also present in this panel.

Click on it and then go to SEARCH, COLUMNS/ROWS, BASES, etc.

CHOOSING DEMOGRAPHIC/PSYCHOGRAPHIC VARIABLES. Go back to the **SEARCH** box.

Choose **LIFESTYLE (DEMOGRAPHICS)**, choose **DEMOGRAPHICS (PERSONAL INFORMATION)**, choose **AGE**, then choose **18-24, 35-39, 50+** from the choices. Drag to the **ROWS** box.

The screenshot shows the search interface with the following steps highlighted:

- LIFESTYLE (DEMOGRAPHICS)** is selected.
- DEMOGRAPHICS (PERSONAL INFORMATION)** is selected.
- AGE** is selected and highlighted with a blue box.
- The **18-24, 35-39, 50+** options under AGE are selected and highlighted with a blue box.
- These selected items are being dragged into the **Rows** box on the right.
- The **Rows [3]** box contains the following data:

Row Name	Sample	Weighted (000)
AGE: 18 - 24	1,120	26,832
AGE: 35 - 39	845	17,238
AGE: 50+	6,764	98,470

BASES (Filters)

Adding a base or filter allows you to look at **FEMALES** - vs- **MALES** in the respective age groups or the **TOTAL RESPONDENTS**. If you do not choose **BASES**, you will get the **TOTAL RESPONDENTS** without a breakout by sex.

Go back to the **LIFESTYLE (DEMOGRAPHICS)** box on the left side of the page, Choose **DEMOGRAPHICS (PERSONAL INFORMATION)**, then choose **GENDER**, choose **MALE, FEMALE** (middle column), choose the **BASES (tab)** and drag the choices to it.

The screenshot shows the search interface with the following steps highlighted:

- LIFESTYLE (DEMOGRAPHICS)** is selected.
- DEMOGRAPHICS (PERSONAL INFORMATION)** is selected.
- GENDER** is selected and highlighted with a blue box.
- MALE** and **FEMALE** are selected and highlighted with a blue box.
- These selected items are being dragged into the **Bases** box on the right.
- The **Bases [2]** box contains the following data:

Base Name	Sample	Weighted (000)
GENDER: FEMALE	6,985	116,515
GENDER: MALE	5,365	109,347

RUN CROSSTABS

Once you have chosen **BASES**, click on **COLUMNS AND ROWS**, choose **RUN CROSSTABS** (upper right corner)

The screenshot shows the Crosstab interface with the following steps highlighted:

- The **Run Crosstab** button in the top right corner is highlighted with a blue box.
- The **Crosstab** tab is selected in the top navigation bar.
- The **Fall 2010 NHCS Adult Study 06-month Population** is displayed in the center.
- The **Run Crosstab** button is also highlighted with a blue box in the bottom right corner of the interface.

The results will look as follows: This screen capture looks at **FEMALES** of different age groups who chose the various potato chip brands most often bought.

You may then choose here to look at **TOTAL** or **FEMALE** or **MALE** (by choosing this tab).

SAVING YOUR RESULTS

Click on the **EXPORT** button. It will save as a MS-Excel file. You will be given a variety of MS-Excel compatible formats.

PRINTING

The only way to print is the browser. You may need to change the layout from portrait to landscape and make sure to **shrink/scale** to fit page is selected.

INTERPRETING RESULTS

See the guide – **INTERPRETING SIMMONS ONEVIEW RESULTS**.