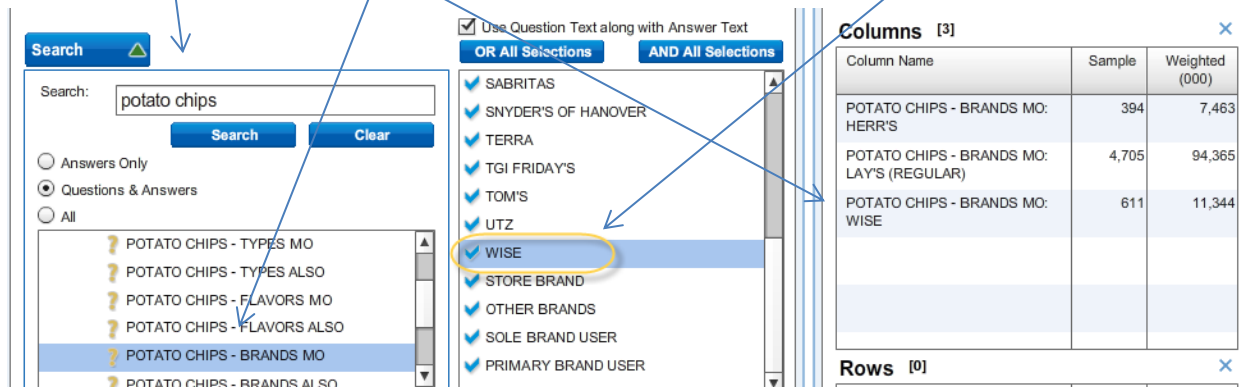# Conducting a Brand/Product Search in Simmons OneView

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 (

Search ▽

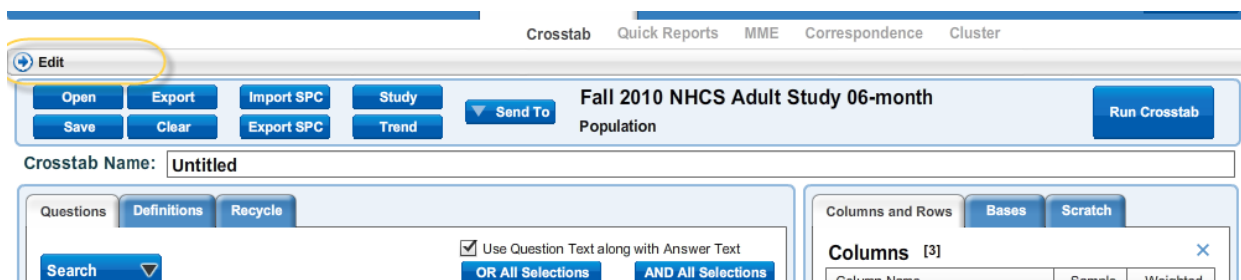). Click it and a search box will open.

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**.

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

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

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

CHOOSING DEMOGRAPHIC/PSYCHOGRAPIC 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.

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.

RUN CROSSTABS

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

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**).**

Untitled		Copy	Export	Highlight & Filter	☑ Sample	☑ Weighted	**Fall 2010 NHCS Adult Study 06-month**		
● Cols: 3 Rows: 3 Bases: 2		FEMALE ▾		Quad Chart	☑ Vertical % ☑ Total %	☑ Horizontal % ☑ Index	Population		

		Total	**POTATO CHIPS - BRANDS MO: HERR'S**	**POTATO CHIPS - BRANDS MO: LAY'S**	**POTATO CHIPS - BRANDS MO: WISE**
Total	Sample	6,985	212	2,680	345
	Weighted (000)	116,515	3,528	49,184	5,979
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	3.03%	42.2%	5.13%
	Index	100	100	100	100
	Total %	100%	3.03%	42.2%	5.13%
18 - 24	Sample	611	** 18	253	* 33
	Weighted (000)	14,219	** 344	6,418	* 706
	Vertical %	12.2%	** 9.75%	13%	* 11.8%
	Horizontal %	100%	** 2.42%	45.1%	* 4.97%
	Index	100	** 80	107	* 97
	Total %	12.2%	** 0.295%	5.51%	* 0.606%
35 - 39	Sample	490	** 18	189	** 18
	Weighted (000)	9,105	** 359	4,099	** 494
	Vertical %	7.81%	** 10.2%	8.33%	** 8.27%
	Horizontal %	100%	** 3.94%	45%	** 5.43%
	Index	100	** 130	107	** 106
	Total %	7.81%	** 0.308%	3.52%	** 0.424%
50+	Sample	3,842	118	1,423	205
	Weighted (000)	52,183	1,104	20,501	2,782
	Vertical %	44.8%	31.3%	41.7%	46.5%
	Horizontal %	100%	2.12%	39.3%	5.33%
	Index	100	70	93	104
	Total %	44.8%	0.948%	17.6%	2.39%

External sources of data are not MRC accredited.
* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
** Indicates cell count below 31. Projections are likely unstable, use with caution.

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.**