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 MOST 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!!! 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.
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).

**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.**