Consumer Insights – Simmons Product Profiles

Simmons is a consumer research company that has been documenting the lives of American consumers for over 50 years.   Founded in 1950 by Willard Simmons, Simmons is now Experian company. They survey over 30,000 consumers annually translating into multiple research studies. One of these surveys, The Simmons℠ National Consumer Study, is incorporated into the Alteryx Core Data Bundle and accessed through the Alteryx Behavioral and Demographic tools. More can be read about Simmons at this link: http://www.experian.com/simmons-research/consumer-study.html

 How does this information flow from Simmons to Alteryx and our datasets?

- Simmons adds a Mosaic code (cluster code) to their Simmons National Consumer Study respondents, summarizes the results to a cluster level and adds a universe base. The results are scaled from their survey sample to the United States. This process creates a cluster "profile" or penetration of respondents to a question as a percent of a universe count.
- Simmons provides to Alteryx a file of penetration by cluster for a subset of their survey questions.
- Alteryx applies the penetrations, by cluster by profile, to geographies to generate potential users with the value as a percent of the geography.
- The percent potential for a geography is compared to a % potential for the question (a U.S. benchmark, really) and expressed as an index.

How does the Simmons Survey translate to our use?   Survey responses gets cluster coded with a Mosaic lifestyle then the information is summarized for each question into a "profile" or cluster distribution. Since there can be tens of thousands of questions, Simmons provides a subset of more than 1,600 product profiles to Alteryx. We process the profiles and turn into input for Allocate, Solocast and Alteryx Behavioral Analysis Tools.

Simmons$^{\text{SM}}$
National
Consumer Study

Reporting on over
60,000 data elements

+

Cluster	
Description	Mosaic Group
A01 American Royalty	Power Elite
A02 Platinum Prosperity	Power Elite
A03 Kids and Cabernet	Power Elite
A04 Picture Perfect Families	Power Elite
A05 Couples with Clout	Power Elite
A06 Jet Set Urbanites	Power Elite
B07 Generational Soup	Flourishing Families
B08 Babies and Bliss	Flourishing Families

Where can you see Simmons data in our products?

- Alteryx (Behavioral and Demographic Analysis Tools)
- Allocate
- Solocast

Experian Simmons survey data + Experian Mosaic lifestyle segmentation codes =
Behavioral or Demographic Analysis tool output/Allocate/Solocast/

alteryx
solocast
alteryx

omparison Report

ate: October 12, 2012

immons Product Profiles 2011 Automotive:HH	Denver CO
uto Maintenance/Repair - Where Service Car Dealership	443,386
uto Maintenance/Repair - Where Service Chain Store With Auto Repair Facility	67,342
uto Maintenance/Repair - Where Service Gas Station	46,065
uto Maintenance/Repair - Where Service Quick Lube Center	
uto Maintenance/Repair - Where Service Repair Shop/Garage	
uto Maintenance/Repair - Where Service Tire Store Or Dealer	
utomotive Club Automotive Club - Belong To	
utomotive Maintenance/Repair Service Auto Maintenance/Repair-did Last 12 Mos	
utomotive Retail Stores - Shop Last 12 Aamco	
utomotive Retail Stores - Shop Last 12 Advance Auto Parts	
utomotive Retail Stores - Shop Last 12 Auto Zone	
utomotive Retail Stores - Shop Last 12 Discount Tire	
utomotive Retail Stores - Shop Last 12 Firestone	
utomotive Retail Stores - Shop Last 12 Goodyear	
utomotive Retail Stores - Shop Last 12 Jiffy Lube	

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Product Rank Report

Base File: Atlanta GA
Demographic: Adult
Date: October 12, 2012

Ranked Variable	Market Potential Index (Users)
BEVERAGES - NON-ALCOHOLIC DRINKS-OTHER REG CARB (NON-COLA) DRINKS-OTHER REG CARB DRINKS - BRAND SUMMARY-SEAGRAM'S	117
BEVERAGES - ALCOHOLIC DRINKS-PREPARED COCKTAIL MIXES WITH LIQUOR-PREP COCKTAIL MIXES WITH LIQUOR-DRINK?-YES	111
BEVERAGES - ALCOHOLIC DRINKS-PREPARED COCKTAIL MIXES-NO LIQUOR-PREP COCKTAIL MIXES-NO LIQUOR - DRINK?-YES	111
BEVERAGES - NON-ALCOHOLIC DRINKS-GROUND OR WHOLE BEAN COFFEE-GROUND COFFEE - FORMS USED MO-WHOLE BEAN	110
BEVERAGES - NON-ALCOHOLIC DRINKS-OTHER REG CARB (NON-COLA) DRINKS-OTHER REG CARB DRINKS - BRAND SUMMARY-SCHWEPPES	109
BEVERAGES - NON-ALCOHOLIC DRINKS-REGULAR TEA (IN BAGS/PACKAGES) -REGULAR TEA - PURPOSE USED - MO-TO MAKE ICED TEA	108
BEVERAGES - NON-ALCOHOLIC DRINKS-THIRST QUENCHER AND SPORTS/ACTIV DRINKS-THIRST QUENCHER/ACTIV DRINKS-BRANDS MO-POWERADE	108
BEVERAGES - ALCOHOLIC DRINKS-CHAMPAGNE & SPARKLING WINE-CHAMPAGNE & SPARKLING WINE - DRINK?-YES	108
BEVERAGES - NON-ALCOHOLIC DRINKS-OTHER REG CARB (NON-COLA) DRINKS-OTHER REG CARB DRINKS - BRAND SUMMARY-DR. PEPPER	107
BEVERAGES - ALCOHOLIC DRINKS-IMPORTED DINNER/TABLE WINES-IMPORTED DINNER/TABLE WINES - DRINK?-YES	107
BEVERAGES - NON-ALCOHOLIC DRINKS-OTHER REG CARB (NON-COLA) DRINKS-OTHER REG CARB DRINKS - BRAND SUMMARY-CANADA DRY	107
BEVERAGES - NON-ALCOHOLIC DRINKS-THIRST QUENCHER AND SPORTS/ACTIV DRINKS-THIRST QUENCHER/ACTIV DRINKS-BRANDS MO-CAPRI SUN	107
BEVERAGES - ALCOHOLIC DRINKS-DOMESTIC DINNER/TABLE WINES-DOM DINNER WINES - TYPE SUMMARY-WHITE	106
BEVERAGES - NON-ALCOHOLIC DRINKS-OTHER CARBONATED (NON-COLA) DIET DRINKS-OTH CARB. DIET DRINKS - BRAND SUMMARY-DIET MOUNTAIN DEW	106
BEVERAGES - ALCOHOLIC DRINKS-IMPORTED DINNER/TABLE WINES-IMP DINNER WINES - TYPE SUMMARY-RED	106
BEVERAGES - ALCOHOLIC DRINKS-FLAVORED ALCOHOLIC BEVERAGES-FLAV ALCOHOLIC BEV-DO YOU DRINK THEM-YES	104
BEVERAGES - ALCOHOLIC DRINKS-DOMESTIC DINNER/TABLE WINES-DOMESTIC DINNER/TABLE WINES - DRINK?-YES	103
BEVERAGES - ALCOHOLIC DRINKS-DOMESTIC DINNER/TABLE WINES-DOM DINNER WINES - TYPE SUMMARY-RED	103

What do the Simmons data values represent? Data may be returned in the form of product usage as:

- an ***index*** (how likely adults/households in a geography are to do the behavior compared to a benchmark geography like the United States)

- an *estimate* of adults/households (likely to do the behavior)
- a *percent* of adults/households (those likely to do the behavior as a % if the estimate of adults/households in a geography)

Here is an explanation of this product or market potential index.   When values are expressed as integers, there is not much perspective to evaluate the number. An indexed value can add a proportional perspective to demographics. An index is a result of comparing a geography's value to that of a benchmark. The value is typically a percent, average, median or dollar figure. The benchmark's value becomes the average and is reflected as 100. If the area being compared has the same proportion, the index will be 100. Any index above or below 100 reflects a % difference between the two.

For a Simmons survey example, if there is a value of 200 adults for the Simmons profile "Domestic-most Recently Acquired Jeep/Eagle" in a radius, is this a high number? By itself, one would not know – that value looks low. If I know there are 10,000 adults in the radius and that 200 adults is 2% of the radius, that value still seems low. However, if the overall penetration for that Jeep/Eagle profile for the United States is 1%, now that 2% looks much better. There are twice as many potential buyers in that radius than the U.S. The index for the radius would be 200…the radius is twice as likely as the United States benchmark to have potential users. The index of 200 tells more than value of 200 or 2%.

Keep in mind when using the product potential estimates the values output from our Alteryx products are not actual counts of survey respondents. The values are estimates of consumer behavior based upon a survey sample and lifestyle segmentation.

What the number **IS**

- an estimate of the number of adults/households/population/males/females who may exhibit the behavior based upon the lifestyles of the Simmons survey respondents and the lifestyles of those in a geography

What the number **IS NOT**

- an actual count of the number of adults/households who do the behavior

If you have questions about this methodology or need instruction on the Alteryx tools and output, access our Forum or Knowledgebase or contact us on the Alteryx Community pages at http://alteryx.force.com/alteryxcommunity.