SimmonsLOCAL℠

Methodology Overview

Overview:

Simmons Research is a leading measurement sciences company with more than 60 years of consumer research experience. We measure consumers' preferences, attitudes and media behaviors through survey and passively measured data using advanced measurement sciences. Simmons empowers leading brands, agencies and media companies to engage effectively with their consumers using rich demographic, psychographic, attitudinal, intent and behavioral data across devices. At the heart of delivering these consumer insights is our ability to help you differentiate consumer behaviors including local market-level consumer behavior nuances. Our SimmonsLOCAL solution measures consumer brand affinity, attitudes and media preferences across all 209 Designated Market Areas (DMAs) and other smaller geographies which can be used in your market and media planning applications.

The Inputs:

SimmonsLOCAL is a local market dataset created by using a patented geo-behavioral methodology that integrates the Simmons National Consumer study/Simmons National Hispanic Consumer study (NCS/NHCS) along with household geographic data from other trusted sources.

The foundation for SimmonsLOCAL is sourced from respondents of our trusted, nationally representative Simmons NCS/NHCS study, which uses a probability sample design to measure all American adults – Hispanics/Latinos and non-Hispanics, English-speaking and Spanish-speaking. SimmonsLOCAL leverages the 12-month Simmons NCS/NHCS study from the same time frame that corresponds to the SimmonsLOCAL dataset being compiled.

In addition to the Simmons NCS/NHCS study, over 200 data points are compiled from various well-known data sources to create profiles of each U.S. Census block group, the smallest geographic area for which the U.S. Census provides population estimates. These data points are made up of demographic, behavioral, media and brand consumption information, and are chosen due to their predictability of consumer behaviors across a large number of geographies as well as being measured in the Simmons NCS/NHCS 12-month study. Sources for these data points include (but are not limited to):

- U.S. Census Bureau
- Nielsen
- Centers for Disease Control and Prevention (CDC)
- Historical Simmons NCS/NHCS studies

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The Process:

Scoring:

Similar to how we develop a profile for all US Census block groups, each Simmons NCS/NHCS respondent is profiled based on their responses to a set of 200+ similar variables found in the Simmons NCS/NHCS study. The respondent profiles are then scored based on the extent to which they fit the demographic and behavioral profile of each of the block groups.

Assigning:

Simmons NCS/NHCS respondents are assigned to block groups based on the similarity between their profile and the profile of the block group population. Respondents with a score that indicates a stronger profile match to the block group population have a higher probability of being assigned to that specific block group. It should be noted, Simmons NCS/NHCS respondents will always be assigned to their resident block group.

Weighting:

SimmonsLOCAL constructs each market from the ground up, starting at the smallest geographic level, the block group, and building up to the largest geographic level, the census region. Weighting is done to ensure all geography is adjusted to represent local market estimates. In SimmonsLOCAL each market is independently weighted to reflect the population of that market. Below is a list of variables used in the weighting process (with some variation by market):

- Gender by age
- Hispanic origin
- Race
- Household income
- Household size

As a result of the weighting process, the data is rolled up to create the projected base at each of the geographic levels reported in OneView. The geographic levels available are DMA, County and ZIP Code, and, for our Flexible Markets Study, where you can combine DMAs to create custom market insights, we additionally offer Census Region and State.

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Additional Considerations:

Additional steps are taken to account for the unique characteristics of each geography ensuring the accuracy of consumer variables in each market. These steps include, but are not limited to:

- Ensuring retail shopping behavior is reported for retailers with a known presence in the local area (for example, Jewel-Osco grocery in the Chicago DMA and Schnucks Market in the Rockford IL DMA)
- Ensuring local television stations and programs are presented in the proper geographic areas (for example, reporting that early evening (5-7pm) news on the CW network is in the LA DMA but not in NY DMA)
- Restricting reporting estimates for specialty retail products that are common only to specific geographic regions (for example, snow blowers)

As a result of this rigorous process, SimmonsLOCAL delivers robust sample sizes at all geographic levels, which means greater reliability and accuracy. And by leveraging the robust Simmons NCS/NHCS study as an input, SimmonsLOCAL provides an unparalleled depth of insights that allows you to paint the unique consumer portrait of every market.

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