Resources:

1. Business Database List
      i. Unless a URL is provided, the resources below are accessed via the Business Database List

2. Consumer Research Guide

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<th>What’s in It?</th>
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<td>• Nielsen’s segmentation, often referred to as “PRIZM”</td>
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<td><a href="https://segmentationsolutions.nielsen.com/mybestsegments/">https://segmentationsolutions.nielsen.com/mybestsegments/</a></td>
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<td>• Search for segments within a zip code</td>
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<td><strong>Business Analyst Online</strong></td>
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<td>• A free account was created for everyone in the class</td>
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<td><strong>Simmons OneView</strong></td>
<td>• Consumer data on product, brand usage, spending behavior, media habits, and more</td>
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<td><strong>Mosaic Segmentation Portal</strong></td>
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<td>• Enter you name, company (Texas A&amp;M University), title (student), email (TAMU email), and relationship with Experian (Hitwise and/or Simmons Client)</td>
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<td><strong>SimplyMap</strong></td>
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<tr>
<td><strong>Statista</strong></td>
<td>• Charts and reports on consumers, industries, and companies</td>
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**Finding Segments**
| RKMA Market Research Handbooks | • Industry data and consumers  
| | • General information about consumers and lists of consumer segments:  
| | o Consumer Marketing 2016-2017  
| | o Consumer Behavior 2015-2016 |
| **Information about Segments** | |
| Mintel Reports | • Reports and statistics on demographic segments and industries  
| | • Use the search box at the top to keyword search for industries, consumers, and companies |
| Warc | • Marketing case studies and articles  
| eMarketer | • Media habits and behaviors  
| Business Source Complete | • Journal and newspaper articles  
| ABI/Inform Complete | • Journal and newspaper articles |
| Library Catalog | • Books on various consumer segments  
| | • [https://wcl.library.tamu.edu](https://wcl.library.tamu.edu)  
| | • Click on “Books” tab ➔ Under search box, click on “LibCat (general catalog)” ➔ Search with keywords: “Affluent Consumer” ➔ Click on book  
| | • Reference section (1st floor, all the way back, turn right)  
| | o New Strategist series  
| | o Ten Things You Need to Know series  
| | o Who We Are series |
Nielsen MyBestSegments

Directions:
1. Go to https://segmentationsolutions.nielsen.com/mybestsegments/

2. On this page, you have three options. You can:
   - Review Nielsen’s methodology for finding segments (“Claritas Segmentation”),
   - explore all the segments (“Segment Highlight”),
   - and find segments in a zip code (“Zip Code Look-Up”)

3. Under “Segment Highlight”, click on “Explore All Segments”

4. This page provides a list of all Nielsen segments. Explore the segments in the 4 different tabs (“Nielsen PRIZM Premier”, “Nielsen PRIZM”, “Nielsen P$YCLE”, “Nielsen ConneXions”).

5. Try to use some of the links under the tabs:
   a. Click on “Sort” to organize the segments to your liking
   b. Click on “Download Segment Details”
   c. Click on “Download Core Demo Sheet”
   d. Which links do not work and why?

6. Let’s find a segment that might reflect people who participate in fantasy sports. Other research shows millennials make up a big chunk of fantasy sports consumers. It can be assumed these people are tech-savvy and need access to the Internet.
   a. On the “Nielsen ConneXions” tab, select all 3 “Younger Years” options
   b. Under “Technodoption Class”, select “High-Tech”

7. You can explore all the segments that appear, but we want to focus on “14-The Pragmatics” because its description says they subscribe to ESPN:
   a. What consumer insights did you discover (where do they shop, TV shows they watch, etc.)?
   b. What’s their education level?
   c. What’s the source for this information?
Business Analyst Online

Directions:


2. Click on “Proceed to Business Analyst Online”

3. Enter your username and password, and sign in
   a. An ArcGIS Online account was created for everyone in the class. Unless you have changed your username and password, the username is most likely: [first initial of your first name][last name]_BAO. The password is most likely Password1. Contact maps-gis@library.tamu.edu if you have problems logging in.

4. Business Analyst Online (BAO) allows for building maps that show where consumers live and it builds reports on consumers. Esri, BAO’s owner, creates segments called “Tapestry Segments”. According to this page about Tapestry, http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm, we see the segment, “Middle Ground”, is part of a group of segments that gets “the latest sports updates of their favorite teams.”

5. Let’s map where this segment lives. Click on the “Maps” tab at the top.

6. Click on “Create Maps from Data” and then “Color-Coded Maps”

7. In the left navigation panel, click on “Browse all variables”

8. Click the big arrow on the right to see the next page of variables

9. Click on the “Tapestry” icon

10. Since we know our segment’s name, we can use the text box to search for “Middle Ground”. Type in “Middle Ground” in the text box.

11. Click on “2016 Tapestry Market Segmentation (Households)”

12. Click on “2016 Middle Ground Tapestry LifeMode Group L8 Households (Esri)”

13. You now have a map of where the most Middle Ground households live. Use the panel on the left to change the colors and legend to your preference
   a. Which state has the most Middle Ground households?
RKMA Market Research Handbooks

Directions:

2. RKMA includes reports on consumer segments in the “Consumer Marketing” report and a wide-variety of information on consumers in the “Consumer Behavior” report. Let’s find information on consumers of a particular industry, like fantasy sports. Click on “Leisure Business Market Research Handbook 2017-2018”.

3. Review the “Contents”. Find the “Fantasy Sports” section and go to that section.
   a. Tip: Try the Ctrl + F to find where “Fantasy Sports” appears in the document

4. In the Fantasy Sports’ “Overview” section, how many people in the U.S. and Canada played fantasy sports in 2014?
   a. Which organization(s) supplied this information?

5. In the “Season-Long Fantasy Sports” section, which sports are the most popular for fantasy sports?
   a. Which organization(s) supplied this information?

6. Go back to the RKMA homepage. Click on “Consumer Behavior 2017-2018”.

7. Go to the section, “Part XII: Segmentation”

8. Select one segment (college students, consumers with disabilities, families with children, male consumers, fathers, etc.).
   a. What consumer insights did you discover?
Statista

Directions:
   a. Note: If you are on campus, you can go to statista.com

2. Let’s find charts about fantasy football. In the main search box, type in “fantasy football”
   a. How many results do you have?

3. Click on the chart “Participation in fantasy football in the U.S. 2013”
   a. Which age group has the highest percent of people who participate in fantasy football?
   b. Who collected this data?

4. Download the chart as an Excel file. Click on the “Excel (XLS)” on the left.

5. Go back to Statista. On the left, create a citation in any style (preferably the one you will use for this class). Copy and paste the citation anywhere in the Excel file to reference at a later date.

6. Go back to Statista. Scroll down to review the related charts and reports. Feel free to open any that interest you.

7. Since there weren’t many results for the search, “Fantasy Football”, at the top of the page, search for “Fantasy Sports”
   a. How many results do you have?

8. Scroll down until you see the study called, “Proving TV Is No Gamble” and click on it
   a. When was the report published?

9. Review the report by clicking on “Download report”
   a. What percent of DFS players are 25-30-years-old?

10. Go back to Statista. You can browse reports and charts by industry. At the top, click on “Industries”.

11. On the right, click on “Sports & Recreation”

12. Browse the content on this page
   a. What type of information (charts, reports, etc.) does Statista have on sports & recreation?
Warc
Directions

   a. Note: If you are on campus, you can go to warc.com

2. Warc has thousands of marketing case studies. Look up a case study on sports and millennials. At the top, click on “Case Studies” and “Case Finder”

3. Click on “Industry Sectors”
   a. Click on the triangle next to “Leisure & entertainment”
   b. Check the box next to “Sports”

4. Click on “Countries & Regions” and click on “North America”

5. Click on “Target Audience”
   a. Under “Life Stage”, check the box next to Millennials & Youth

6. Click “Find Cases” on the right

7. Review the results list and use the left navigation panel to refine the results further. Click on any report
   a. What kind of information is in your case study?
   b. What consumer insights did you discover?
   c. If you want to download the report as a PDF, find the three blue squares under the gray box and click on the middle square with a piece of paper

8. You can also search by keywords. In the search box at the top, type in “Fantasy sports” and search.
   a. How many results do you have?

9. Narrow down the results to current information and the United States. Use the navigation panel on the left to change the date range from 2006-2016, and under “Country”, click on “United States”.
   a. How many results do you have?

10. Click on any article that interests you
    a. What year was your article written?
    b. Does your case study have an author listed? Who wrote your case study?
Simmons OneView
Starting Out and Setting Up

2. Click “Proceed”
3. Name your Crosstab “Fantasy Sports”
4. Click the box to “Use Question Text along with Answer Text”

Building a Consumer Segment

Build your consumer segment by selecting variables and combining them together. In this example, we are going to build a consumer who is interested in fantasy sports. The consumer segments go into the “Columns box”.

5. The box on the left with folder contains the variables. Let’s make a consumer that participates in fantasy sports. Scroll down until you see a folder called “INTERNET” and click the triangle to open the folder.
6. Open “ONLINE ACTIVITIES”
7. Click on “ONLINE ACTIVITIES-USED/VISITED LST30 DAYS” which means activities people have performed the last 30 days.
8. The box to the right of the variables should now contain online activities. Find the answer “PLAY FANTASY SPORTS”. Click and drag it to the “Columns” box (to the right).
9. In case the fantasy sports segment is too small, let’s combine it with more variables. Click and drag “Play Fantasy Sports” down to the large, white rectangle below.
10. Click in the rectangle where you just added “Play Fantasy Sports” and click “OR”
11. Also under “ONLINE ACTIVITIES-USED/VISITED LST30 DAYS”, find “FOLLOW SPORTS NEWS” and click and drag it to the white rectangle. We have now said we want people who play fantasy sports and follow sports news.
12. We are going to add two more variables, connecting them with “OR”. Add an “OR” Make sure you have after the last variable in the white rectangle.
13. The two variables are in this folder path: ENTERTAINMENT/LEISURE → SPORTS INTEREST → SPORTS INTEREST-LAST 12 MONTHS → NATIONAL FOOTBALL LEAGUE (NFL)
14. Click on “VERY INTERESTED”. Hold the Shift key and click on “SOMEWHAT INTERESTED”. Both should be selected. Click and drag the two variables to the white rectangle.

15. When asked “Add Multiple Items”, select “OR All Items” because we want people who are very interested or somewhat interested in the NFL.

16. Change the name above the white rectangle to “Play fantasy sports, follow sports news, very interested or somewhat interested in the NFL”.

17. Click on “Move to Columns” (button under the white rectangle).

Segmentation Solutions and Mosaic Segments
Simmons provides pre-made segments under the folder titled “SEGMENTATION SOLUTIONS”. It includes Mosaic segments, retail shopping segmentation, food lifestyle segments, and more.

Definitions for segments can be found by googling the name of the segment, or found in Simmons One View:

18. Click on the “Resources” tab (upper right corner)
19. Click on “Survey Methodology” (at the top)
20. Under the “Segmentation Guides” box, click on a segment and then click on the “Download” button
21. Save the file and open it
22. For Mosaic segments, there’s a pdf book, or a link that takes you to the Mosaic Segmentation Portal: http://www.segmentationportal.com/us
   a. In order to use the portal, first create an account here (take 24-48 hours): http://www.experian.com/marketing-services/mosaicportal.html
   b. Enter you name, company (Texas A&M University), title (student), email (TAMU email), and relationship with Experian (Hitwise and/or Simmons Client)
Adding Variables
We have added our segment to the chart and now we will add any variables, characteristics, and questions we want to know about our segment to the rows. Let’s look at age and attitudes about media.

23. Open “LIFESTYLE (DEMOGRAPHICS)” (second folder from the top)
24. Open “DEMOGRAPHICS (PERSONAL INFORMATION)”
25. Click “AGE”
26. Scroll down until you get to “18-24”. Click and drag it to the rows.
27. Scroll up until you see “25-29” and identify the age “75+”. Click on “25-29”. Hold the Shift key and click on “75+”. This should have selected all the items between 25-29 and 75+.
28. With all the items selected, click and drag to the “Rows” box
29. In the variables box (or folders, characteristics...), open “LIFESTYLE STATEMENTS”
30. Scroll down to “ATTITUDES/OPINIONS – MEDIA” and open the folder
31. The “agree a lot”, “disagree a little”, etc. indicates how much someone agreed or disagreed with the statement. We want to see how many people said they “agree a lot” or “agree a little” to the statements, so click on “ATTITUDES (MEDIA) – ANY AGREE”.
32. We want to add all these questions to the rows. Rather than individually clicking each item, click and drag “ATTITUDES (MEDIA) – ANY AGREE” to the rows after the last age item. Dragging this into the right spot in the rows box can be a bit tricky.

Tip: Too much information in the rows will make it harder to analyze your report. Try running multiple reports with each report a different theme. For example, one report contains all TV shows, another report contains demographics, etc.

Running the Report
We have added our segment to the columns and the information we want to know about them to the rows. Let’s run the report.

33. In the upper right corner, click “Run Crosstab”
34. First, check the data to see if it is reliable. Any numbers with an asterisk next to it is unreliable because not enough people fit your consumer segment. In this report, some of the data in the consumer segment of people who play fantasy sports has asterisks. Do not use data that has an asterisk.
35. You can view your data in this view, or you can use “Private Eye” and look at one segment at a time. Click on “Private Eye” at the top left.
36. Change the “TOTAL” drop down box to the second consumer segment we made, “Play fantasy sports, follow sports news, very interested...”

37. The benefit to this view is you can organize the data in ascending or descending order.

Analyzing the Data
Now we need to analyze the report. Here are some tips to help you understand the data.

38. Click “Highlight & Filter” at the top

39. The index is a key metric you will use to analyze this report. Make indices higher than 110 stand out. Select “Index” and “Greater Than”. In the “Value” enter “110”.

40. Select “Highlight Matching cells in Result”. Deselect “Text Color” and check “Cell Color”.

41. Change the “Cell Color” to a green shade or another color of your choice

42. Click “Add New Rule”

43. Click “OK”

44. Clicking on the triangles next to “Vertical %”, “Horizontal %”, “Index”, etc. will organize the data and ascending or descending order.

45. But what does this data mean?

- The “Total” segment is everyone who was surveyed. The “Play fantasy sports, follow sports news, very interested...” is the consumer segment we created and are analyzing.

- **Sample**: The number of people who took the survey who meet both the row and column criteria. Of the people who took the survey, 386 are adults who play fantasy sports, or follow sports news, or are very interested or somewhat interested in the NFL, and are 35-39-years-old.

- **Weighted (000)**: Expressed in thousands, the projected number of people in the U.S. who meet both the row and column criteria. Of all the people in the U.S., 12.112 million adults who play fantasy sports, or follow sports news, or are very interested or somewhat interested in the NFL, and are 35-39-years-old.

- **Vertical %**: Percent of the column reached by the row. Of all the adults who play fantasy sports, or follow sports news, or are very interested or somewhat interested in the NFL, 10.5% are 35-39-years-old.

- **Horizontal %**: Percent of the row reached by the column. Of all the respondents who are 35-39-years-old, 56% of them are adults who play fantasy sports, or follow sports news, or are very interested or somewhat interested in the NFL.

- **Index**: The likelihood of the target to meet a specified criteria, expressed in relation to the base (100=average). Shows how more likely (above 100) or less likely (lower than 100) the consumer group is agree to the statement. Of all the adults who play fantasy sports, or follow sports news, or are very interested or somewhat interested in the NFL, they are 16% more likely to be 35-39-years-old, than the U.S. adult population overall.
Tip: The Vertical %, Horizontal %, and Index and the key metrics. This is where you find a “story”.

Saving the Data
46. Click “Export” at the top

47. Click the format you prefer. Most people use “Excel 2007 / Mac Excel 2008 and later”.

More Help:
• In Simmons OneView, click on the “Resources” tab at the top
• Search Google and YouTube for “Simmons OneView” for tutorials and guides (like the one below under “Citation”
• Contact Tom Sullivan, Business Librarian: tdsullivan@library.tamu.edu, (979) 845-2902

Citation:
Columbia University. “Simmons OneView.”
http://library.columbia.edu/content/dam/libraryweb/locations/business/simmons_userguide.pdf
Evaluate and Present

It’s important to evaluate a database and the information in it to understand if the information is valid and reliable. Using the 5-Ws and H method, evaluate your resource by answering the following questions the best you can. Not all questions will be applicable to your database. You can use the directions provided above in your analysis and presentation.

**Who** created this database? Who wrote the article or report, or who published the data? Is the organization/person credible?

**What** kind of information is in this database?

**When** was the data, report, or article written?

**Where** can I access the database?

**Why** would you need this database and information?

**How** do you use this database?