



# SIMMONS STUDY OF MEDIA AND MARKETS (SMM) in Print

## HOW TO USE

### Location: REF HF 5415.3 .S78

The 1994 edition was the last to be made available in print. The most recent *Simmons Study* is available on CD-ROM in the Jerome Library Reference Area. Ask at the Reference Desk for assistance.

### What Is SMM?

**SMM** is a national marketing survey of over 22,000 people, age 18 or older, from which data are statistically projected to the rest of the U.S. population. Since survey responses reveal a great deal about buying patterns, product use, brand use, and media exposure, survey results are presented in both Product Volumes (P-1, etc.) and Media Volumes (M-1, etc.).

### Page Format of SMM

③ EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED

④ (ADULTS)

	⑥ TOTAL U.S. '000	⑧ CLEAR EYES				⑧ MURINE				⑧ VISINE			
		A	B	C	D	A	B	C	D	A	B	C	D
		%	%	%	INDX	%	%	%	INDX	%	%	%	INDX
		DOWN	ACROSS	ACROSS		DOWN	ACROSS	ACROSS		DOWN	ACROSS	ACROSS	
TOTAL ADULTS	161656	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
MALES	78156	2241	44.4	2.9	94	10701	46.3	14.1	96	18512	43.8	24.3	93
FEMALES	85500	2801	56.6	3.3	105	12432	53.7	14.5	102	23714	56.2	27.7	106
18-24	28444	699	13.9	2.5	79	3435	14.8	12.1	84	8208	19.4	28.9	110
25-34	37754	1429	28.3	3.8	121	5941	25.7	15.7	110	11002	26.1	29.1	112
35-44	26345	747	14.8	2.8	91	3803	16.4	14.4	101	7551	17.9	28.7	110
45-54	22808	808	16.0	3.6	115	3019	13.1	13.4	93	5418	12.8	24.0	92
55-64	21811	567	11.0	2.6	82	3357	14.5	15.4	108	4902	11.6	22.5	85
65 OR OLDER	24695	802	15.9	3.2	104	3579	15.5	14.5	101	5145	12.2	20.8	80

⑤ ↑

1. Identification of the SMM volume: volume P-25 covering Health Care Products and Remedies.
2. Page number within volume P-25.
3. Title of this table explaining what data are shown.
4. Identification of the group of survey respondents featured on this table (adults as opposed to males, females, mothers, etc.).
5. Row headings showing demographic groupings.
6. Column listing data for the whole U.S. population.
7. Columns listing product usage data.
8. Box heading identifying the data presented in columns A-D of that "box" (usage level, product type, brand, or media exposure).

## How To Read SMM

### Column A

Reading across from the row heading "females" to column A under Murine, there are 12,432,000 females in the U.S. who use Murine. Reading down, of the total users of Murine, 12,432,000 users in the U.S. are female.

EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED  
(ADULTS)

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	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	161656	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
MALES	78156	2241	44.4	2.9	94	10701	46.3	14.1	96	18512	43.8	24.3	93
FEMALES	85500	2801	56.6	3.3	105	12432	53.7	14.5	102	23714	56.2	27.7	106

### Columns B and C

Percentages listed in column B or column C under any product, brand, or usage category **must be read in the direction suggested by the cue "down" or "across"** in order to interpret correctly what is being compared to what. See the following.

EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED  
(ADULTS)

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	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	161656	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
MALES	78156	2241	44.4	2.9	94	10701	46.3	14.1	96	18512	43.8	24.3	93
FEMALES ②	85500	2801	56.6	3.3	105	12432	53.7	14.5	102	23714	56.2	27.7	106

Annotations: ① points to the 'MURINE' header; ② points to the 'FEMALES' row. A 'DOWN' arrow points from the 'MURINE' B% cell to the 'FEMALES' B% cell. An 'ACROSS' arrow points from the 'FEMALES' B% cell to the 'FEMALES' C% cell.

### Column B % Down

Reading down from the category "Murine Users" and over from the row heading "female," we see that 53.7% of all Murine users, slightly more than half, are females.

Calculation: 
$$\frac{12,432,000 \text{ female Murine users}}{23,133,000 \text{ total Murine users}} = 53.7\%$$

We might also wish to know what percent of adult females use Murine eye drops compared to other brands. To determine that, we must read a percentage from column C under each brand.

## Column C % Across

EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED  
(ADULTS)

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	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE			
		A	B	C	D	A	B	C	D	A	B	C	D
	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS	161656	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
MALES	78156	2241	44.4	2.9	94	10701	46.3	14.1	96	18512	43.8	24.3	93
FEMALES	85500	2801	56.6	3.3	105	12432	53.7	14.5	102	23714	56.2	27.7	106

Reading across from the row labeled "females" and stopping in column C under each brand, we see the following use patterns:

**CLEAR EYES** - 3.3% of U.S. females use Clear Eyes

Calculation:  $\frac{02,801,000 \text{ female Clear Eye users}}{85,500,000 \text{ females in the U.S.}}$

**MURINE** - 14.5% of U.S. females use Murine

Calculation:  $\frac{12,432,000 \text{ female Murine users}}{85,500,000 \text{ females in U.S.}}$

**VISINE** - 27.7% of U.S. females use Visine

Calculation:  $\frac{23,714,000 \text{ female Visine users}}{85,500,000 \text{ females in the U.S.}}$

Thus, among these three brands, Visine has the largest share of the female market for eyedrops.

## Column D

The last column under each category, Column D, is neither a raw number nor an ordinary percentage figure. It is an index showing movement above and below the fixed point 100, which is average. An index score of 102 in column D under the brand Murine means that Murine users are 2% more likely to be female than the rest of the U.S. population.

EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED  
(ADULTS)

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	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE			
		A	B	C	D	A	B	C	D	A	B	C	D
	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS	161658	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
MALES	78158	2241	44.4	2.9	94	10701	46.3	14.1	96	18512	43.8	24.3	93
FEMALES	85500	2801	56.6	3.3	105	12432	53.7	14.5	102	23714	56.2	27.7	106

An index score of 125 in column "D" under Murine means that Murine users are 25% more likely to live in the south than the rest of the U.S. population. Thus, people living in the south are an important group to marketers of Murine. The company may plan parts of its marketing program (product design, product positioning, media schedules, and other elements) with this specific group in mind.

EYE DROPS & EYE WASH (NO-PRESCRIPTION) BRANDS USED  
(ADULTS)

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	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE			
		A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	161656	5042	100.0	3.1	100	23133	100.0	14.3	100	42226	100.0	26.1	100
NORTHEAST CENSUS	35834	590	11.7	1.6	53	3378	14.6	9.4	66	18512	43.8	24.3	93
NORTH CENTRAL	42212	1075	21.3	2.5	82	6167	26.7	14.6	102	23714	56.2	27.7	106
SOUTH	53634	2340	46.4	4.4	140	9622	41.6	17.9	125				
WEST	29976	1038	20.6	3.5	111	3966	17.1	13.2	92				

Calculation:  $\frac{17.9\% \text{ Southerners using Murine}}{14.3\% \text{ U.S. Adults using Murine}} = 125$       Index      125  
 -Avg.       $\frac{100}{25\%}$

## How To Apply SMM To A Project

1. If you have defined your target market as current users of a product or brand, you will use **SMM** data to draw a profile of significant demographic and media exposure characteristics of your target groups. If there is a high concentration of users -- in a particular region, in a particular age range, or at a particular income level -- you will plan your marketing campaign to reach those people, having identified such concentrations through analysis of information in columns B, C, and D.
2. If you have defined your target market as non-users or potential users of a product or brand, you will draw your customer profile from characteristics in columns B-D showing low percentage numbers. Low percentages and index scores may indicate an unserved or poorly served segment of the market that could be a profitable "niche" for your company to serve.

K. Broughton  
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