

MRI-SIMMONS USA FAQs

PRODUCT OVERVIEW

MRI-Simmons' new converged national study, "MRI-Simmons USA," combines the best parts of MRI's Survey of the American Consumer, and Simmons' National Consumer Study. The resulting study provides marketers, media, and agencies with the most comprehensive and accurate consumer truth set.

DATA COLLECTION

SAMPLING:

How do you choose who is in the study?

- The gold standard (and proven) sampling methodology is probabilistic and address-based. By design, it ensures all adults (18+) in the US have a known chance of being selected to participate in a survey.
- The MRI-Simmons sampling process begins with a comprehensive database of all household addresses provided by the US Postal Service. We oversample in Top 11 DMAs and among households identified as likely to be Black or Hispanic.
- Our sample design allows only one randomly selected respondent per household. Households are pre-designated male or female to help maintain optimal demographic distribution. If there is no adult in the home of the pre-designated gender, a respondent is chosen randomly from the opposite gender household member(s).

What is probabilistic sampling?

- Probabilistic sampling is defined as a sampling technique in which researchers choose sample from a larger population using a method based on the theory of probability. For a participant to be considered as part of a probabilistic sample, he/she must be selected using a random selection. The most critical requirement of probabilistic sampling is that everyone in your population has a known chance of getting selected.

Why is probabilistic sampling so important?

- Probabilistic sampling creates a set of respondents designed to provide an unbiased estimate of measurable variables (like demographics, behaviors, and attitudes) and enables MRI-Simmons to make inferences about the population based on the rich set of data collected about the consumer.
- Importantly, this gold standard approach can use several modes of making initial contact with potential respondents (ranging from in-person, mail, or phone), and allows for flexible follow-up channels as well – including online surveys with these pre-identified respondents.

How is probabilistic sampling different/better than opt-in panels?

- Whereas opt-in panels rely on a same set of available respondents many times, probabilistic address-based sampling requires a researcher to proactively reach out to potential respondents at random every time a study is fielded. When carried out across tens of thousands of respondents (as MRI-Simmons does many times a year), this approach also allows marketers to examine granular slices of the market without compromising the stability of insights.

MRI-SIMMONS USA FAQs

DATA COLLECTION

What will be the sample size of the MRI-Simmons USA study?

- Approximately 30,000 per year.

MODE

How do you collect data?

- MRI-Simmons USA will be a combination of in-person personal interviews focusing on demographics, media behaviors, and attitudes, followed by an in-depth self-administered survey on product usage, leisure activities, and psychographics.
- **During the COVID-19 pandemic**, the health and safety of our interviewers and respondents is a critical concern; for this reason, we are currently collecting the demographic/media portion of our data using an online instrument, along with our probability-based sample. The online survey is one we have been testing for more than three years. We will continue testing a variety of additional methodologies along with refining in-person safety protocols in order to get back into field for in-person interviews as soon as feasible.
- **Post COVID**, we plan to use a mix of in-person and online personal interviews, with the online portion meant to supplement difficult to reach neighborhoods/households and increase sample size.

How do you collect and weight the sample?

- Both in-person and online samples are address-based probability samples.
- We employ the same male/female pre-designation and a similar random selection procedure used in-person. **Most importantly, the study uses a strict probability sample; it does not use an on-line convenience panel at all.**
- The sample is sample balanced to the same demographic variables used in the in-person procedures and includes an additional target for cell phone-only households.

How is the online survey different from the in-person interviews?

- The on-line survey was developed over 3.5 years and was designed to mirror the in-person survey instrument as closely as possible. Although the on-line mode necessitated changes in survey presentation, testing has shown media results closely parallel in-person findings. We have shared these results with the Media Rating Council and with our clients.

In what circumstances will MRI-Simmons ascribe data?

- MRI-Simmons USA is collected in two parts, the demographic/media survey, followed by the product questionnaire. Data from the demographic/media survey (whether by personal interview or online) is never ascribed. For those respondents who do not complete a product booklet questionnaire, we will ascribe product booklet responses from those completing this part of the study. In these cases, we ascribe the entire booklet set of responses to maintain relationships between and among variables.

MRI-SIMMONS USA FAQs

DATA COLLECTION

In what circumstances will MRI-Simmons ascribe data?

- Ascription is a commonly accepted technique using a variety of different behavioral and demographic variables to carry out the matching process linking donors and recipients. Our ascription process is included in the audited, accreditation review by the MRC each year.

WHO IS BEING INTERVIEWED WITHIN EACH HOUSEHOLD?

Will you be surveying everyone in the household or just one adult?

- Currently, we are interviewing one randomly selected adult in each household so that we can maximize the number of HHs in the sample.

How will you be surveying kids and teens in the household?

- We recontact the household with a survey for kids and teens after the adult survey is complete.

ACCREDITATION

Are you going to continue to receive MRC Accreditation?

- We are working diligently with the MRC and auditors to review all our processes, methodology, and reporting for MRI-Simmons USA. We collaborate closely with the MRC, and we are committed to participating in and continuing the accreditation process going forward.

TIMING OF MRI-SIMMONS USA

What is the survey period covered by MRI-Simmons USA?

- It will be an ongoing 12-month survey.
- Each 12-month survey will consist of two 6-month waves of data.
- Fielding of the first wave of MRI-Simmons USA began in November 2020 and runs through May 2021.

When will the first MRI-Simmons USA data be released?

- The first release will be in June 2021.

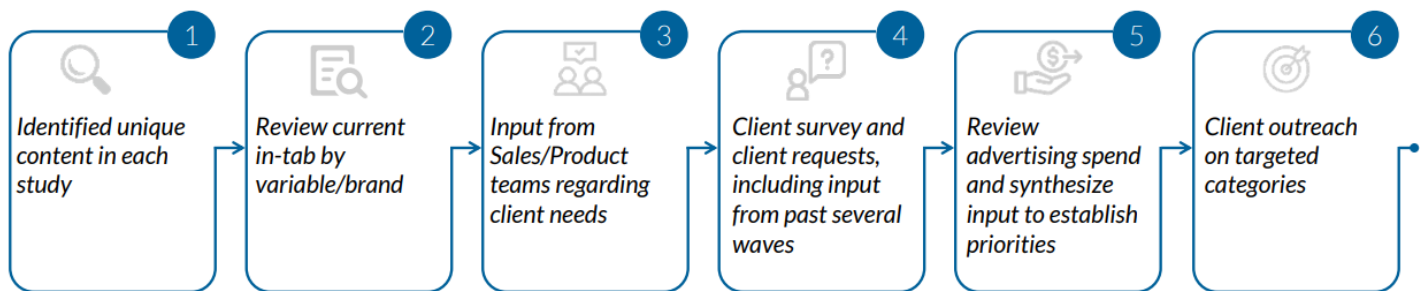
MRI-SIMMONS USA FAQs

QUESTIONNAIRE

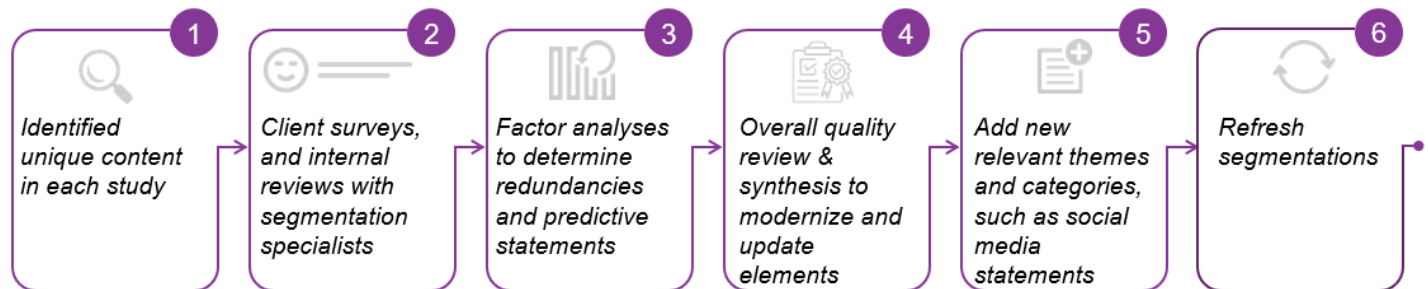
What changes are you making to the questionnaire?

MRI-Simmons USA will have the best of both the MRI and Simmons National studies.

- **Category/Product-Level Data** - In terms of **category** and variable-level content, here are the steps that were taken:



- **Psychographic Data** - here are the steps that were taken:



When will these be available for clients to see?

- Clients who are interested in seeing the revised studies should contact their Sales representative.
- We plan to make the surveys available to all clients through the MRI-Simmons Insights Resource platform in February.

What has been added to the MRI-Simmons USA study from an MRI perspective and from a Simmons perspective?

- We have created documents that show “what’s new” from each perspective. The links are below:
 - [What’s New for MRI Clients](#)
 - [What’s New for Simmons Clients](#)

MRI-SIMMONS USA FAQs

QUESTIONNAIRE

How many psychographic statements are there?

- There are over 1,800 psychographic and lifestyle statements, including 980 psychographic statements and 847 lifestyle items.

Where can we get more information on psychographic statements are in MRI-Simmons USA?

- A new Psychographic Sourcebook for clients only is forthcoming. This Sourcebook will be updated twice a year, as the booklet changes are made.
- The initial version of this will be available via the MRI-Simmons Insights Resource page in March 2021, with the new converged psychographic and lifestyle measurements. Segmentations will be added once they are created.
- MRI-Simmons USA psychographics will generally use a 4-point scale (Agree Completely/Agree Somewhat/Disagree Somewhat/Disagree Completely) that helps with discrimination by encouraging respondents to take a positive or negative position

What are the categories for the psychographic statements?

- Advertising and Media
- Community, Politics, Environment, and Attitudinal
- Fashion and Shopping
- Finance
- Health and Nutrition
- Sports and Leisure
- Technology and Social Media
- Travel and Transportation

What will the new segmentations be?

- All the existing categories of segmentations will continue to exist. They will be updated and aligned into segmentations for each category with new data science. In addition, we will add one new segmentation focusing on social media.

COVID-19 IMPACTS

Do you plan to return to in-person interviewing?

- The intention is to return to in-person interviewing as soon as it is safely possible.
- As part of our innovation, we are exploring new technologies to capture personal interviews in new ways including Central Location Testing and Video Personal Interviews.

MRI-SIMMONS USA FAQs

TRENDING

How will we be able to trend the new study with what we had before from MRI or Simmons?

- As the MRI and Simmons studies have converged, there will necessarily be some changes in measurement language, time periods, etc., compared to the study you have historically accessed. In some cases, this will result in a break in an expected, historical trend.
- To assist you in the transition, MRI-Simmons will create and share a mapping document that will give guidance regarding the types of changes you may find in the study and how to interpret them from both an MRI and a Simmons perspective. More details will be forthcoming.
- MRI-Simmons has also provided a commentary overview with the Spring and Fall 2020 demographic/media reports. This commentary gives context and insight into consumer media consumption in recent months, by comparing data collected before and during the pandemic.

If a statement that I used was deleted from the new study, how can I find an appropriate statement to substitute for it?

- We are building a psychographic statement mapping document to help clients navigate the new set of psychographics and plan to make that available to clients in March 2021.
- In some cases, there may be a similar statement brought over from one study or the other or a new statement added to the converged study that will be a suitable replacement. Your Client Service representative, Account Manager, or Solutions Architect is also a good resource for this.

DATA PLATFORMS

Will the converged study run in both the MEMRI and Insights platforms?

- Yes

Will both platforms remain available to clients?

- Yes

RELEASE SCHEDULES

When is the first study release for the converged study, MRI-Simmons USA?

- The Spring 2021 MRI-Simmons USA will be released in June 2021

Will Demographics/Media and Product data be released at the same time or separately?

- At the same time

MRI-SIMMONS USA FAQs

QUARTERLY RELEASES: USA

What is the cadence of quarterly MRI-Simmons USA releases?

- Winter: March
- Spring: June
- Summer: September
- Fall: December

Will there be 6-month and full-year releases?

- You will be able to look at the most recent wave (6 months) of data in the accredited datasets of Spring and Fall via a toggle in the software platforms.

ADDITIONAL STUDY DETAILS

LOCAL

How will you be releasing local data?

There will be multiple views of the converged MRI-Simmons data released to clients:

- MRI-Simmons Market-by-Market – provides a view of data at the DMA level.
- MRI-Simmons Local – provides the ability to drill down to the ZIP code level or create custom geographic views of the data.
- MRI-Simmons Local Market Report - provides native data for the top markets.

KIDS/TEENS/YOUTH

What is the cadence on Kids/Teen/Youth releases?

- The NCS Kids/Teen/Youth studies will be released in March 2021.
- Following that we will create a converged MRI-Simmons Teens, Youth, and 12+ study for release in November 2021 along with the MRI Kids study.
- We are assessing options to continue to produce two studies annually starting in 2022.

FUSIONS

Do we anticipate any delays for the Spring 2021 fusion studies or release of data to the third parties for integration?

- No delays are anticipated.
 - Nielsen/Nielsen Media Impact: monthly Nielsen updates only on the Spring and Fall MRI-Simmons USA studies
 - Comscore: monthly Comscore updates on the Winter, Spring, Summer, and Fall MRI-Simmons USA studies.
 - Helixa: once a year based on the Spring MRI-Simmons USA studies.

MRI-SIMMONS USA FAQs

DEDICATED SOLUTIONS/CUSTOM WORK

How will the converged study impact clients' proprietary segments using earlier targets set up in either MRI or Simmons? For example, if linkage questions were not carried over, will there be a map of similar questions to the converged study so clients can use/rebuild segments, or the same/similar predictive models can be used?

- Yes, there will be a map. The Solutions Architects and Stats team will work with clients to determine which statements will be used for updating segmentations.

TRAINING

What kind of training options will there be?

- Data training and platform training options will be forthcoming as the data becomes available in the second half of 2021.

MRI-SIMMONS USA FAQs

2021 SCHEDULE OF RELEASES

MRI-Simmons 2021 Release Schedule		
Current as of: 2/8/2021		
January	February	March
	Simmons NCS/NHCS Fall 2020	MRI Fall 2020 (W82/83)
		Connect (MRI F20 and NCS F20)
		Simmons Kids (F20)
		Simmons Teens (F20)
		Simmons 12+ (F20)
		Simmons 2-Year (F20)
		March Retail Trends (NCS F20 & MRI F20)
		Podcast (MRI F20)
April	May	June
Simmons Youth (F20)	MRI Custom Cable 2 Year	MRI-Simmons USA Spring 2021 (W83/84)
MRI Custom Cable 1 Year	Digital Life (F20 NCS)	MRI Accumulation Study
April Cord Evolution (MRI F20)	MME (F20 NCS)	MRI Ad Measure/Issue Specific
Cannabis (MRI F20)	Content Drivers (MRI F20)	LGBT & Gender Identity (NCS F20)
April COVID-19 (MRI F20 & NCS F20)		
July	August	September
Segmentations for MRI-Simmons USA (Sp21)	MRI-Simmons Doublebase Sp21	MRI-Simmons USA Summer 2021
MRI-Simmons Connect (Sp21)	Podcast (Sp21)	September COVID Tracker (Su21)
July COVID-19 (Sp21)	August Retail Trends (Sp21)	Content Drivers (MRI Sp21)
July Cord Evolution (Sp21)		
July Sports Fan Study (Sp21)		
October	November	December
MRI-Simmons Connect Su21	MRI-Simmons Market by Market (Sp21)	MRI-Simmons USA Fall 2021
Digital Life (Sp21)	MRI-Simmons Local (Sp21)	Accumulation Study
LGBT & Gender Identity (Sp21)	MRI-Simmons Local Market Report (Sp21)	Ad Measure/Issue Specific
	MRI-Simmons Kids (Sp21)	MME (Sp21)
	MRI-Simmons Parents (Sp21)	
	MRI-Simmons Teens (Sp21)	
	MRI-Simmons Youth (Sp21)	
	MRI-Simmons 12+ (Sp21)	
	November Cord Evolution (Su21)	
	November Sports Fan Study (Su21)	
	November COVID Tracker (Su21)	

Note: (Season Year) indicates to which study the data is appended.