



Database Guide

Choices 3

Introduction

Choices 3 is a CD-ROM version of Simmons National Consumer Survey (NCS) database that incorporates detailed data on consumers' buying and media behavior patterns. All data is based on responses of adult population (18+ years) from over 30,000 U.S. households to Simmons surveys. Using Choices 3, market researchers and advertisers can create demographic and psychographic profiles of consumers to determine target customer base and the best advertising media for their products.

Scope

The latest CD available in Jackson library contains data for spring 2006.

Access

- Available at Jackson Library workstation **27C**
- Click the **Choices 3** icon on the Desktop screen

Help

- Click on **Help** from the top menu bar on any page or click the Help icon  from the top icon bar.
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu.
- For technical problems, email to rcc-action@gsb.stanford.edu.

Features

The **research objectives** for using Choices 3:

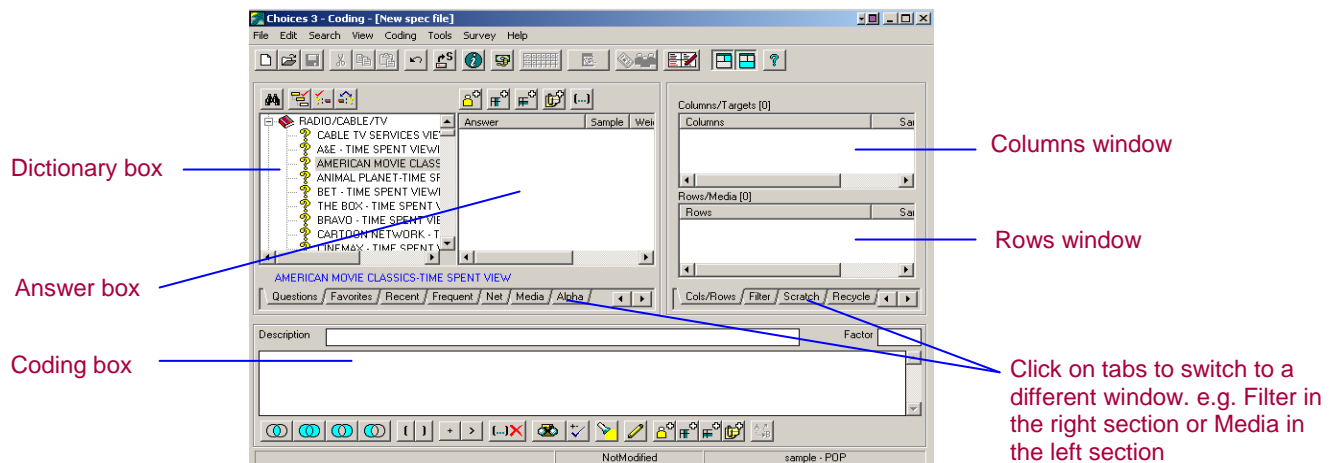
- To create customized crosstab reports for a wide variety of products and consumers' demographic and lifestyle profiles (age, sex, marital status, household, education, public activities etc.)
- To create crosstab reports for consumers' demographic characteristics and their media habits (such as reading certain newspapers and magazines, watching particular TV channels, listening to specific radio stations etc.)
- Using advanced features to refine data to great detail and to build reports for trends and "what if..." scenario

The **limitations** of Choices 3:

- Data coverage on the latest available CD does not include the newest products, markets, and media titles

Creating a Crosstab Report

In the opening screen, called Coding screen, you can create a Spec file by selecting components for columns, rows, and filters to be used in your crosstab report. The figure below shows Choices 3 Coding screen and its main areas.




By clicking on the tabs under the Dictionary box and the Columns/Rows window, you can display other windows on the Coding screen, e.g. Filter window in the right section, or Media window in the left section.

To create a crosstab report, complete the following operations:

1. Select a survey.
2. Set-up columns, rows, and filters. (Setting filters is optional)
3. Add title to report and change columns and rows' headings. (Optional)
4. Run report.
5. View report in three available formats and interpret results.

The following sections give a detailed description of each step.

Step 1: Select a survey

- Click the **Change Survey** icon  from the top icon menu
- In a pop-up window, select data coverage and type of survey: POP (population) or HHLD (household). Some products and media are better searchable in POP, others in HHLD.

Step 2: Set-up columns, rows, and filters

Define components for columns, rows, and filters:

Columns - use columns for products and brands information

Rows - use rows for demographic or media data

Filters - use filters to create your customer base, e.g. subset Simmons universe that includes all population 18+ years by criteria of your choice, e.g. limit by age, sex, location, or by the combination of several criteria


To select items for columns, rows, and filters you will perform the following operations:

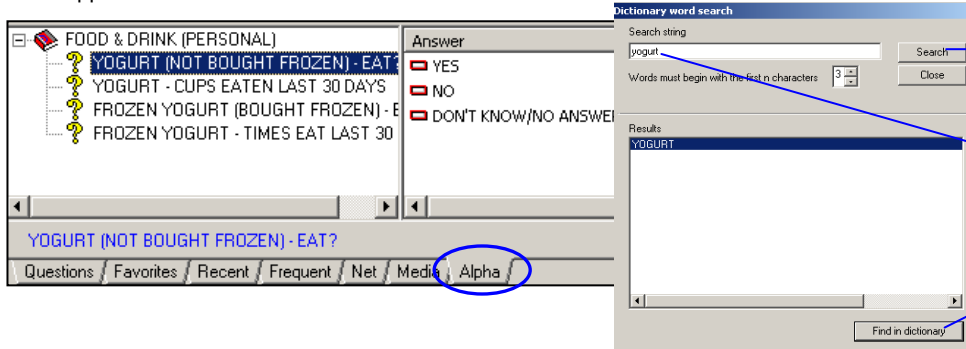
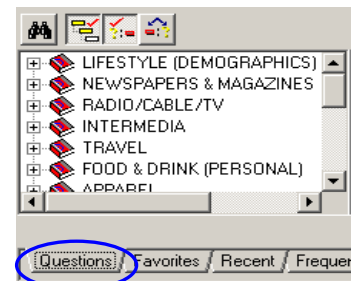
1. Find your search term, a question, in the Dictionary box and click on it. Once you have clicked on a question, all possible answers will appear in the Answer box.
2. In the Answer box, highlight the answer (for multiple selections hold **Ctrl** key) and move your selections to columns, rows, filters, or coding box. Perform this operation either from right-click mouse menu or from the icon tool bar above the Answer box, as shown below.






To illustrate steps on creating a crosstab report, we will use the sample search: *Find a number of men and women in New York who eat non-frozen yogurt.*

Find data in the Dictionary box using one of the following methods:

- Perform a simple menu-driven search by clicking the **+** sign in front of a category and then selecting a corresponding question from the submenu. The Dictionary box categories are displayed under **Questions** tab.
- Use Search function by clicking the  icon above the Dictionary box. Once you've clicked the icon, a new window opens:
 1. Type your search string in the text box, e.g. type **yogurt**. Click the **Search**.
 2. Highlight your search term and click the **Find in dictionary**. The Dictionary box, under the **Alpha** tag, will display only the categories where you can find your search word, e.g. Food & Drink (Personal).
 3. In the Dictionary box, click the **+** sign and select your question, e.g. **Yogurt (not bought frozen)-eat?** The answers will appear in the Answer box as shown below.





2. Click here to find all terms containing search string
1. Enter search string here
3. Click here to find results in the Dictionary box

4. Highlight **Yes** in the Answer box and then click the  icon. The item will appear in the **Columns/Targets** window in the right section. Click the **Questions** tab to return to the question categories in the Dictionary box.
5. In the Dictionary box, select **Lifestyle (Demographics) > Sex**.
6. In the Answer box, highlight **Male** and **Female** (hold **Ctrl** key) and then click the  icon. Both items will appear in the **Rows/Media** window in the right section.
7. In the Dictionary box, under **Lifestyle (Demographics)**, select **Top 12 DMAs**.
8. In the Answer box, highlight **New York** and then click the  icon. The item will appear in the Filter window in the right section under the **Filter** tab.

Step 3: Add title and change columns and rows headings (optional)

You can change columns, rows headings and assign a report title before you run the report. Alternatively, you may change headings after the report is created, by overwriting the system headings inside the cells of your crosstab report. To change headings, follow these steps:

- From the top icon menu, click the  icon (Edit Table). A new window will open where you can edit all items.
- Enter title in the **Title** box
 - Double click the heading, that you want to change. Enter a new heading in the text box of a Heading editor window. Click **OK**
 - To return to Coding window, click the  icon from the top icon menu

Step 4: Running crosstab report

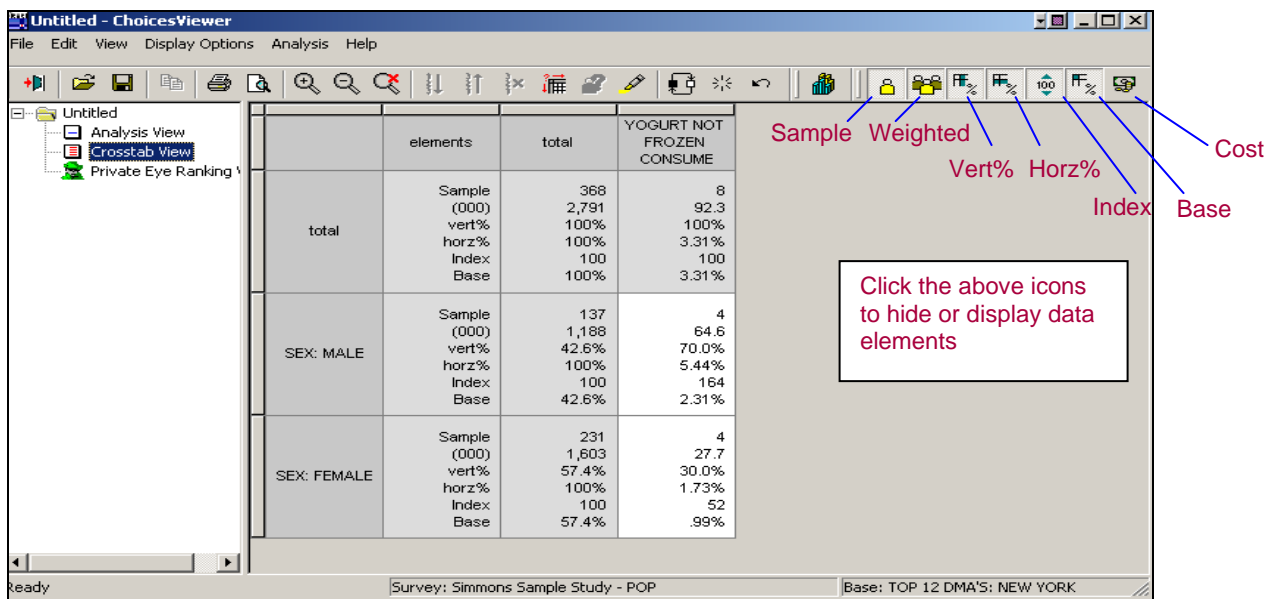
To run a crosstab report, click the  icon from the top icon tool bar

Step 5: Interpret report results

A completed report appears in a new screen, **Choices Viewer**. From the list of folders on the left, select the last **Untitled** folder to view your report in any of the three available formats:

- **Analysis View** - displays a single cell element at a time
- **Crosstab View** - displays multiple cell elements
- **Private Eye Ranking** - displays a single column at a time

By clicking the icons in the right corner of Choices Viewer you can hide or display data elements in your report. Simmons crosstab report provides the following data elements:



	elements	total	YOGURT NOT FROZEN CONSUME
total	Sample (000)	368	8
	vert%	2,791	92.3
	horz%	100%	100%
	Index	100	100
	Base	100%	3.31%
SEX: MALE	Sample (000)	137	4
	vert%	1,188	64.6
	horz%	42.6%	70.0%
	Index	100	164
	Base	42.6%	2.31%
SEX: FEMALE	Sample (000)	231	4
	vert%	1,603	27.7
	horz%	57.4%	30.0%
	Index	100	1.73%
	Base	57.4%	52.99%

Sample - the number of respondents to Simmons survey who met specifications of both rows and columns, e.g. 368 adults responded to question on non-frozen yogurt, out of which 137 are men and 231 are women.

(000)- the weighted (projected) number of adult population in the US who meet both specifications of rows and columns.

The number is calculated statistically. Add three zeroes (000) at the end, e.g. the 4 men represent the male population of 1,188,0002 in New York who eat non-frozen yogurt.

Vert % - Vertical % or Percent Down. The number of people expressed as a percent that meets specifications in columns (based on weighted counts), e.g. 70% of men and 30% of women in New York eat non-frozen yogurt.

Horz % - Horizontal % or Percent Across. The number of people expressed as a percent that meets specifications in rows (based on weighted counts), e.g. of the population in New York who eat non-frozen yogurt, 5.44% are men and 1.73% are women.

Index - indicates the likelihood, compared to the total population, of meeting the specifications of both columns and rows. The base number is 100. More than 100 indicates a higher probability, less than 100 indicates a lower probability, e.g. in New York, men are more likely (164) to eat non-frozen yogurt than women (52).

Base - the percentage of currently selected base/filter that the specific cell represents, e.g. total base of adult population in New York is 100%, out of which 3.31% eat non-frozen yogurt.

Cost - used for press titles as the rows.

NOTE: A single asterisk * means the projections are relatively unstable and should be used with caution.

A double asterisk ** means the results are from 30 or fewer respondents.

Running the media ranking report




Use this feature to determine the best advertising media for your selected demographics. Proceed with the following steps:

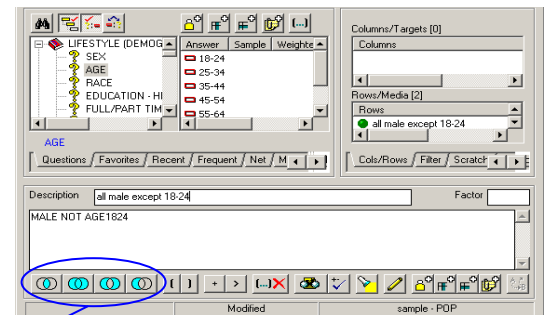
1. Select a new survey or from the top menu select **File > New**
2. In the Dictionary Box, select your demographic group from the **Lifestyle (Demographics)** category, and then highlight the items in the Answer box; add to columns.
3. In the Dictionary box, click the **Media** tab to select titles or in the Question box, select from the Media categories, e.g. **Newspapers & Magazines, Radio/Cable/TV** etc.
4. Select items in the Answer box and add to rows.
5. Click the **Run Analysis** icon then view and analyze results as described in the previous section.

Using the coding box

Using the Coding box, located at the bottom of the Coding screen, you can combine the answers from the Answer box with Boolean (logic), numeric, and comparison operators to create complex expressions to use for rows or columns components.


Example: From the male population, exclude those whose age is 18-24. Proceed with the following steps:

1. In the Dictionary box, select **Lifestyle (Demographics) > Sex**; in the Answer box, highlight **Male**, and then click the  icon from the icon tool bar above the Answer box. That will send the highlighted term to the Coding box.
2. Click the  icon below the coding box. That will add the Boolean connector "NOT" after the first expression in the Coding box.
3. Repeat step one for the age category 18-24.
4. Add description in the Description box (optional) and then click the  to add expression to rows.



Click these icons to insert logic connectors: AND, OR, XOR, NOT

Searching Tips:

- Search terms are not case sensitive
- When you do not find the best search term, switch between POP (population) and HHL (household) surveys
- For multiple selections in the Answer box hold a **Ctrl** key
- Click the Questions tab to return to the question categories in the Dictionary box
- To return to Coding window, click the  icon from the top icon menu

Print/Download

To print a crosstab report: From the top menu, select **File > Print**

To save a crosstab report in a spreadsheet, use **.csv** file format: From the top menu, select **File > Export Spreadsheet (CSV file)**

NOTE: To save a large report (several hundred columns), you might need to save it in parts as **.TXT** file format (tab delimited text file)

Documentation

Choices 3 User's Manual is available in hardcopy in the binder next to the terminal; the online manual can be accessed from the **Help** button.