

Simmons Choices 3

Step-by-Step Example Search



For this example report, we will investigate the habits of men and women with respect to soft drinks, specifically cola.

THE PEPSI CHALLENGE

RESEARCH QUESTIONS

What are the demographics of cola drinkers?
Are men or women more likely to drink Pepsi or Coca-Cola?

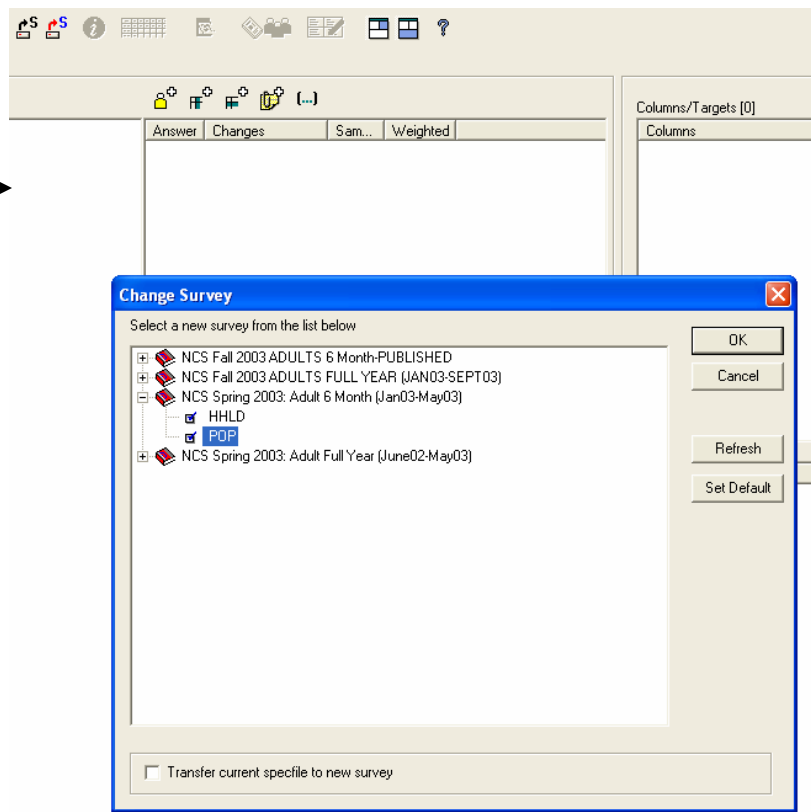
For our research, we are going to run two reports. One will contain the data on the female consumption habits and the other will include the statistics for the male population.

STEP 1
Open Choices 3.

STEP 2
Select Survey.

Click on the **Change Survey** icon, which opens a window. In the box, click on the + icon to the left of the desired survey name. Select **POP** (population).

Household would be used for products/brands less specific to an individual, such as cleaning products.



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STEP 3
Set up rows.

ROWS =
demographics/lifestyle

In the Dictionary Box, click on the + icon next to Lifestyle (Demographics) → the + icon next to Demographics (Personal Information) → Age. While holding the CTRL key, click on 18-24, 25-34, 35-44, and 45-54. Drag the selections to the Rows box to the right.

STEP 4
Set up columns.

COLUMNS =
products/brands

In the Dictionary Box, click on the + icon next to Beverages (Non-Alcoholic) → the + icon next to Regular Cola (Not Diet) → Regular Cola Brands - # Drinks Lst 7 Days. While holding the CTRL key, click on the four options for Coca-Cola Classic and the four for Pepsi. Drag the selections to the Columns box to the right.

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STEP 5
Set up filters.

Filters [1]
Filter
● DEMOGRAPHICS (PERSONAL IN...

Without this filter, the resulting data will include both male and female survey respondents.

Click on the Filters Tab at the bottom of the Columns & Rows boxes. In the Dictionary Box, click on the + icon next to Lifestyle (Demographics) → the + icon next to Demographics (Personal Information) → Gender. Click and drag Female to the Filters box to the right.

STEP 6 Run analysis.

Click on the Run Analysis icon to generate the statistics report.

STEP 6
Run analysis.

Use this icon to export the data to MS Excel.

Use this icon to return to the main Choices 3 screen.

Now it's up to YOU to determine the results.

			REG II AR COLA (NOT DIET) REGULAR COLA	REGULAR COLA (NOT DIET) REGULAR COLA	REGULAR COLA (NOT DIET) REGULAR COLA	REG II AR COLA (NOT DIET) REGULAR COLA	REGULAR COLA (NOT DIET) REGULAR COLA	REG II AR COLA (NOT DIET) REGULAR COLA	REG II AR COLA (NOT DIET) REGULAR COLA	REG II AR COLA (NOT DIET) REGULAR COLA
total	Sample (C00)	5,511	412	301	311	100	325	219	589	122
	vert%	107.565	100%	100%	100%	100%	100%	100%	100%	100%
	horz%	100%	9.54%	6.36%	18.5%	3.29%	7.61%	5.30%	12.0%	2.73%
	Index	110	110	110	110	110	110	110	110	110
	Base	100%	9.24%	6.00%	10.0%	3.29%	7.01%	5.00%	12.0%	2.70%
DEMOGRAPHIC S (PERSONAL INFORMATION) AGE: 18-24	Sample (C00)	428	50	29	89	10	55	20	57	21
	vert%	13.710	1.360	1.140	3.520	501	1.157	1,219	2,369	347
	horz%	12.7%	18.4%	16.7%	17.7%	17.0%	14.6%	21.4%	18.4%	28.8%
	Index	100%	14.5%	20.9%	20.2%	21.0%	24.9%	22.5%	17.3%	6.18%
	Base	110	152	151	159	153	115	158	145	95
	Base	12.7%	1.05%	1.00%	3.27%	.50%	1.11%	1.10%	2.20%	.79%
DEMOGRAPHIC S (PERSONAL INFORMATION) AGE: 25-34	Sample (C00)	751	52	22	140	55	50	59	79	30
	vert%	19.213	2.353	1.428	4.261	742	2,339	1,265	2,359	362
	horz%	18.0%	28.6%	20.9%	21.6%	21.0%	24.9%	22.5%	16.0%	22.5%
	Index	100%	15.2%	7.40%	22.2%	3.64%	10.6%	6.65%	10.7%	3.43%
	Base	100	159	116	120	117	139	125	89	125
	Base	18.0%	2.73%	1.33%	3.00%	.60%	1.00%	1.10%	1.1%	.62%
DEMOGRAPHIC S (PERSONAL INFORMATION) AGE: 35-44	Sample (C00)	1,161	100	66	301	55	60	55	147	30
	vert%	22.864	2.149	1.251	3.422	362	1,050	312	2,280	315
	horz%	21.4%	21.2%	25.6%	19.5%	16.5%	23.1%	15.8%	23.0%	17.5%
	Index	100%	9.46%	7.62%	16.6%	2.53%	6.22%	3.93%	12.9%	2.24%
	Base	100	59	120	51	77	108	74	108	62
	Base	21.4%	2.03%	1.63%	3.60%	.64%	1.76%	.84%	2.75%	.48%
DEMOGRAPHIC S (PERSONAL INFORMATION) AGE: 45-54	Sample (C00)	1,160	72	72	103	43	77	40	18	18
	vert%	19.762	1,557	479	3,840	755	1,535	355	2,122	18
	horz%	18.4%	13.0%	14.3%	17.5%	21.3%	18.8%	12.2%	16.0%	11
	Index	100%	6.77%	<5.5%	17.6%	3.62%	7.77%	3.51%	11	
	Base	100	71	78	55	116	102	66	21	
	Base	18.4%	1.24%	.51%	3.24%	.70%	1.43%	.65%		