



Introduction

Simmons Choices II is a large database of marketing-related data for the year 1998. This database is very expensive in the commercial marketplace, so the library buys recent rather than current data for a very substantial discount. The Simmons telephone help desk is not available to library rate purchasers, so the instructions are based on what the librarians have been able to learn about using the database.

Several functions are available for processing these data, but the one of use for most business projects is the cross tab. It is the only function that is described in this guide. The library staff continues to improve their knowledge of the Simmons system, and welcomes sharing of discoveries with our students and faculty.

To initiate the program, click the Start button, choose Programs, and then choose Choices II.

Building a Cross Tabulation :

Characteristics of Tums consumers

Across the middle of the screen you will see four radio buttons. The first three are used to build a cross tabulation.

Go to the Data Access box in the upper right corner of the Simmons screen to obtain data. You may enter a term into the search box and click Search, or click Dictionary and scan the categories that appear.

1. To focus the table on a product, click the "Bases" radio button. Only one data element should be chosen as the base.
 - Go to the Data Access area and type *tums* in the search box. Click Search.
 - The TUMS window will appear, and show "Ingestion Aids." Click "Ingestion Aids – Brand Summary"
 - The Answer Grid window will appear on the right. Scroll down to Tums and highlight this word.
 - Make sure the "Separate" radio button is highlighted, and click "OK."
 - Close both the TUMS and Answer Grid windows.
2. To enter one axis of the table, click the Columns/Targets radio button.
 - Click Dictionary in the Data Access area.

- In the Dictionary window, click Demographics and then click Sex.
 - In the Answer Grid, highlight Male and Female, click Separate, and OK.
 - In the dictionary box, click Age.
 - In the Answer Grid, click 22-24, 25-29, 30-34, and 35-39 (more if you wish). Click Separate and OK.
 - Close both windows.
3. To define the other axis of the table, click the Rows/Media radio button.
 - Click Dictionary in the Data Access area.
 - In the Dictionary window, click Radio Listening.
 - Click Radio Time Spent Listening.
 - Click Avg Weekday.
 - Click Avg Weekday 10AM to 3PM.
 - Highlight all time of day measures in the Answer Grid.
 - Click the Separate radio button and OK.
 4. To build the Cross tabulation:
 - Pull down the "Function" tab and choose "Crosstab."
 - When the next screen appears, click "Vert %" and "Horz %."
 - Click "View."
 - Click the "Enable Macros" choice.
 - The table should appear (in Excel).
 - The user at this point can print to the main reference printer, or save to a disk.
 5. To move on to building other tables:
 - Exit or close Excel, click "Save formatting parameters," and click OK. Exit again.
 - To clear out the previous session, pull down the File menu, choose New, and click Proceed.