

Simmons Choices 3 Basic Users Guide

The Simmons Choices 3 database provides customizable marketing data. It can be used to determine the likely users of many consumer products and services, as well as the users' media preferences.


A spreadsheet will be created with a product or service (usually as a column) and a marketing attribute (usually as a row).

Example


Question: Who is more likely to drink Pepsi, males or female? What about Coca Cola?

To retrieve this problem, we need to create a spreadsheet.


Load the product, Pepsi.

- Choose **Simmons Choices 3** from the databases on the left side of the screen.
- Look at the items in the left-hand column. Click on the + sign, next to **FOOD & DRINK (PERSONAL)**.
 - o Click on the + sign, next to **REGULAR COLA (NOT DIET)**.
 - o Click on **REGULAR COLA DRINKS – BRAND SUMMARY**. This will make COCA COLA and PEPSI appear in the middle column.
- Highlight **COCA COLA** and then click on the Columns icon  (Above the middle box, 2nd icon from left) above the Answer Box. This moves your choice to the Column Box. Do the same thing for **PEPSI**.

Load the attributes, male & female.

- Click on the + sign, next to **LIFESTYLE (DEMOGRAPHICS)**.
 - o Click on the + sign, next to **DEMOGRAPHICS (PERSONAL INFORMATION)**.
 - o Click on **SEX**. This will make MALE and FEMALE appear in the middle column.
- Highlight **MALE** and then click on the Rows icon  (Above the middle box, 3rd icon from left) above the Answer Box. This moves your choice to the Rows Box. Repeat this procedure for **FEMALE**.

Export data to a spreadsheet format

- Click the Run Analysis icon .
- The data will now be available in spreadsheet format. To access, click the + sign to the left of the **Untitled** folder.
- Click **Crosstab View**. This displays the information in spreadsheet format.

Analysis – Men are more likely than women to drink both Coca Cola and Pepsi. See the back of this page for some help in interpreting the data.

	elements	total	REGULAR COLA (NOT DIET): REGULAR COLA DRINKS - BRAND SUMMARY: COCA COLA	REGULAR COLA (NOT DIET): REGULAR COLA DRINKS - BRAND SUMMARY: PEPSI
total	Sample (000)	31,576	13,645	10,588
	vert%	197,772	89,359	72,281
	horz%	100%	100%	100%
	Index	100	45.2%	36.5%
	Base	100%	100	100
	Base	100%	45.2%	36.5%
DEMOGRAPHICS (PERSONAL INFORMATION): SEX: MALE	Sample (000)	13,798	6,556	5,102
	vert%	94,244	45,839	37,288
	horz%	47.7%	51.3%	51.6%
	Index	100	48.6%	39.6%
	Base	100	108	108
	Base	47.7%	23.2%	18.9%
DEMOGRAPHICS (PERSONAL INFORMATION): SEX: FEMALE	Sample (000)	17,778	7,089	5,486
	vert%	103,529	43,520	34,993
	horz%	52.3%	48.7%	48.4%
	Index	100	42.0%	33.8%
	Base	100	93	92
	Base	52.3%	22.0%	17.7%

Pepsi is used by approximately 72,281,000 U.S. adults.

51.6% of U.S. adults who used Pepsi are male (37,288/72,281).

Males are 8% more likely than the general population to use Pepsi (39.6/36.5).

Of the 17,788 U.S. adult females responding to the survey, 5,486 used Pepsi.

33.8% of U.S. adult females use Pepsi (34,993/103,529).