

Simmons OneView

Quick Reference Guide

Count Coding

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Count Coding

What is count coding?

Count coding is more flexible than AND & OR coding. Instead of demanding that respondents meet ALL items in a string of criteria, or only one of them, you can specify that respondents need to meet X of Y criteria or X+ of Y criteria.

For example, for a target of "Fashion-Conscious," you might say respondents need to agree with 2+ of the following statements:

ATTITUDES (ABOUT APPAREL) - ANY AGREE: FASHION MAGS HELP DETERMINE CLOTHES BUY ATTITUDES (ABOUT APPAREL) - ANY AGREE: LIKE TO KEEP UP WITH THE LATEST FASHIONS ATTITUDES (ABOUT APPAREL) - ANY AGREE: LIKE TO MAKE A UNIQUE FASHION STATEMENT ATTITUDES (ABOUT APPAREL) - ANY AGREE: I AM FRST AMNG MY FRIENDS TRY NEW STYLES ATTITUDES (ABOUT APPAREL) - ANY AGREE: EVERY SEASON I BUY THE LATEST FASHIONS

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How do I create a count variable?

- 1. In the Answer window, select the items you wish to count (must be logical, not numeric type data)
 - a. To select a continuous range
 - i. For Windows/Mac Users: hold down the SHIFT key and click the top answer choice and the bottom answer choice
 - **b.** To cherry-pick answers
 - i. For Windows Users: Hold down the CTRL key and click the answer choices you want to include
 - ii. For Mac Users: Hold down the COMMAND key and click the answer choices you want to include

2. Right click the selected area and select **Functions** in the pop-up menu

	Columns [0]
earch PURCHASES MADE WITHIN DEPT/DISC STORES	Use Question Text along with Answer Text Columns OR All Selections AND All Selections
PURCHASING DECISIONS	
PURCHASE INFLUENCE SHOPPING MALLS	 ✓ FISHING REEL ✓ RIFLE FOR HUNTING
SPORTING GOODS	SHOTGUN FOR HUNTING FACTORY LOADED AMMUNITION
SPORTING GOODS - OWN?	AIRGUNS Functions
? SPORTING GOODS - BOUGHT IN LAST 12 MOS STRIP MALLS	Add to Definition
SUPERMARKETS AND FOOD STORES	Select All Items
VELLOW PAGES	V TENNIS BAI Settings Global Settings
HEALTH AND BEAUTY AIDS MEDICINE/DRUGS/AILMENTS	About Adobe Flash Player 10.3.183.5
	BASEBALL/SOFTBALL EQUIPMENT

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3. Click on the **Count** tab

4. Set the upper bound and lower bound

verage	Count Volume	N-Tile		
Count	Frequency	Cumulative Frequency Ascending	Cumulative Frequency Descending	Lower Bound >= : Upper Bound < 6
0	211,879,091	211,879,091	225,702,499	
1	6,491,902	218,370,993	13,823,408	
2	4,993,003	223,363,996	7,331,506	
3	1,370,930	224,734,926	2,338,503	Move to Coding Box Append to Coding Box
4	479,807	225,214,733	967,573	
5	337,745	225,552,478	487,766	
6	150,021	225,702,499	150,021	Move to Columns
				Move to Rows
				Save to Definitions

- **Upper Bound:** maximum number of criteria to meet, by default this will be the number of selected variables
- Lower Bound: minimum number of criteria to meet, by default this is 0 but you need to change this threshold (ex. 1, respondents purchased 1 or more kinds of sporting goods in the last 12 months) If you leave this at zero, it means there is no criteria that needs to be met (ex. respondents didn't have to purchase any sporting goods)
- **5.** Give the count a **title**
- 6. Use the **Move to** buttons to place the count in the desired location
- **7.** When you're done, click **Close**

If you send the coding to your coding box it should look something like this:

COUNTRANGE (Variable1, Variable2, Variable3, Variable4, Variable5, Variable6, 4, 6)

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