Simmons OneView

Quick Reference Guide

Count Coding

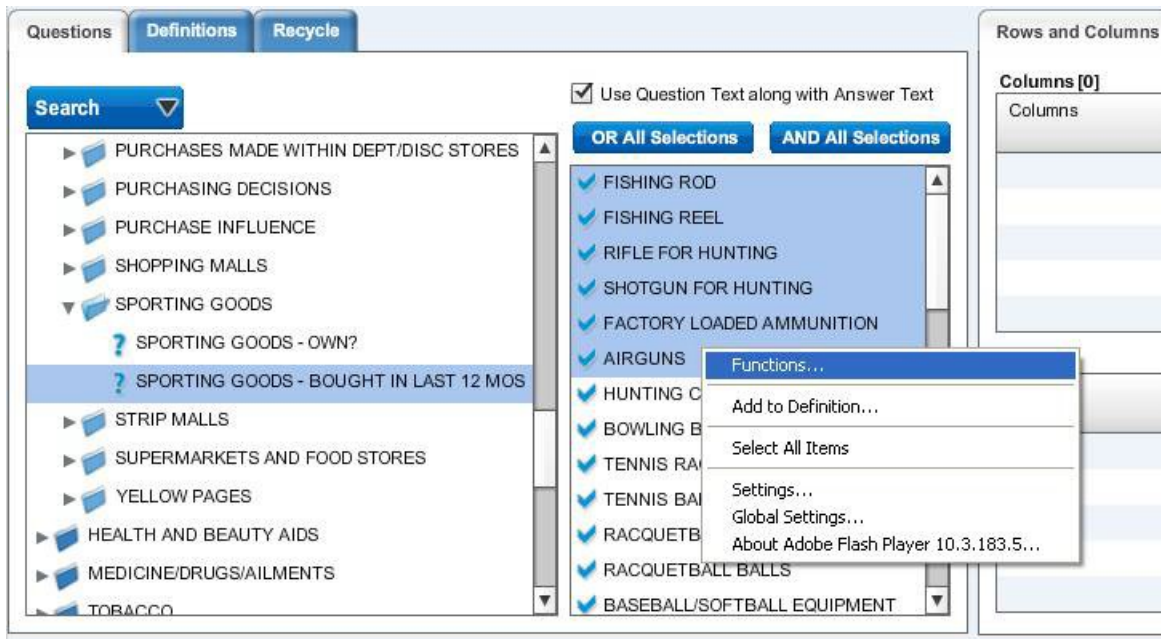# Count Coding

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

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

3. Click on the **Count** tab
4. Set the upper bound and lower bound

- **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)