

IMS: Crosstab

For use with the following studies, or datasets:

The *Simmons National Consumer Survey*, *Simmons Teen Survey*, or *Mendelsohn's Affluent Survey*

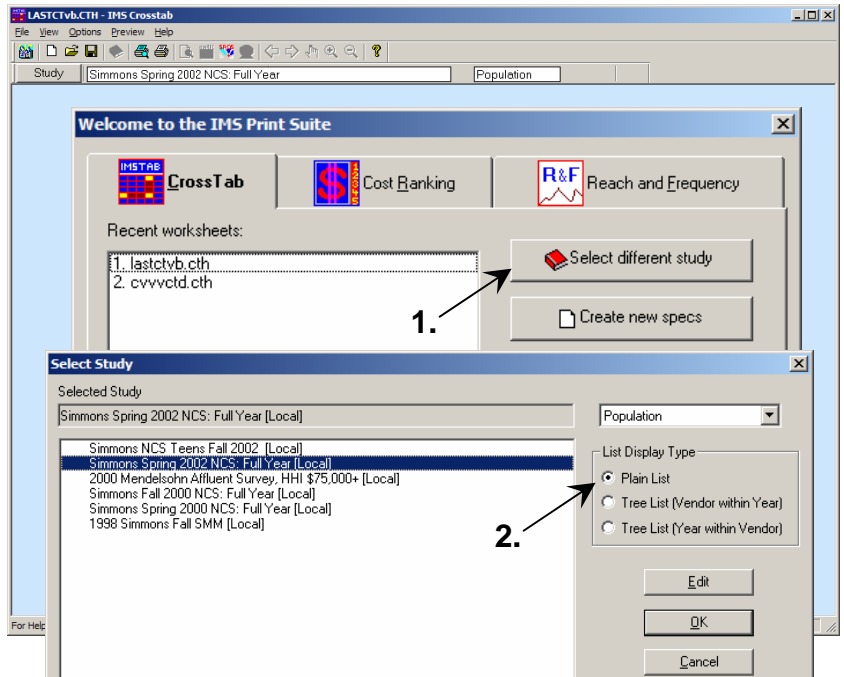
Path from the Libraries' home page: Articles, Databases ... > Advertising > Data.

When you click on the links to IMS or Simmons or Mendelsohn, a new Internet Explorer window will be launched. This IE window maintains your session with our metering software, so do not close it till you are finished, or you will lose your session. Use the links in the lower-left corner to launch the software modules; the right-hand links go to descriptions of the software modules and datasets (studies).

Getting started

1. From the opening window, click on the 'Select different study' button on the right.
2. Then click on the 'Plain list' button, and choose a study.
3. Acknowledge the copyright.
4. The Input Window will then appear. It allows you to see both the Codebook and your worksheet in separate tabs.
5. The worksheet tab reads "Bases (1), Rows (x), Cols (x)".

Below is a screen shot of the Input Window, with labels for various areas.



4. Codebook tab

5. Worksheet tab (Bases, Rows, Cols)

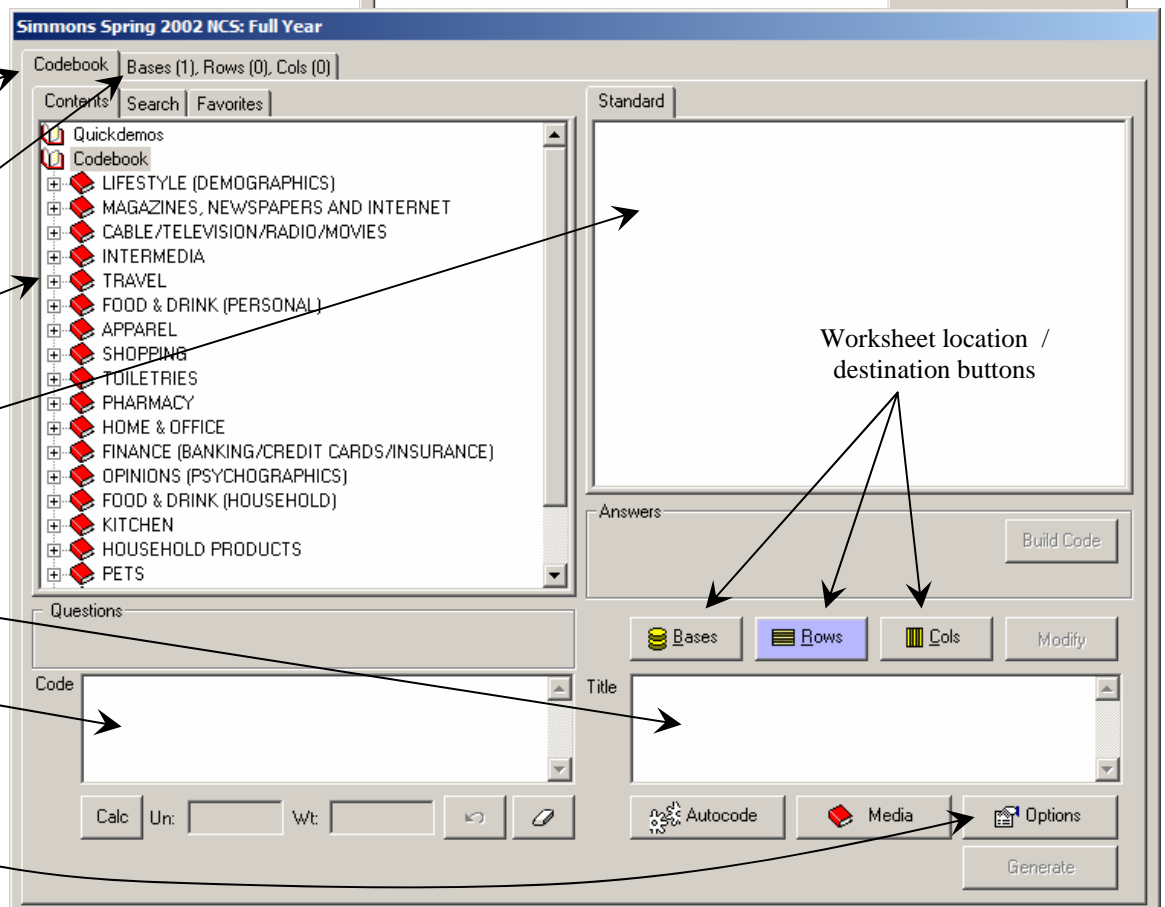
Main display window

Detail display window

Title editing area

Coding area

Options button



Input Window–The Codebook:

2

a thesaurus of all demographic, lifestyle, media and product variables.

VERY Important!! Before selecting any variables from the Codebook, click on the ‘Options’ button (lower right corner): go to the ‘Titling’ tab, and choose “Answer followed by question”.

Coding area (lower left corner): as you select codes, they will appear here before being dumped into the Worksheet. And although the Codebook can combine items with Boolean commands for you, sometimes you may want to type them in yourself—do so here.

Boolean commands: the command for ‘and’ is the ampersand (&); the command for ‘or’ is the exclamation point (!).

Title area (lower right quadrant): use this area to ‘translate’ numeric codes, or long strings of codes (with Boolean commands), into English phrases.

Keyword searches: use the ‘Search’ tab in the main display window.

Media button (lower right corner): the media variables pulled out for you.

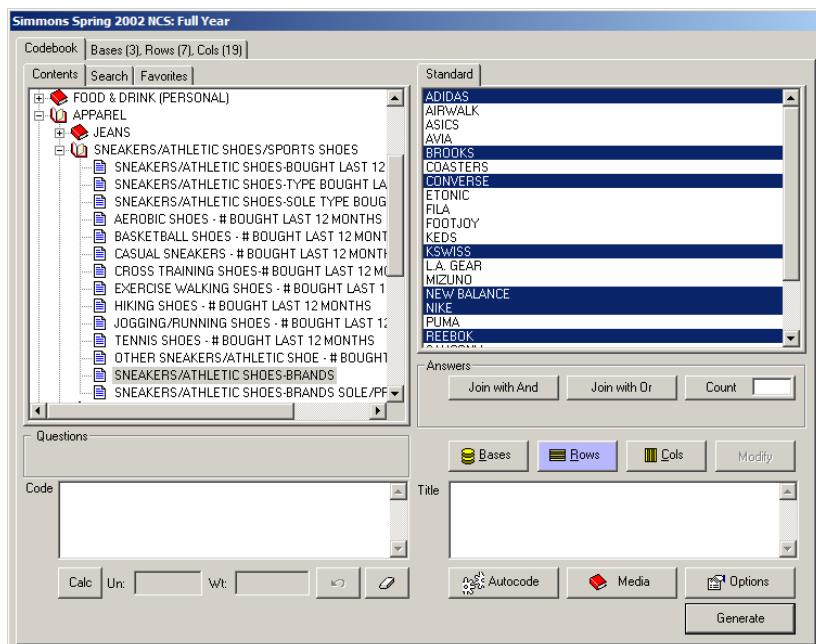
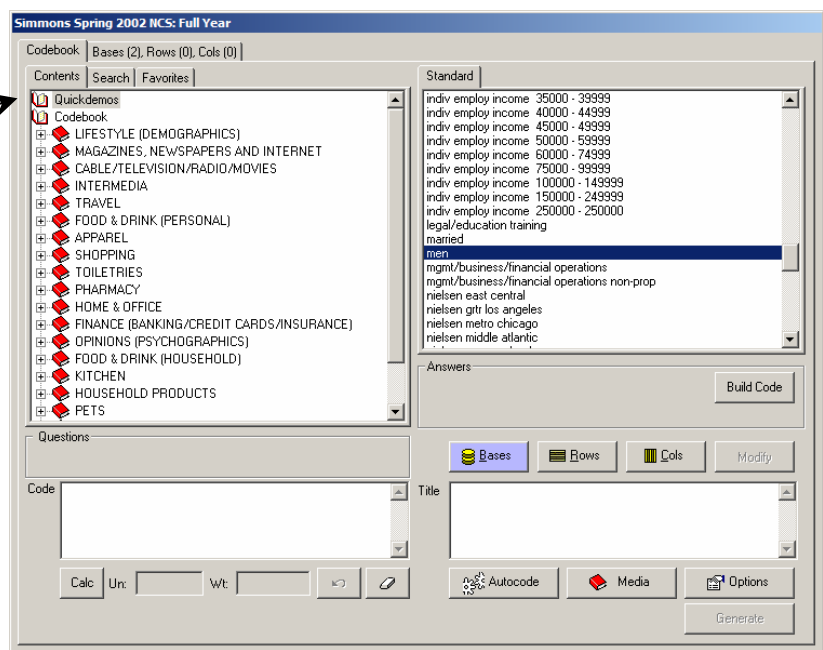
Quickdemos (top of main display window): the most commonly used demographic variables pulled out for you.

Setting up a Crosstab

Choosing variables: Bases.

By default, the software selects a base for you. It is always the largest population possible for the selected study, and will be designated “Total sample”.

1. To select another base, click on the Quickdemos ‘book’. The variables will appear in the detail display.
2. In the detail display, highlight the variable you want, then click on the ‘Bases’ button. The new variable is now in your worksheet.
3. A base should be big and broad—this is *not* where you enter your targets.



Choosing variables: Rows and columns.

For both, follow these steps.

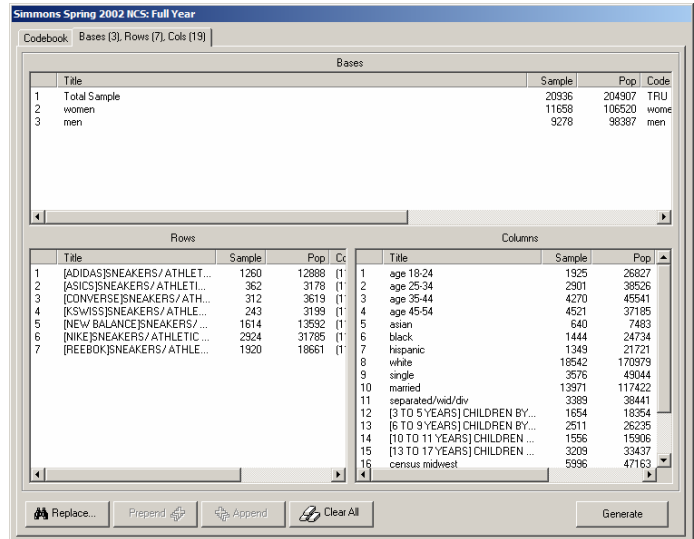
1. Click on the plus (+) symbols to open the Codebook category menus. When they are fully open, the detail display window will show individual variables. Make your selection(s). Hold down the Control key to select more than one.
2. Click the Rows button to put the selected variables in the Rows of your worksheet; click the Columns button to put them in the Columns of your worksheet.
3. To check that the variables are where you want them in your worksheet, click on the Worksheet tab (Bases, Rows, Cols).

Moving / deleting variables: you can click and drag variables from one part of the worksheet to another; or, highlight a variable, then right-click and use the menus. You can also edit the variable titles here.

In general, but not always, group like variables in the rows, and like variables in the columns (e.g. products or lifestyles in the rows, and demographics in the columns).

In general, but not always, put those variables you want to be able to see all at once, and compare, in the rows.

Generate button (lower right): click this to create your crosstab. It is grayed out till your worksheet has variables in all areas.



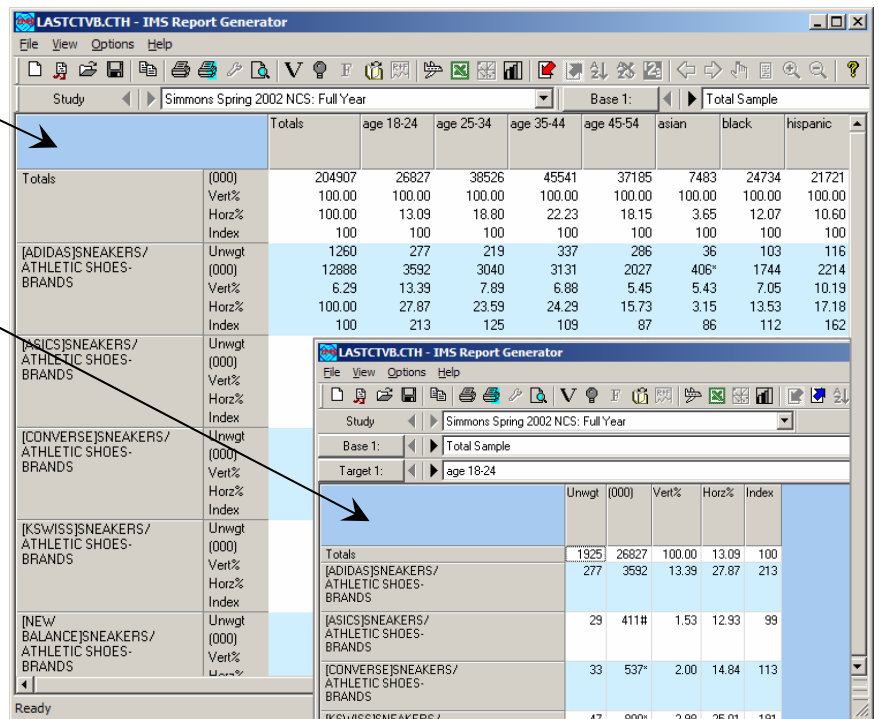
The Crosstab and Zoom Reports:

The Crosstab Report should look like the screen immediately to the right. It allows you to see all of your variables all at once, which can actually be too much!

1. To view the crosstab for only one column variable at a time, click on the red arrow icon (points downward) in the top menu bar. This is called a Zoom, or Target, report, and resembles the print format.

Use the small arrow buttons next to the ‘Target’ button to view the data for your other column variables. Or, use the drop-down menu.

2. To filter your data (view only those data which meet certain criteria, e.g. index > 110), use the Storyfinder. From the ‘Options’ menu, click on Storyfinder, or click on the open book icon in the top menu bar.



To Print reports:

1. Before printing, use ‘view > preview zoomed on row’ and ‘view > preview zoomed on column’ to determine the most efficient format.
2. Within each preview, go to the bottom of the page to see how many pages are in each format—then print!

To Export reports to Excel:

1. First display your report in the format you prefer, whether Crosstab, or a Zoomed target format.
2. Click on either the Excel icon or the airplane icon in the top menu bar. Use the Excel icon to launch Excel and display your data; then use the ‘save as’ function within Excel to specify the save-to drive, and name your file. With the airplane icon, you specify the save-to drive and a file name before viewing the data.

To Revise your variables:

1. Click on the page-with-feet icon, or, ‘file > goto input’. This will close out the program, and will automatically relaunch it.
2. When prompted to “save changes to V:\IMSWIN ...?”, click ‘no’.
3. Acknowledge copyright—then the Input Window will reopen.

