New update and survey for the Choices 3 database program

The Choices 3 database has been updated with the latest version (2.7.0). In addition to the new interface the Business Library has added another survey to the list of surveys available for your research. The latest survey to join the collection is the 2005 survey (Spring and Fall in both six-month and full-year surveys). This joins the 2003, 2002 and 1999 surveys. With this many surveys available you may not only research demographic and marketing data for a single year but do trend analyses across a number of years.

Choices 3 is a CD-based marketing research program produced by Simmons Market Research Bureau. The program allows you to explore a single source measurement of major media, products, services, and in-depth consumer demographic characteristics, figures and statistics.

The Choices 3 program includes the results of the Simmons National Consumer Study (NCS), which is an annual survey of consumer buying habits and preferences, coordinated with demographic characteristics and with media usage and audience. There are about 5,000 questions with 50,000 possible answers.

The program contains a wealth of marketing data collected from this comprehensive survey of about 30,000 American adults, which has been projected to reflect the general adult population of the United States.

Database network server showing its age

As some of you may have noticed, the access to the Business Library databases has become very slow. This condition has worsened over time and is due to the aging of the server on which the database network resides.

The Business Library is aware of the situation and is working with the Mason School of Business Information Technology (IT) Department to resolve the problem. Unfortunately, fiscal restraints are forcing the delay of the implementation of a remedy.

A new, more advanced server with enhanced capabilities is the best answer but the purchase of new equipment will have to wait until it is added to the budget for the next fiscal year and the new year begins.

IT is working to get the best performance out of the existing server so please bear with us as we work towards a permanent solution.

Your center for business research
The primary purpose of the study is to assist marketing and advertising researchers in planning and analyzing market strategies. The Choices 3 program makes the effective use of this complex set of information easy and fast.

Accessing Choices 3

The program is installed on a limited number of computer workstations in the Business Library. It is not available through the Mason School of Business database network. You must come into the Business Library to use this program.

Using Choices 3

The Choices 3 program icon is located on the screen of designated computer workstations. Double-click on the icon and the program will open. You do not have to log onto the network to use this program.

The program presents the results of your analysis in a spreadsheet type layout of columns and rows. So, in order to use the program you must first select the information to be analyzed and place it in the column and row boxes before running an analysis.

To run a Crosstab, which is the basic analysis, follow the steps below.

Selecting Columns and Rows

To select items for analysis, you must first find the question and its answers that pertain to your topic. The questions included in the survey are listed in a table of contents style format in the Dictionary Browser in the box on the left side of the screen. As a question is highlighted, the answers associated with it are displayed in the Answer List box next to the list of questions.

Highlight the answers you are interested in (i.e., demographics – Gender, Age, Race, Education, etc.) and click on the Add to Columns button above the Answer List box. This will put the items into the Columns box in the Table Statistics area at the right side of the screen.

For the rows, again select the question (i.e., product or service – such as Family Restaurants) that you want to analyze the use of. Highlight the answers you want and click on the Add to Rows button. This will place the items into the rows box.

The Choices 3 program will automatically use the entire universe (adult U.S. population) unless you choose to limit it. You may do this by applying filters. Again, select a question/answer that will limit the analysis to a target population (i.e., male or female, or perhaps an age group). With the answer highlighted click on the Change Filter button. This will put the item into the filter box.

Running an Analysis

Now you are ready to run an analysis. With items in the columns and rows...
1. The Choices 3 Viewer. The viewer is opened by clicking on the Run Analysis button in the Coding window. The table is populated with the results of your analysis. The answers you selected for the columns are in the top row of the page. The answers you selected for the rows are listed in the first column on the left. Each cell indicates the values of the analysis. The viewer opens with the Crosstab View open. You also have the option to select the Analysis View or the Private Eye Ranking View from the menu column on the left.

2. The Media Report Viewer. This viewer is opened when you click on the Interactive Press Reach and Frequency button in the Coding Window. This viewer allows you to set up a variety of advertising schedules to see which would give you the best reach for the lowest cost. The results of the various schedules (three are shown in this picture) are displayed in the lower section of the viewer.

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Spring Break is coming! March 7th through 15th
The Director and staff of the Business Library wish you all a safe and happy break.
New print additions to the Business Library

The Business Library has received several new books and an update to the serial Mergent annual bond record. Please refer to the sidebar, New materials in the Business Library, for a listing of these materials.

The first book is a serial new to the Business Library. It is from the publishers of Editor & Publisher magazine. The Editor & Publisher market guide, 2009: the directory of newspaper markets and demographics is an annual publication that lists newspaper markets and includes demographic material and forecasts.

The book projects the year’s retail sales, income levels and demographic composition of the U.S. The projections are based on a wide variety of variables provided by the Department of Commerce, the Bureau of Economic Analysis, state data centers and chambers of commerce throughout the U.S. The 2009 edition includes a Better Living Index, which is a relocation guide that compares ranking tables that list and compare cost of living information, crime data, and education statistics by city.

The newspaper markets sections include data on markets in 16 categories covering 1,397 U.S. markets. The data includes location, transportation, population, households, banks, climate, retailing, and much more.

Canadian market data is included in its own section.

The other new book, The Phipps family and the Bessemer companies, is about Henry Phipps, Jr. and his descendents. This book is a donation from Cary Carson, Vice President for Research, The Colonial Williamsburg Foundation. Phipps, the founder of Bessemer Steel, created a lasting achievement in creating trust and security companies to manage the capital he had created. The Bessemer Trust Company was created in 1907 and has since accepted more than $48 billion in assets from more than 1,800 families. Bessemer Securities was founded in 1911 and has, “remained in the forefront of developments in the nation’s financial markets and in the evolution of private investments.” This book illustrates the advantages of private enterprise in a free society.

The newest serial update is from Mergent. The Mergent 2008 annual bond record provides a year’s history of corporate and municipal bond rating activity. This includes preferred stock ratings, with a guide to bond ratings, new issues, ratings upgrades, downgrades and withdrawals during the year, issues matured, maturing or redeemed in the year, new preferred stock, and upgraded and downgraded municipal bond ratings for the year.

This publication was formerly known as Moody’s annual bond record. The system of rating securities was originated by John Moody in 1909. The purpose of these ratings is to provide investors with a simple system of gradation by which the relative investment qualities of bonds may be noted.

The Business Library holds the 2007 and 2008 issues of the Mergent annual bond record.

Electronic Catalog


To find books held by the Business Library, narrow your search while using the Library Catalog by selecting Business (PRC) from the Library data field on the search page. This will ensure that only materials held in the Business Library are searched and displayed on the results page.

New materials in the Business Library


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BUS. LIB. HG4651 .M617 2008


BUS. LIB. PN4700 .E251