

Advertising Survey

STORE Database: Read Me

Here are some tips for data entry and interpretation for the STORE database:

- Enter data carefully in the worksheets; follow your evaluator’s advice on verifying data accuracy.
- Be sure to enter Store ID number in correct column (i.e., Column B); you will enter data for each store on each worksheet.
- The variable and value labels at the top of each worksheet can be used in writing the syntax for SPSS (or other statistical software package). This may be of interest to your evaluator.
- Each worksheet is “active,” that is, any number in any cell will be included in the calculations on the optional SUMMARY page.

SUMMARY page notes:

- The Summary worksheet calculates basic frequencies and means from the data entered on the previous worksheets. It is recommended that your evaluator analyze the data. If you choose to use Excel for analyses, you can use this worksheet as an example for you calculations.
- The calculations on this page refer to the data on the other worksheets. Be sure to have completed all data entry before using this data to report initial results.