Simmons OneView: How to interpret the data
Spring 2015 data

Survey question: Which fast food restaurant do you visit most?

Total:
- The Total Row shows the total number of people who answered the question, and the total respondents who visited either Domino’s Pizza or Pizza Hut the most.
- The Total Column shows the total number of people who answered the question, the total number who were aged 18-24, and the total who were aged 25-34.
- Note: The Total numbers/Total box includes ALL respondents to the question, not just those who ate at the restaurants shown. There were more answer options on the survey.

Sample: For this survey question, 14,369 people responded to the question.

Weighted ‘000: If the whole adult U.S. population had answered the survey, 234,786,000 people would have responded to this question.

Vertical %:
- Of the people who chose Domino’s Pizza as the restaurant they visit the most, 20.7% are aged 18-24, and 18.2% are aged 25-34.
- Of the people who chose Pizza Hut, 14.9% are aged 18-24, and 17.3% are aged 25-34.

Horizontal %:
- Of the people aged 18-24 that answered the question, 8.58% visit Domino’s Pizza the most, and 7.57% visit Pizza Hut the most.
- Of the people aged 25-34 that answered the question, 5.21% visit Domino’s Pizza the most, and 6.07% visit Pizza Hut the most.
Simmons OneView: How to interpret the data (continued)

Survey question: Which fast food restaurant do you visit most?

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The likelihood (compared to the total population) of the target to meet a specified criteria, expressed in relation to the base (here, it’s adults age 18+.) 100 = average. The higher the number, the better the target population is for that product. For example, 100 is middle – 124 is more likely, 79 less likely. Anything between 90 and 110 is considered flat. Anything less than 90 or larger that 110 is considered significant.

- People aged 18-24 are **73% more likely** to choose Domino’s Pizza, and **24% more likely** to choose Pizza Hut.
- People aged 25-34 are **5% more likely** to choose Domino’s Pizza, but they’re neither more nor less likely to choose Pizza Hut.

Asterisks:
Pay attention if you see an asterisk or double asterisk. These indicate unstable projections due to low response and should be used with caution.