SimmonsLOCAL

Variables Not Reported
SimmonsLOCAL: Variables That Are Not Reported

There are a number of measures in the Simmons NCS/NHCS that are not reported in SimmonsLOCAL due to the unique complexities of the data in terms of variation/availability in different geographic areas.

Every variable currently reported in the national study is evaluated for reporting in SimmonsLOCAL. Through this ongoing evaluation process we add new variables to the study all the time.

Below is a list of variables that are not currently reported in SimmonsLOCAL.

Simmons NCS/NHCS Variables That Are Not Reported in SimmonsLOCAL

Lifestyle (Demographics)
- Residence: Type of Residence, Kind of Residence, Value of Residence
- Lot Size: Ownership, Acres
- Armed Forces
- TGI Socio Economic Levels
- Registered To Vote: Party Affiliation, Voted in Last US Presidential Election, Voted in the Last State Election

Lifestyle Statements
- Advertising Outside the Home

Computers/Internet
- Internet Service Providers (ISPs): Subscribed to

Cable/Television/Radio
- Cable TV/Satellite Premium Channels: Video-On-Demand
- TV Sports Events: Attend
- Radio Networks/Reps/Shows-Cume Audience

Intermedia
- Media Quintiles
- Terciles

Entertainment/Leisure
- Motorsports Events
- Movie Theatres
- State Lottery
- Theme Parks

Travel
- Cruise Ship Vacation: Areas Traveled, Line Used For Travel, Number Taken in the Last 3 Years
- Domestic Travel Last 12 Months: States of Destination, Airlines Used, Region
- Foreign Travel in the Last 3 Years: Trip Destination (Last/Other/Any), Foreign Travel -Airlines Used

Shopping
- Purchases Made Within Department/Discount Stores - Last 3 Months

Telecom
- Local Telephone Usage: Service (Personal/Business)

Financial Services
- Health/Life Insurance: Provider
- Homeowner’s Insurance
- Sending and Receiving Money