

# Mediamark Internet Reporter: Getting Started

1. Begin by choosing a Report Volume (ex. Fall 2006 Product).
2. Choose a Report (ex. Health and Beauty Aids) or Type in a Keyword Search.

### Choose a Report Volume

- Spring 2003 Media
- Spring 2003 Magazine Qualitative
- Spring 2003 Magazine Cumulative
- Fall 2002 Product
- Spring 2002 Product
- Fall 2001 Product

### Choose a Report

- Apparel/Accessories
- Automotive
- Automotive Aftermarket
- Automotive Miscellaneous
- Beverages
- Candy/Sweets/Snacks
- Electronics
- Financial
- Health & Beauty Aids
- Home

**Or Search by Keyword**

3. A Report Window appears, automatically generating a Report based upon the first Category, Base and Target in the lists.

[New Database](#)
[Change Report](#)
[View Summary](#)
[View Report List](#)
[Log out](#)

#### Category

- Adhesive Bandages
- Aftershave Lotion & Cologne For Men
- Ailments/Remedies - Used prescrip
- Asthma Relief Remedies (Nonpresc
- Athlete's Foot/Foot Care Products
- Bath/Shower Additives (Women)
- Blusher (Women)

#### Base

- Adults 18+
- Men 18+
- Women 18+

#### Target

- Used in last 6 months Total
- Used in last 6 months Heavy (4-)
- Used in last 6 months Medium (2-3)
- Used in last 6 months Light (0-1)
- Used in last 6 months Band-Aid Antibiotic
- Used in last 6 months Band-Aid Clear
- Used in last 6 months Band-Aid Extra Large
- Used in last 6 months Band-Aid Flexible Fabric

## Fall 2002 Product Health & Beauty Aids

Adhesive Bandages  
Used in last 6 months Total  
Base: Adults 18+

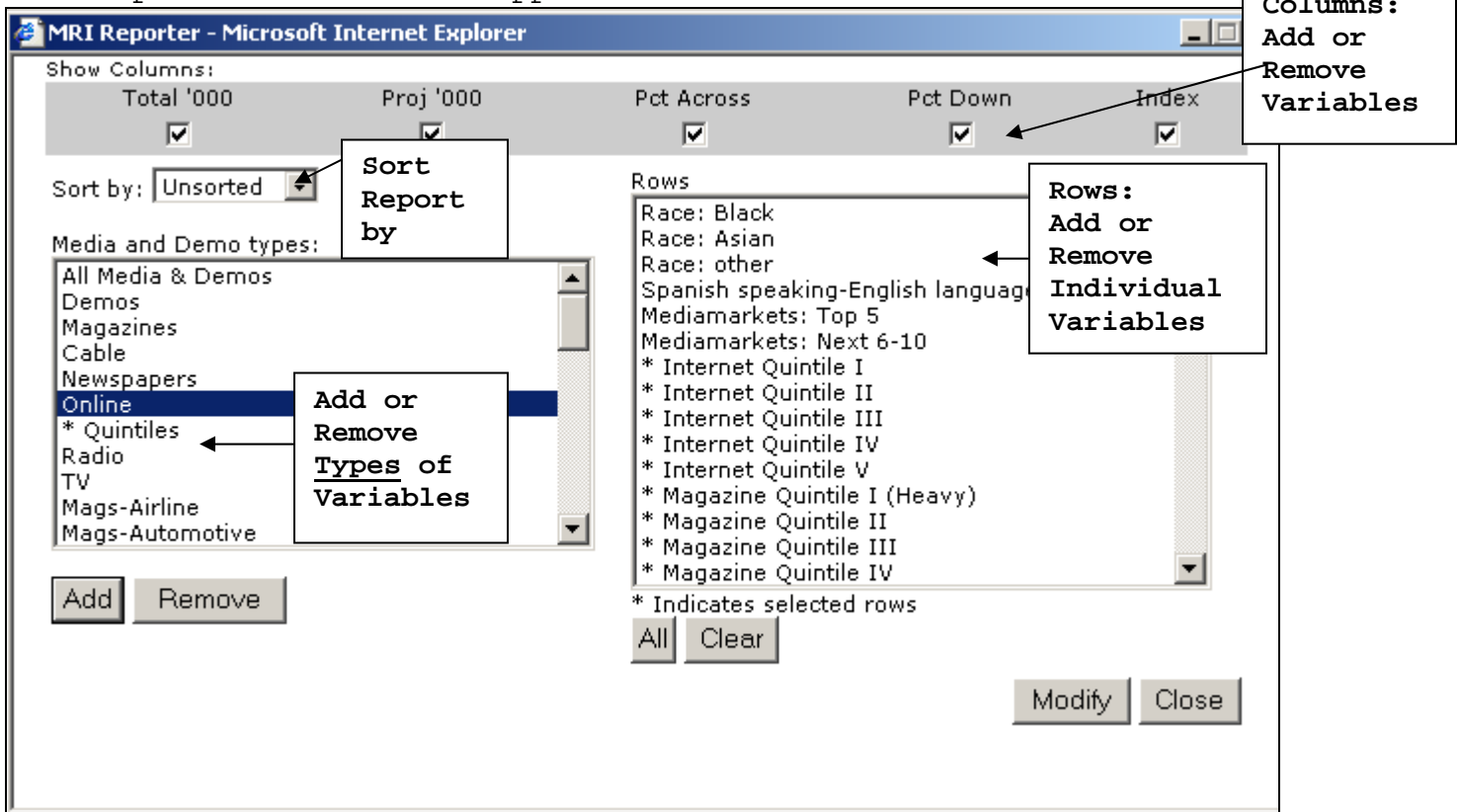
Stub	Total '000	Proj '000	Pct Across	Dc
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5
Adults 25-54	120,777	66,801	56.9	5
Age 18-24	27,099	14,774	12.6	5
Age 25-34	37,615	20,493	17.4	5
Age 35-44	44,983	25,054	21.3	5
Age 45-54	38,179	21,254	18.1	5
Age 55-64	23,914	14,294	12.2	5
Age 65+	33,174	21,630	18.4	6
Men	98,303	50,424	42.9	5
Men 18-34	31,990	15,082	12.8	4
Men 18-49	64,214	30,720	26.1	4

4. To Change your Report:
  - a. Choose by clicking on a new Category
  - b. Choose by clicking on a new Base
  - c. Choose by clicking on a new Target

A Report is automatically generated with each change. The Product report contains Demographic and Media variables in the Rows and Population estimates across the Columns.

## Internet Reporter Options

5. To change variables in the Rows or Columns, click on the **Options** button. An Options Window will appear.



6. Select or de-select Column variables by checking the boxes across the top (ex. Total (000), Index, etc.)
7. Selecting or De-selecting Rows:
- "Media and Demo Types" box contains data groups.
    - Select a row type - select by clicking (asterisk (\*) will appear next to title) and click the Add button. Asterisks are automatically added to the individual rows.
    - De-Select a row type - click to de-select (asterisk is removed) and click the Remove button. Asterisks are automatically removed from the individual rows.
  - "Rows" box contains Individual rows.
    - Select an individual row - select by clicking on each row title. Asterisks are automatically added to the individual rows.
    - De-Select an individual row - click to de-select and the asterisks are automatically removed.
8. Choose "Modify" to have any changes saved/accepted to Report. This will automatically return you back to the Report Window.

## Sorting

9. To Sort:

a. In the Report Window, click on one of the blue highlighted Columns and the system will automatically sort that column in descending order.

The screenshot shows the MRI Reporter interface. The title is "Fall 2002 Product Health & Beauty Aids". The category is "Adhesive Bandages" and the base is "Adults 18+". A "Spreadsheet" button is visible. A callout box points to the "Total '000" column in the table below, with the text "Click on Blue Highlighted Columns to Sort".

Stub	Total '000	Proj '000	Pct Across	Dc
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5

## Saving or Downloading to Excel Reports

10. To Save: Click "Add to Your Reports" button.

11. To create a Spreadsheet: Click on the Excel "Spreadsheet" link.

12. To Print: Click on the "Print" button.

13. To View Saved Reports: Click on "View Report List" link.

(Report Volume "Magazine Cumulative" cannot be added to your Report List.)

The screenshot shows the MRI Reporter interface with several callout boxes highlighting specific actions:

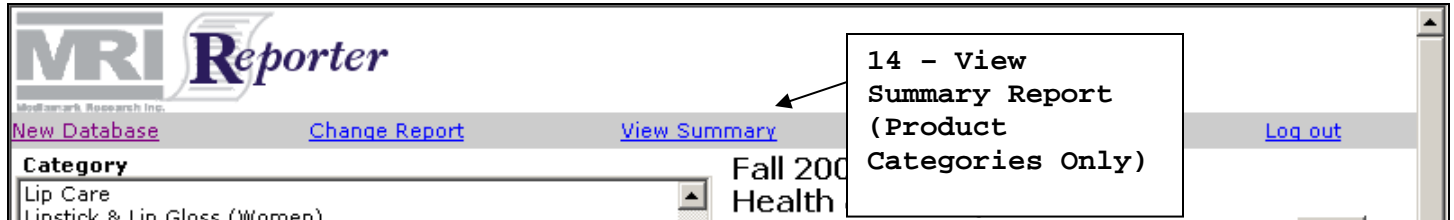
- 10 - Save Report by Clicking on Add to your reports button:** Points to the "Add to your reports" button at the bottom.
- 11 - Download report to Microsoft Excel:** Points to the "Spreadsheet" button.
- 12 - Print Report:** Points to the "Print" button.
- 13 - View Saved Report List:** Points to the "View Report List" link.

The main content shows "Fall 2002 Product Health & Beauty Aids" with category "Mouthwash" and base "Adults 18+". A table displays data for different age groups:

Stub	Total '000	Proj '000	Pct Across	Pct Down	Index
Adults 18-34	64,715	4,516	24.8	7.0	79
Adults 18-49	130,165	9,393	51.6	7.2	81
Adults 25-54	120,777	9,485	52.1	7.9	88

**Standard Internet Reporter Reports**

14. The Main Report screen has a link to standard product category reports. Click on the View Summary link to view them.



### Fall 2002 Product Summary

- [Accessories: Costume Jewelry](#)
- [Accessories: Fine Jewelry](#)
- [Accessories: Watches](#)
- [Alcohol: Beer, Domestic, Low Calorie](#)
- [Alcohol: Beer/Ale, Domestic, Popular](#)
- [Alcohol: Beer/Ale, Domestic, Premium](#)
- [Alcohol: Beer/Ale, Domestic, Regular](#)
- [Alcohol: Beer/Ale, Domestic, Super Premium](#)
- [Alcohol: Beer/Ale, Imported](#)
- [Alcohol: Beer, Low/No Alcohol](#)
- [Alcohol: Beer/Ale, Total](#)
- [Alcohol: Bourbon](#)
- [Alcohol: Brandy](#)
- [Alcohol: Canadian Whisky](#)
- [Alcohol: Champagne, Cold Duck & Sparkling Wines](#)
- [Alcohol: Cognac](#)
- [Alcohol: Cordials & Liqueurs](#)
- [Alcohol: Gin](#)
- [Alcohol: Irish Whiskey](#)
- [Alcohol: Malt Liquor](#)
- [Alcohol: Mixed Drinks](#)
- [Alcohol: Mixed Drinks, Prepared With Liquor](#)
- [Alcohol: Mixed Drinks, Prepared Without Liquor](#)
- [Alcohol: Port, Sherry & Dessert Wines](#)
- [Alcohol: Rum](#)
- [Alcohol: Rye or Blended Whiskey](#)

MRI Reporter - Microsoft Internet Explorer

### Fall 2002 Product Summary

[Back](#)

Alcohol: Beer/Ale, Domestic, Premium  
Base: Adults (204,964,000)

	ALL		UNWGT	SHARE OF USERS	SHARE OF VOLUME	VOL US IN
	'000	%				
Total Drank in Last 6 Months	46101	22.5	6175			
Brands:						
Budweiser	24790	12.1	3207	35.9	53.4	
Bud Dry	1620	.8	180	2.3	2.6	
Bud Ice	3704	1.8	425	5.4	3.8	
Coors Extra Gold	1319	.6	191	1.9	1.5	
Coors-Original	6781	3.3	912	9.8	8.2	
Icehouse	2971	1.4	337	4.3	2.9	
Leinenkugels	1675	.8	227	2.4	.9	
Michelob Amber Bock	2029	1.0	223	2.9	2.2	
Michelob Golden Draft	1506	.7	166	2.2	.9	
Miller Genuine Draft	9382	4.6	1354	13.6	9.2	
Miller High Life	6174	3.0	778	9.0	8.6	
Old Style	603	.3	105	.9	1.1	
Pete's Wicked	1666	.8	267	2.4	.3	
Red Dog	2081	1.0	267	3.0	1.9	
Red Hook	1017	.5	135	1.5	.2	
Shiner Bock	1198	.6	182	1.7	1.9	
Stroh's	449	.2	68	.7	.4	
Glasses/Last 7 Days						
L None	17708	8.6	2474			
L 1	4463	2.2	614			
L 2	5505	2.7	720			

Print Close

# How to Read a Mediamark Internet Reporter Report

Below is a screen capture of a Reporter Report, complete with explanations of key numbers. Please note that all the numbers are based on the 2002 Fall MRI study, and that the projected numbers (000) are expressed in thousands.

Base counts: in the MRI Fall 2002 study weighted to Total '000, there were 64,715,000 Adults 18-34 in the 48 contiguous United States

Projected Count (000): projected to the full population, 46,006,000 Adults 18-34 drank a Regular Cola Drink, Not Diet in the Last 6 Months.

	A	B	C	D	E	F	G
1		Beverages					
2		Regular Cola Drinks, Not Diet					
3		Drank in Last 6 Months Total					
4		Adults 18+					
5		Total '000	Proj '000	Pct	Pct Down	Index	
6				Across			
7	Total	204964	119291	58.2	100	100	
8	Adults 18-34	64715	46006	71.1	38.6	122	
9	Adults 18-49	130165	84623	65	70.9	112	
10	Adults 25-54	120777	74669	61.8	62.6	106	

Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in Last 6 months.

Percent Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34.

“ \* ” Sign: If there is an asterisk sign, that means the sample size is less than 50 respondents and the numbers are unstable and should not be used.

Index: people who drank Regular Cola Drinks, Not Diet, are  $(122-100=)$  22% more likely than the general population to be Adults 18-34; also, Adults 18-34 are 22% more likely than the general population to drink Regular Cola Drinks, Not Diet.

<b>How the Numbers are Derived</b>	
<b>Pct. Across= 71.1</b>	The percent calculated by dividing the Proj '000 value in the row by the Total '000 value in the base column= $46006/64715=71.1\%$ .
<b>Pct. Down= 38.6</b>	The percent calculated by dividing the Proj' 000 value in the row by the Proj. '000 value in the base row= $46006/119291=38.6\%$ .
<b>Index=122</b>	The percent calculated by dividing the Pct. Across in the row by the Pct. Across in the base row $(71.1/58.2)$ .