

HOW TO USE MEDIAMARK

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To access it, go to the **Databases A-Z page** on the **Library's Homepage** (<http://www.lib.miamioh.edu/databases/>) and click on **M** for **Mediamark**, or go to my **Marketing page** (<http://libguides.lib.miamioh.edu/mkt>) and click on **Mediamark** at the top of the **Quick Links** section.

Mediamark (also known as MRI+)

This database has information on **who buys products and services** in the US. It also includes information on the **demographics** of the respondents and their exposure to different **media**.

Logging into Mediamark

To access the Mediamark database, on a PC **you must use either Chrome, Firefox, or Internet Explorer (IE) as your Browser, on an Apple you MUST use Firefox**. Currently Mediamark will **NOT work with Chrome or Safari on an Apple**. You also **need an account**. You can **create your own account or use mine**. If you register for your own account, **use your miamioh.edu email account**, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account.

To use MY ACCOUNT, enter my email address hurstsj@miamioh.edu and the password (hurstsj) on the Mediamark Login page. Use your OWN UniqueID and Password when you first click on the link to Mediamark from the Library databases or marketing page though. ONLY use MY information on the page where it asks for an email address.

Once you are in the system, click on the link to **MEDIAMARK REPORTER** at the **top right corner** of the screen **and then double-click on the most current Product category** (e.g. Fall 2013 Product).

This will bring up a list of over **20 product categories** ranging from automobiles to apparel to food to household products. Select a **category** by **clicking** on it or search by **keyword**. Keyword searching is especially useful if you are looking for a specific brand name product (e.g. Pringles) or a type of activity (e.g. camping).

Main MRI Report

The main MRI Reporter window should now be on your screen. It has **three areas** that you can modify. One is a list of all the products within the **Category** you chose (e.g. Apparel). There is also a **Base** option which may give you the option of looking just at men or women consumers individually, depending on the product you chose. Lastly, there is the **Target**, which lists usage levels, types of items, and/or individual brands within the product category you chose. Whenever you select an item from any of these areas, it will automatically recalculate the right-hand table of data. This data shows **usage patterns for consumers of various ages, education levels, races, income levels, and other demographic criteria**.

The main report also looks at variables such as **media exposure** to newspapers, magazines, television, radio and the internet. These are done based on overall exposure to these media, so as an example, for newspapers consumers are divided into quintiles where the one-fifth of consumers with the **Highest** newspaper readership is

in Quintile 1 and the one-fifth with the **Lowest** newspaper readership is in Quintile 5. The data is also given based on exposure to **specific media outlets** including cable channels, specific magazine and newspaper titles, a few internet portals, and television and radio formats such as jazz, rock, police dramas, game shows, etc.

An **Asterisk** to the left of any row of data indicates a **small sample size** for that particular population, so **that row of data is not statistically significant and should NOT be considered**. **The rest of the data in the table is valid, just ignore ALL data in Rows with Asterisks (*)**.

How to Read a Report

Report for Men who have purchased Nike shoes in the last 12 months.



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Category
 Apparel/Accessories: Athletic Shoes - Brands

Fall 2008 Product
Apparel/Accessories
 Athletic Shoes - Brands
 Nike In last 12 months
 Base: Men

Stub	Total '000	Proj '000	Pct Across	Pct Down	Index
Total	108,031	20,727	19.2	100.0	100
Educ: graduated college plus	28,670	5,168	18.0	24.9	94
Educ: attended college	27,664	5,890	21.3	28.4	111
Educ: graduated high school	34,229	6,424	18.8	31.0	98
Educ: did not graduate HS	17,469	3,245	18.6	15.7	97
Educ: post graduate	9,787	1,467	15.0	7.1	78
Educ: no college	51,697	9,669	18.7	46.6	97
Age 18-24	14,448	4,366	30.2	21.1	158
Age 25-34	28,858	5,168	27.9	26.1	112
Age 35-44	21,218	4,881	23.0	23.5	120
Age 45-54	21,324	3,654	17.1	17.6	89
Age 55-64	15,502	1,733	11.2	8.4	58
Age 65+	15,479	624	4.0	3.0	21
Adults 18-34	34,507	9,835	28.5	47.5	149
Adults 18-49	66,845	16,729	25.0	80.7	130
Adults 25-54	62,602	14,004	22.4	67.6	117

Total '000 Column: Total number of people in the US, by thousands. Mediamark estimates there are **14,448,000 men** between the ages of **18-24** in the US.

Proj '000 Column: The projected number of people that fit both of your criteria, by thousands. Mediamark estimates that **4,366,000 men** between the ages of **18-24** purchased Nike shoes in the last 12 months.

Pct Across Column: The percent calculated by dividing the **Proj '000 value** in the row by the **Total '000 value** in the base column = $4,366/14,448=30.2\%$. What this MEANS is that **30.2% of men between the ages 18-24 have purchased Nike shoes in the last 12 months**

Pct Down Column: The percent calculated by dividing the **Proj '000 value** in the row by the **Proj '000 value in the base row** = $4,366/20,727=21.1\%$. What this MEANS is that **21.1% of ALL men purchasing Nike shoes in the last 12 months have been between the ages of 18-24.**

Index Column: The percent calculated by **dividing the Pct Across in the row by the Pct Across in the base row** ($30.2/19.2 = 158$). The index for an **average consumer** is always 100.

If the **INDEX NUMBER** is **above 100**, your group is **more likely** to do something than the average consumer. If it is **below 100, they are less likely** to do something than the average consumer.

You **ALWAYS SUBTRACT 100 from the index #**, so if the index is 158 that means men between the **ages of 18-24** are **58% (158-100) more likely than the average consumer** to have **purchased Nike shoes in the last 12 months.**

Sorting, Downloading, Printing

The data can be **sorted** by any of the columns by simply **clicking on the title of the column you wish to sort by** (e.g. Index). To **re-sort the data** in the original fashion, **click on the word Stub on the left side of the columns of data** (over the word "Total").

If all the data does not appear to be present in the table, click on the **Options button** under the target box on the left side of the screen and **select "All Media & Demos" at the top of the box** on the left side of the screen and click on **Add** and then click on **Modify**.

The data can also be printed out or saved to an **Excel** spreadsheet. Click on Spreadsheet to download to Excel. **Make sure to note the name of the file and location where the file is saved.** A full printed report is approximately **12 pages**.

Summary Report – Market Share

You may also want to look at the **Summary Report** which is linked at the **top of the screen (View Summary)**. You will need to find your product again in the list of items. The **Summary Report** is a single table of **market share data** for specific brands within the category you selected. It also gives information about **light, medium, and heavy users** of the product. There is a **button to print** a copy of the summary report at the bottom of the screen.

Questions - Contact Susan Hurst, hurstsj@miamioh.edu (513-529-4144), 219A Laws Hall