



HOW TO USE MEDIAMARK

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This database consists of data from a twice annual **survey of US consumers**. It includes information on the **demographics** of the respondents and their exposure to different **media**.

To access it, go to the **Research by Subject** area on the bottom left side of the Library's Homepage (<http://www.lib.muohio.edu/>) and click on **Business**. On the **Business page**, click on the tab at the top of the screen for **Business Databases** and select **Mediamark** from the list of databases.

If you aren't familiar with Mediamark, here is a link for an explanation of **how to read the data**, http://rocket.lib.muohio.edu/indexes/mri/MRI_Reporter.pdf. This information can also be found on this handout.

Logging In

To access the Mediamark database, users must have **an account**. **You can either register and create your own account or use mine**. If you create your own account, you **MUST use your MUOHIO.EDU** email address, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account. **If you do not want to register, you may use my account. My email address is hurstsj@muohio.edu and the password is hurstsj.**

Getting Started

Information about the **Survey Methodology** is available at the top of the **MRI+ homepage**, under **“About+”**.

To access Mediamark, once you have logged in and are on their home page, click on the **Mediamark Reporter link** at the **top right side** of the screen. On the next screen, **double-click on the most current Product category** (e.g. Fall 2008 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).

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.**

See below for how to read and interpret the data.

How to Read an 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 have 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 Across | Pct Down | Index | |
| 6 | | | | | | | |
| 7 | Total | 204964 | 119291 | 58.2 | 100 | 100 | |
| 8 | Adults 18-34 | 64715 | 46006 | 71.1 | 38.6 | 122 | Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in Last 6 months. |
| 9 | Adults 18-49 | 130165 | 84623 | 65 | 70.9 | 112 | Percent Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34. |
| 10 | Adults 25-54 | 120777 | 74669 | 61.8 | 62.6 | 106 | |
| 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. | | | | | | | |

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

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 for example for newspapers, consumers are divided into quintiles where the one-fifth of consumers with the heaviest newspaper readership is in Quintile 1 and the 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 specific television and radio formats, such as jazz, rock, police dramas, game shows, etc.

Sorting, Downloading, Printing

The data can be **sorted** by any of the columns. You can do this using the **Options Button** or by simply **clicking on the title of the column you wish to sort by** (e.g. pct down). An **Asterisk** indicates a **Small** sample size for that particular population so take that into account. If you use the Options feature to change how it sorts, it will **continue to sort the data** that way until you change it again. You can also use the Options feature to change the variables that are included in the table (e.g. look just at demographic factors, or just magazines, etc.)

The **Index #** shows how likely it is that a person with those demographic characteristics or user of that type of media also consumes the product. If the Index # is **Greater** than 100, they are **More** likely to use the product, if it is **Less** than 100; they are **Less** likely to use the product. See the **last page** of this handout for more information on how to read the different columns.

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 Shares

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** out a copy of the summary report at the bottom of the screen.

If you have questions, contact Susan Hurst, 203 King (hurstsj@muohio.edu) 529-4144.