

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	
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.

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 ($71.1/58.2$).

Internet Reporter

Report Volume Types

Media - Demos with Media (Individual/Type/Formats/Quintiles)

Magazine Qualitative - Magazine Qualitative

Magazine Cumulative - Magazine 4-Issue Reach & Frequency Cume

Product - Demos & Media against Product Categories

Target Reports

Media Reports (Demographics)

- Head of Household
- Homemaker/Principal Shopper
- Household
- Respondent
- Spouse

Magazine Qualitative Reports

Magazine Cumulative Reports

Product Reports

- Apparel/Accessories
- Automotive
- Automotive Aftermarket
- Automotive Miscellaneous
- Beverages
- Candy/Sweets/Snacks
- Electronics
- Financial
- Health & Beauty Aids
- Home
- Household Products - Baby/Children
- Household Products - Food Products
- Household Products - Non-Food Products
- Household Products - Pets
- Insurance
- Leisure/Sports
- Personal Care
- Personal Items
- Shopping
- Tobacco
- Travel
- Trucks/ATV/Motorcycles

Accessing Reporter

1. Go to www.mriplus.com
2. Create a new account by clicking on "Register for a FREE Account"

MRI+
Mediamark Research Inc.

Mri+ Announcements
All new DHTML interface speeds up user experience and provides additional viewing options.

Welcome to MRI+

Login Below:

Email:
Password:
(Case Sensitive)

New User?
[Register for a FREE Account](#)

Forgot Your Password? [Click Here.](#)

Need help? mriplus@mediamark.com.

The leading database of key magazine planning resources.
The information link between planners and publishers.

Site Browser Requirements:
[Internet Explorer 5+](#)
[Netscape Navigator 6+](#)
[Opera 6+](#)

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3. Enter information:

MRI+
Mediamark Research Inc.

Register for MRI+

Fill out the form below for your FREE account.

* = Required Field

*First Name: *Address:
*Last Name: *City:
*Job Title: *State:
*Company: *Zip:
*Category: *Country:
Specify, if Other: *Phone:
Fax:
*Email: Website URL:
*Password: Please e-mail me with updates and information about MRI+. (You may unsubscribe at anytime.)
*Confirm:

Finish

4. E-mail with a validation link will be sent to your e-mail account, which you must click in order to get access to Reporter Data.
5. Once you are in the MRI+ website click on "Internet Reporter" for access.

MRI Information Systems

Spring 2004 Media data is available.

Getting Started

1. Begin by choosing a Report Volume (ex. Fall 2002 Product) or Type in a Keyword Search
2. Choose a Report (ex. Health and Beauty Aids)

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+

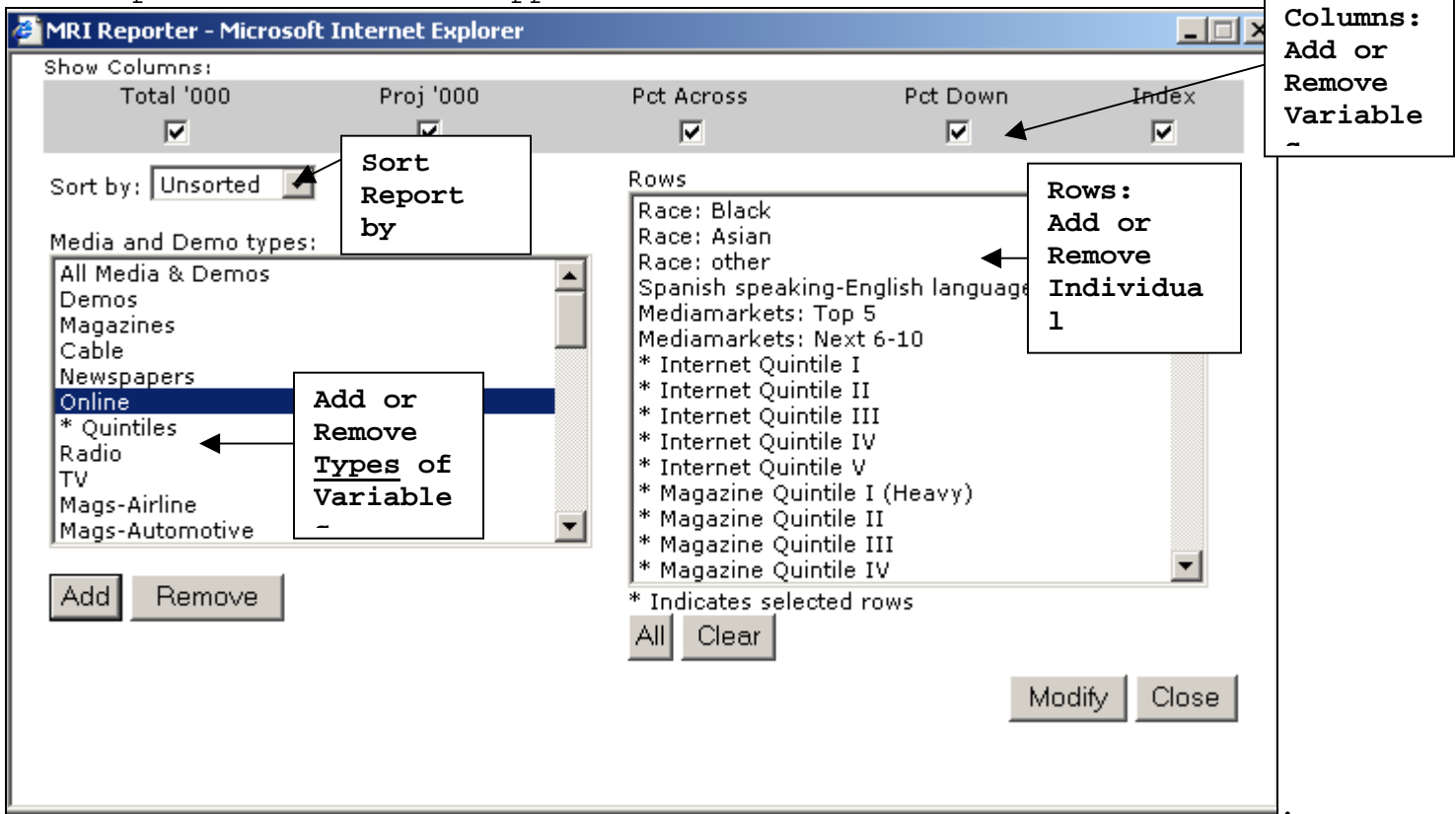
Stub	Total '000	Proj '000	Pct Across	Dc
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5
Adults 25-54	120,777	66,801	56.9	5
Age 18-24	27,099	14,774	12.6	5
Age 25-34	37,615	20,493	17.4	5
Age 35-44	44,983	25,054	21.3	5
Age 45-54	38,179	21,254	18.1	5
Age 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.

Stub	Total '000	Proj '000	Pct Across	Index
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

10. In the Options Window, use the Pull Down Menu to select a Column on which to sort. Click on the Modify button and the report will in descending order.

Options Window - Sort Pulldown Menu

Sort by: Unsorted

Media an: Total '000, Proj '000, Pct Across, Pct Down, Index

All Medi, Demos, Magazin, Cable, Newspapers, Online, Quintiles, Radio, TV, Mags-Airline, Mags-Automotive

Add Remove

* Indicates selected rows

All Clear

Modify Close

Saving or Downloading to Excel Reports

11. To Save: Click "Add to Your Reports" button.
12. To create a Spreadsheet: Click on the "Excel Spreadsheet" link.
13. To Print: Click on the "Print" button.
14. To View Saved Reports: Click on "View Report List" link.
 - a. Report Volume "Magazine Cumulative" cannot be added to your Report List.

The screenshot shows the MRI Reporter interface with the following sections and callouts:

- Category:** Mouthwash (selected)
- Base:** Adults 18+ (selected)
- Target:** Used in last 6 months Listerine (Yellow) (selected)
- Product:** Health & Beauty Aids
- Buttons:** Options, Add to your reports, Spreadsheet, Print, View Report List
- Table:**

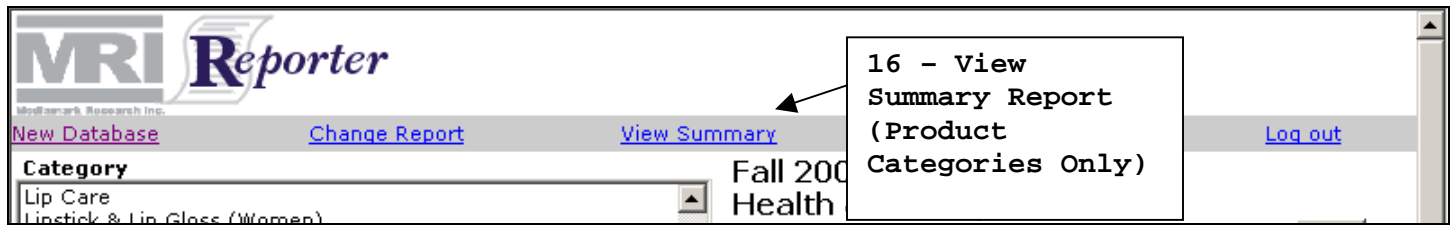
Stub	Total '000	Pror '000	Pct Across	Pct Down	Index
Adults 18-34	64,715	4,516	24.8	7.0	79
Adults 18-49	130,165	9,393	51.6	7.2	81
Adults 25-54	120,777	9,485	52.1	7.9	88

Callout Boxes:

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

Standard Internet Reporter Reports

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



The screenshot shows the 'Fall 2002 Product Summary' data table in a Microsoft Internet Explorer browser window. The title is 'Fall 2002 Product Summary'. Below the title is a 'Back' link. The table is titled 'Alcohol: Beer/Ale, Domestic, Premium' and 'Base: Adults (204,964,000)'. The table has columns for 'ALL' (subdivided into '000' and '%'), 'UNWGT', 'SHARE OF USERS', 'SHARE OF VOLUME', and 'VOI US IP'. The data is as follows:

	ALL		UNWGT	SHARE OF USERS	SHARE OF VOLUME	VOI US IP
	'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	
Classes/Last 7 Days						
L None	17708	8.6	2474			
L 1	4463	2.2	614			
L 2	5505	2.7	720			

At the bottom of the browser window are 'Print' and 'Close' buttons.

Notes

If your Internet Reporter session is inactive for 20 minutes or longer, you must log on again.