

## 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

<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 $(71.1/58.2)$ .

# 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](http://www.mriplus.com)
2. Create a new account by clicking on "Register for a FREE Account"

The screenshot shows the MRI+ website interface. At the top left is the MRI+ logo with the text "Mediamark Research Inc." below it. To the right is a "MRI+ Announcements" box with the text: "All new DHTML interface speeds up user experience and provides additional viewing options." Below the logo is a "Welcome to MRI+" banner. Underneath is a "Login Below:" section with fields for "Email:" and "Password:" (noted as "Case Sensitive") and a "Login" button. Below the login section is a "New User?" section with a link to "Register for a FREE Account". Other links include "Forgot Your Password? Click Here." and "Need help? mriplus@mediamark.com." On the right side, there is a sidebar with the text: "The leading database of key magazine planning resources. The information link between planners and publishers." Below this is "Site Browser Requirements: Internet Explorer 5+, Netscape Navigator 6+, Opera 6+." At the bottom, a copyright notice reads: "©1999-2004 Mediamark Research Inc. A United Business Media Company. All rights reserved." An arrow points from the "Register for a FREE Account" link to the registration form in the next screenshot.

3. Enter information:

The screenshot shows a Microsoft Internet Explorer browser window titled "MRI+ Registration - Microsoft Internet Explorer". The page displays the MRI+ logo and the text "Mediamark Research Inc." followed by a "Register for MRI+" header. Below the header is the instruction "Fill out the form below for your FREE account." and a note "\* = Required Field". The registration form consists of several fields: "\*First Name:", "\*Last Name:", "\*Job Title:", "\*Company:", "\*Category:" (with a dropdown menu set to "Academics/student"), "Specify, if Other:", "\*Email:", "\*Password:", and "\*Confirm:". On the right side, there are fields for "\*Address:", "\*City:", "\*State:" (with a dropdown menu set to "Select One"), "\*Zip:", "\*Country:" (with a dropdown menu set to "US"), "\*Phone:", "Fax:", and "Website URL:". There is a checkbox labeled "Please e-mail me with updates and information about MRI+. (You may unsubscribe at anytime.)" which is checked. At the bottom of the form is a "Finish" section with a "Register for MRI+" button.

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.

The screenshot shows a navigation menu titled "MRI Information Systems". It contains a button labeled "Mediamark Reporter" with an arrow pointing to it from the right. Below the button, the text reads: "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+

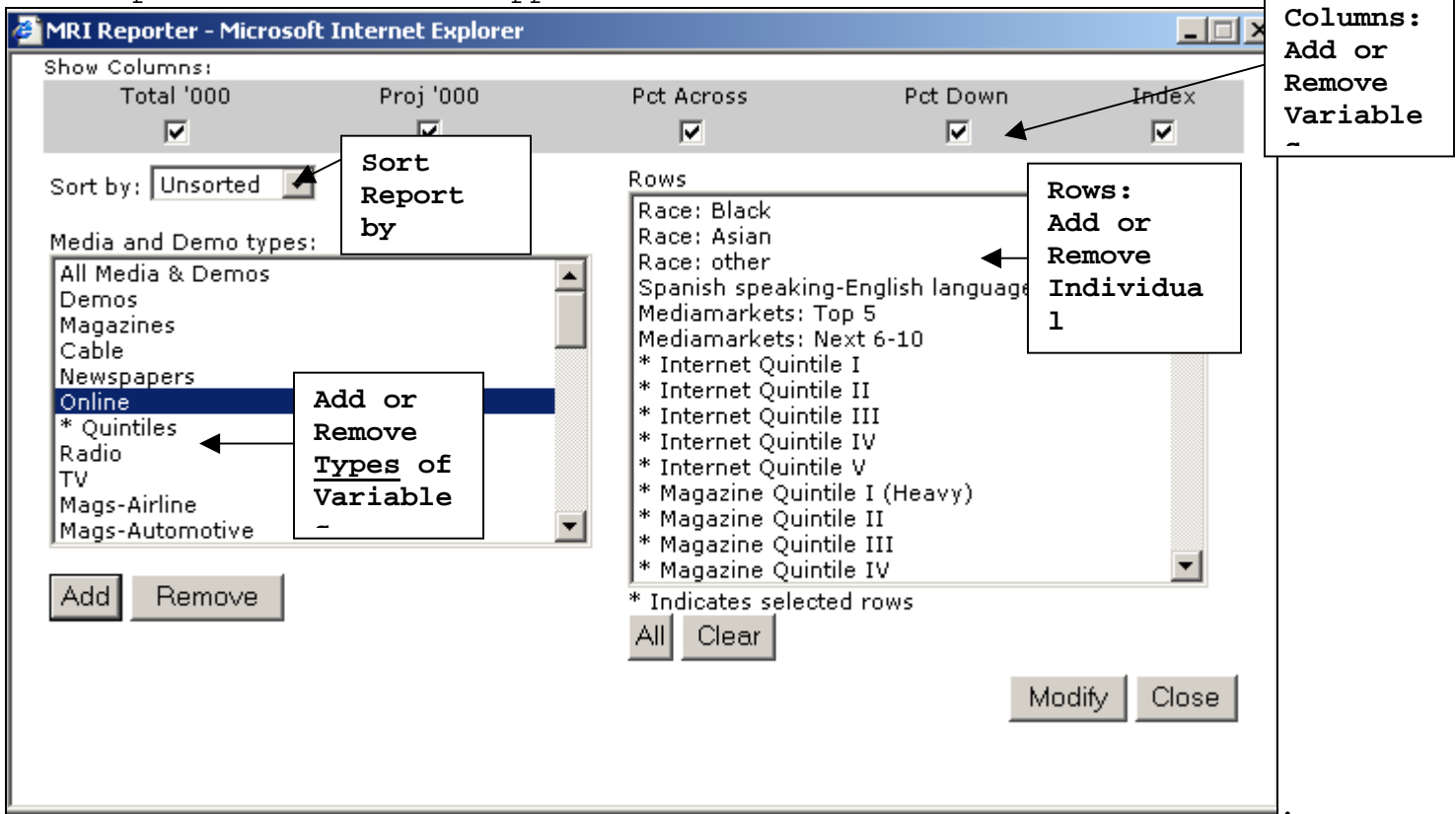
Stub	Total '000	Proj '000	Pct Across	Dc
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5
Adults 25-54	120,777	66,801	56.9	5
Age 18-24	27,099	14,774	12.6	5
Age 25-34	37,615	20,493	17.4	5
Age 35-44	44,983	25,054	21.3	5
Age 45-54	38,179	21,254	18.1	5
Age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

**MRI Reporter**  
Mediasearch Research Inc.

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

**Category**  
Adhesive Bandages  
Aftershave Lotion & Cologne For Men  
Ailments/Remedies - Used prescription remedy for  
Asthma Relief Remedies (Nonprescription)  
Athlete's Foot/Foot Care Products  
Bath/Shower Additives (Women)  
Blusher (Women)

**Base**  
Adults 18+  
Men 18+  
Women 18+

**Fall 2022 Product Health & Beauty Aids**  
Adhesive Bandages  
Used in last 6 months Total  
Base: Adults 18+  
[Spreadsheet](#)

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

Click on Blue Highlighted Columns to sort

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

Show Columns:  
Total '000    Proj '000    Pct Across    Pct Down    Index

Sort by: **Unsorted** (dropdown menu open)

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

Adults 18-34  
\* Adults 18-49  
\* Adults 25-54  
Age 18-24  
Age 25-34  
Age 35-44  
Age 45-54  
Age 55-64  
Age 65+  
Men  
Men 18-34  
Men 18-49  
Men 25-54  
Women

\* Indicates selected rows

[Add](#)   [Remove](#)   [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

**12 - Save Report by Clicking on Add to your reports button** (Callout pointing to 'Add to your reports')

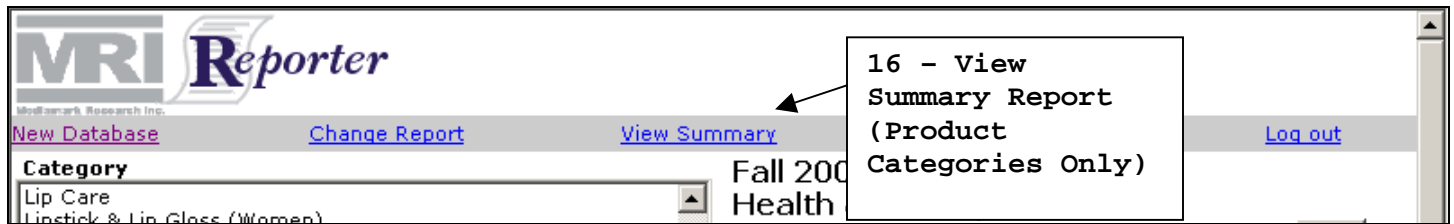
**13 - Download report to Microsoft** (Callout pointing to 'Spreadsheet')

**14 - Print Report** (Callout pointing to 'Print')

**15 - View Saved Report List** (Callout pointing to 'View Report List')

**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.



### 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 Whiskey](#)
- [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			SHARE OF USERS	SHARE OF VOLUME	VOI US IP
	'000	%	UNWGT			
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			

Print Close

## **Notes**

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