

Mediamark Reporter (MRI)

Mediamark Research Inc. (MRI) Mediamark Reporter provides summary tables of comprehensive demographic, lifestyle, product usage, and media data collected from an annual sampling of over 26,000 consumers. These data provide strategic insights, consumer targeting, brand trial/loyalty, promotional opportunities, and trade marketing. In addition to the basic survey of who buys what product, what magazines they read, and what types of radio/TV/media they use, other databases within MRI provide specialty target groups, such as ten major media centers, as well as teenage users and upper-income/affluent consumers.

Logging In

If you have never used Mediamark Reporter, you must first register to create an account. If you have already registered and have an account, you can go directly to the login page: [Mediamark Reporter login page](#).

To create an account you will need to fill in a short registration form.

You MUST use your Missouri State University e-mail account (ends in @missouristate.edu or @live.missouristate.edu) or your registration will not be accepted.

After registering, an e-mail with a 'Validate My Registration' link will be sent to your Missouri State e-mail account. Follow the instructions to validate the registration and activate your account.

If you do not want to fill in your personal information you can put 'XX' in most of the fields. The zip code must be five characters and the phone number ten characters. Select a state from the drop-down menu. Your e-mail address and password must be correct to register.

To create your account, click on the 'Register for a FREE Account' link on the [Mediamark Reporter login page](#).

Searching Mediamark Reporter

- 1) Once you are logged in, click on “Mediamark Reporter”
- 2) Choose one of the “Report Volumes”: The “Fall (year) Product” covers the entire database; “Teenmark” surveys consumer behavior in the age 12-19 category; “Upper Deck” covers the top 10 percent household income consumers.
- 3) Choose either a report (subject category) or a keyword. Note that keyword requires one word (or part of a word) only.

For further information on MRI, please check their Web site at: <http://www.mediamark.com/>

How to Read a Mediamark Reporter (MRI) Report

Below is a table from Reporter Report 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 drunk a Regular Cola Drink, Not Diet in the Last 6 Months.

Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in 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 Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34.

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 ($71.1/58.2$).