# 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.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Regular Cola Drinks, Not Diet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Drank in Last 6 Months Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Adults 18+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total '000</td>
<td>Proj '000</td>
<td>Pct Across</td>
<td>Pct Down</td>
<td>Index</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Total</td>
<td>204964</td>
<td>119291</td>
<td>58.2</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td>Adults 18-34</td>
<td>64715</td>
<td>46006</td>
<td>71.1</td>
<td>38.6</td>
<td>122</td>
</tr>
<tr>
<td>9</td>
<td>Adults 18-49</td>
<td>130165</td>
<td>84623</td>
<td>65</td>
<td>70.9</td>
<td>112</td>
</tr>
<tr>
<td>10</td>
<td>Adults 25-54</td>
<td>120777</td>
<td>74669</td>
<td>61.8</td>
<td>62.6</td>
<td>106</td>
</tr>
</tbody>
</table>

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

**Percent Down:** out of Adults 18-34, 38.6% drank Regular Cola Drinks, Not Diet in the Last 6 Months.

**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**

<table>
<thead>
<tr>
<th>Pct. Across= 71.1</th>
<th>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%.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pct. Down= 38.6</td>
<td>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%.</td>
</tr>
<tr>
<td>Index=122</td>
<td>The percent calculated by dividing either the Pct. Across in the row by the Pct. Across in the base row (71.1/58.2).</td>
</tr>
</tbody>
</table>
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”

3. Enter information:

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.
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)

3. A Report Window appears, automatically generating a Report based upon the first Category, Base and Target in the lists.

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.
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:
   a. “Media and Demo Types” box contains data groups.
      i. 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.
      ii. 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.
   b. “Rows” box contains Individual rows.
      i. Select an individual row – select by clicking on each row title. Asterisks are automatically added to the individual rows.
      ii. 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.
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.

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.
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.
   - Report Volume “Magazine Cumulative” cannot be added to your 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 Whisky
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

Fall 2002 Product Summary

Alcohol: Beer/Ale, Domestic, Premium
Base: Adults (201,964,000)

<table>
<thead>
<tr>
<th>Brand</th>
<th>ALL</th>
<th>%</th>
<th>SHARE OF</th>
<th>SHARE OF</th>
<th>VOLUME IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budweiser</td>
<td>46790</td>
<td>22.5</td>
<td>3207</td>
<td>35.9</td>
<td>53.4</td>
</tr>
<tr>
<td>Bud Dry</td>
<td>1620</td>
<td>0.6</td>
<td>380</td>
<td>2.3</td>
<td>2.6</td>
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<tr>
<td>Coors Extra Gold</td>
<td>3704</td>
<td>1.6</td>
<td>425</td>
<td>5.4</td>
<td>3.0</td>
</tr>
<tr>
<td>Coors-Original</td>
<td>1529</td>
<td>0.6</td>
<td>391</td>
<td>1.9</td>
<td>1.5</td>
</tr>
<tr>
<td>Icehouse</td>
<td>6781</td>
<td>3.3</td>
<td>912</td>
<td>9.0</td>
<td>0.3</td>
</tr>
<tr>
<td>Leinenkugels</td>
<td>2571</td>
<td>1.2</td>
<td>337</td>
<td>4.4</td>
<td>2.9</td>
</tr>
<tr>
<td>Michelob Amber Bock</td>
<td>1675</td>
<td>0.8</td>
<td>227</td>
<td>2.4</td>
<td>0.9</td>
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<tr>
<td>Michelob Golden Draft</td>
<td>2629</td>
<td>1.2</td>
<td>223</td>
<td>2.9</td>
<td>2.2</td>
</tr>
<tr>
<td>Miller Genuine Draft</td>
<td>5382</td>
<td>2.6</td>
<td>1254</td>
<td>13.6</td>
<td>9.2</td>
</tr>
<tr>
<td>Miller High Life</td>
<td>6174</td>
<td>3.0</td>
<td>778</td>
<td>9.0</td>
<td>8.6</td>
</tr>
<tr>
<td>Old Style</td>
<td>1666</td>
<td>0.8</td>
<td>105</td>
<td>0.9</td>
<td>1.1</td>
</tr>
<tr>
<td>Pete's Wicked</td>
<td>2081</td>
<td>1.0</td>
<td>267</td>
<td>3.0</td>
<td>1.9</td>
</tr>
<tr>
<td>Red Dog</td>
<td>1017</td>
<td>0.5</td>
<td>135</td>
<td>1.5</td>
<td>0.3</td>
</tr>
<tr>
<td>Red Hook</td>
<td>1198</td>
<td>0.6</td>
<td>382</td>
<td>1.7</td>
<td>1.2</td>
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<tr>
<td>Stieger's</td>
<td>449</td>
<td>0.2</td>
<td>68</td>
<td>0.7</td>
<td>0.4</td>
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<tr>
<td>Superstar/Like Last 7 Days</td>
<td>17708</td>
<td>8.6</td>
<td>2474</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L 1</td>
<td>4463</td>
<td>2.2</td>
<td>614</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M 2</td>
<td>5060</td>
<td>2.5</td>
<td>768</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The **MediaMark Reporter** is relatively new to UMD, and it is being used often in marketing research. The document you are viewing provides information on how to interpret numbers in the various columns and how to access and use the database.

In addition, you may have some technical questions about report methodology and definitions of terms and values, especially "Quintiles" and "Terciles."

**MediaMark Tech Guides** provide detailed information on how each report was put together and the unique values Quintiles and Terciles in each report. The link listed below has links to Tech Guides from 1998 to present.

http://www.mediamark.com/MRI/docs/techguide.html