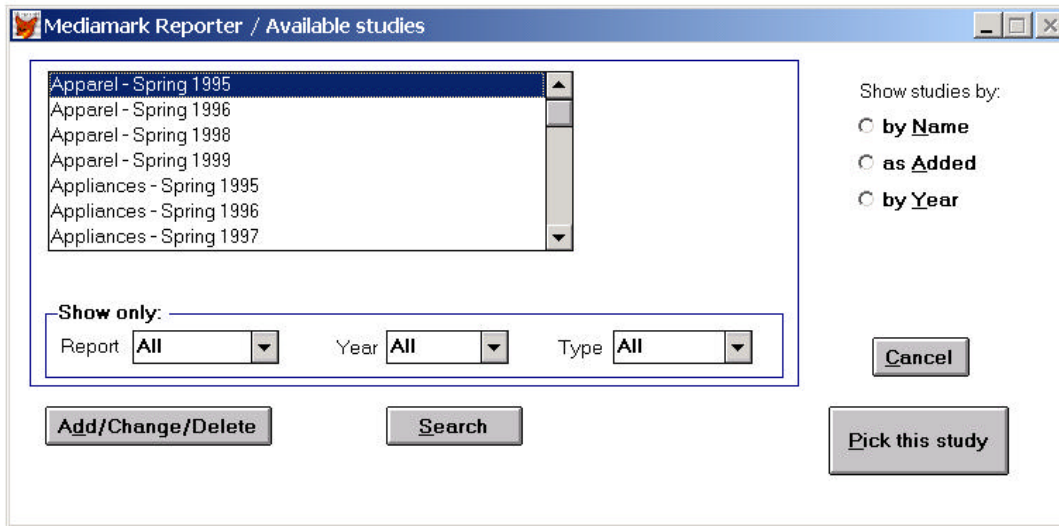


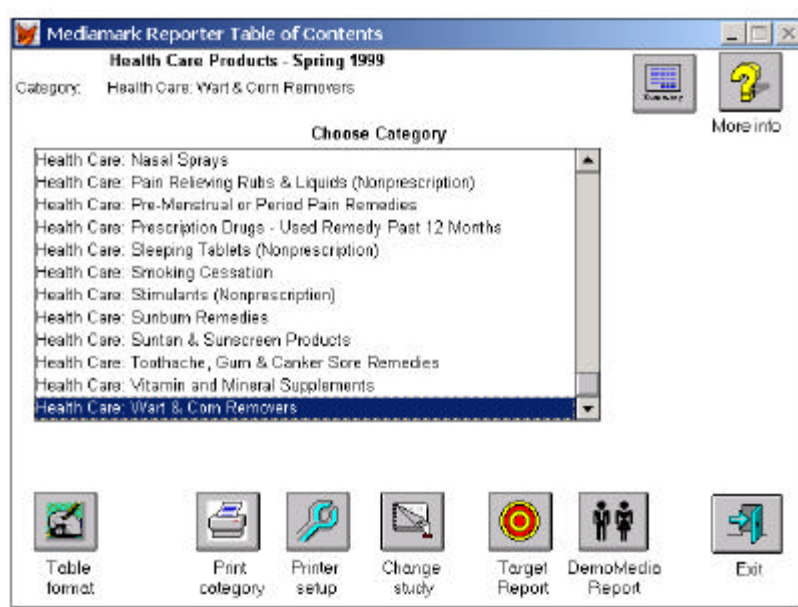
Mediamark Reporter

(MORE > Journal Articles, Databases ... > Business & Economics > Data)



To get a report basically equivalent to the printed reports:

1. From the 'Available studies' window pictured above, double click on the study most likely to contain the product in which you're interested.
?? You can use the 'search' button and do a key word search, however, this can take a loong time, since it searches through all available studies—use it more as a last resort.

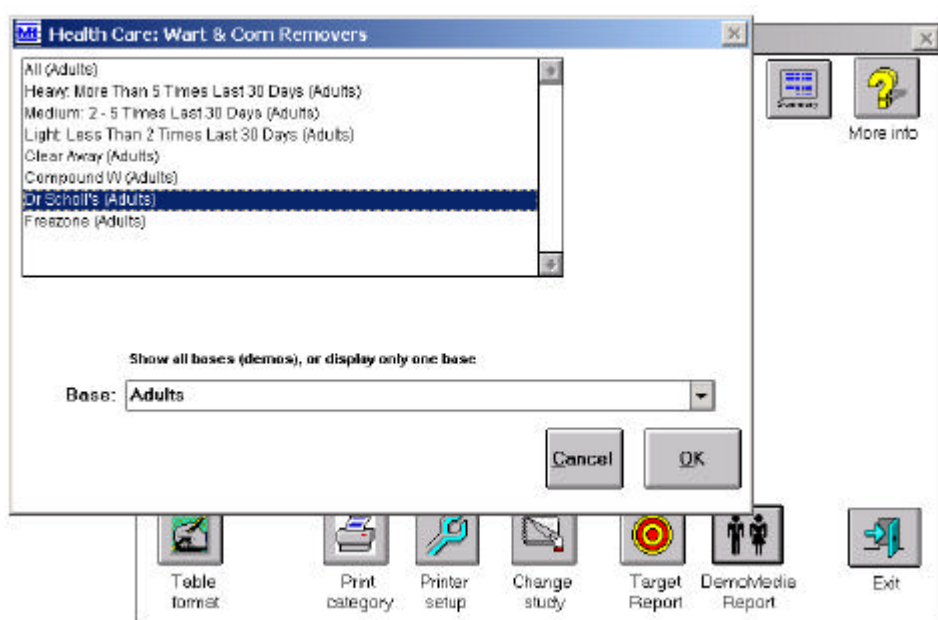


2. From the 'Table of Contents' window (pictured above), highlight a product.
3. Click on the 'DemoMedia Report' button.



DemoMedia
Report


This will bring up a second window, with choices of frequency/volume of use variables (with definitions of heavy, medium, and light use), and of specific brands.



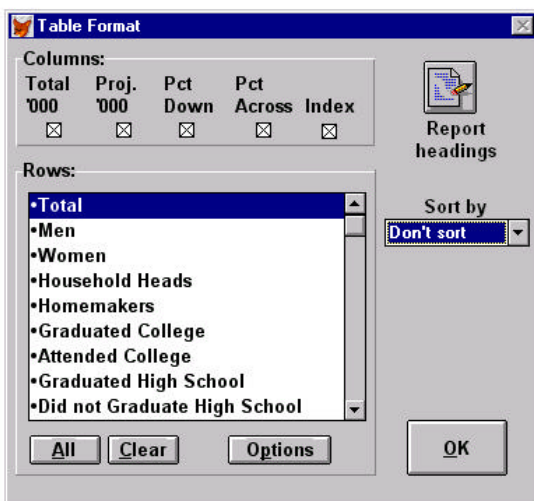
4. From this window of variables for the specific product, select one. This will give you a demographic and Media breakdown of users of that item. This report is the closest to the reports in the printed volumes. It gives you **all** of the data available about the product you selected.

?? Here you can also choose to limit the base population you wish to look at. This option is NOT available in categories that only have summary data.

WARNING: You may not see all types of variables, demographic, TV, cable, radio, magazines, newspapers, and quintiles. This is because the program retains the choice of variables of the last user. Therefore, you may need to use the 'Table format' button to restore all variables (see below).

5.  The 'Table format' button and window: **organizing and limiting your results.**
This button opens a window where you can select variables (population, percents and index), rows (demographics), headers/footers, and sorting options (where available).

WARNING: The program retains the variable selections made by the previous user on each machine!! Therefore, you will likely have to reset the variables to your liking.



The bullets on the left margin indicate that the variable is 'selected'. You can select or deselect individual variables by double-clicking on them.

If you want certain types of variables, try the following:

1. Deselect all variables by clicking on 'clear'.
2. Click on 'options'.
3. Then double-click on the types of variables you want, e.g. demos, mags-aviation, mags-computer, online, TV, radio, etc.

If all variables did not appear in the initial report, use the 'all' button to reselect them.


By default, all columns (Total, Proj., Percent down, Percent across, Index) are selected. Double-click to deselect them here.

Use the ‘Sort by’ option to sort your data by rows: this can make it easier to organize and interpret your data.



☞☞ Sort by index to see the variables with the highest probability of use.

☞☞ Sort by percent across (composition) to see what percentage of people with a given characteristic are users.

Click on ‘OK’ to run the report. Then you can scroll through it, print it or download it.

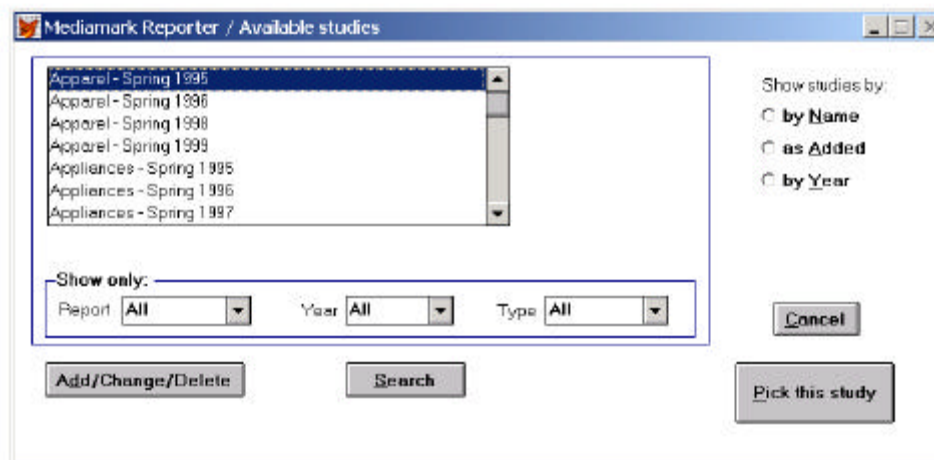
6.  The ‘Worksheet’ button.
 This allows you to save or download the report in the following formats: Excel, Lotus 1-2-3, a proprietary MRI format, dBase/FoxPro, comma-delimited, and tab-delimited.
 Make sure to select the a: drive, and to have a floppy disk in place.
7. Click ‘OK’ to get out of the report.

To get an overview of a product group, or focus on one variable:

- ??  The ‘Summary’ button. (Available only in Product Reports’ Tables of Contents windows.)
 Provides a table containing the tabulation of each question asked about the product/service.
- ??  The ‘Target Report’ button. (Available only in Product Reports’ Tables of Contents windows.)
 This allows you to pick a category of product (i.e. an entire product report) and cross-tab it with one media or one demographic variable. It provides the same information as the original search except that you view one variable at a time for the entire product category. Multiple selections are not possible. This can be useful, since it allows you to limit the report to the variable, demographic or media, that is most important to you.

Miscellaneous:

- ?? If there appear to be studies missing from the initial window (e.g. 95, 96, 98, and 99 are there, but 97 is not), or the studies seem to be in a more random order, follow the directions below.



1. Check that ‘All’ is showing in the ‘Show only:’ window for Report, Year, and Type.
2. Try a different organization for the studies (upper right of the window: by name, as added, by year).

If neither of these ‘find’ the missing studies, continue with steps 3-5.

3. Click on ‘Add/Change/Delete’.
4. Click on ‘Load’.
5. Scroll through the studies listed in the window, till you find the one(s) you need, highlight and click ‘OK’.

WARNING: you cannot load studies which say “Key disc required”—we do not have access to these studies.

Mediamark Definitions

- * (Asterisk): A means of identifying statistical estimates based on respondent counts of under 50, both in the reports and in MEMRI or BrandTab output. Since small samples have larger sampling tolerances, the asterisk is a warning to the user that the projection should be used with care, in that it may not be reliable.
- 4-issue cume: the net reach of 4 issues of a particular magazine. This data gives an indication of reader loyalty.
- Audience, Primary (Magazine): That portion of the magazine audience where someone in the household obtained the copy either by subscription or newsstand purchase.
- Audience, Secondary (Magazine): Those readers of magazines who do not live in households where the magazine was purchased or received by subscription. Also called “pass-along audience.”
- Census Region: Four geographic regions defined by the Census Bureau as follows:
- North East: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey
 - North Central: Ohio, Indiana, Illinois, Iowa, Wisconsin, Michigan, Minnesota, North Dakota, South Dakota, Missouri, Kansas, Nebraska
 - South: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Louisiana, Arkansas, Oklahoma, Alabama, Mississippi, Texas.
 - West: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California
- Columns:
- Total ‘000: the total population as defined by the base (e.g. all users, adults, men, women, female homemakers).
 - Projected ‘000: projected users of the category, i.e. product or medium.
 - Percent down: the number of users of a product category who have a given characteristic is restated here as a percentage of all users.
 - Percent across: the number of users of a product category who have a given characteristic, restated here as a percentage of the entire base population who share that characteristic.
 - Index: see separate entry under ‘Index, propensity to use’.
- Composition (media): The percentage of a medium’s audience or of a product’s users that is described by some characteristic (usually demographic), e.g. women 18-24 are 39% of magazine X’s total audience or of product X’s total users. In Mediamark report tables, with media as rows, composition is the % **Across (C)**.
- Cost per point: a measure of relative cost efficiency of media or vehicles expressed in dollars spent to buy a rating point (1% of the defined population). This figure is obtained by dividing total cost by the number of rating points.
- Cost per thousand: a measure of relative cost efficiency of media vehicles expressed in dollars spent to reach a thousand persons. The figure is obtained by dividing the cost of an ad by the size of the audience in thousands.
- County size: a classification scheme involving county and area size (as defined by the AC Nielsen Co.):
- County size A: All counties in the 25 largest metropolitan areas.
 - County size B: Counties with over 150,000 population that are not in Class A, plus counties that are part of the metropolitan areas of cities in such B counties.

County size C: Counties not included under A or B having over 35,000 population plus counties that are a part of the metropolitan area of cities in such C counties.

County size D: All remaining counties.

Coverage (media): Coverage is the proportion of a specified medium's population (generally demographic) that is reached. E.g., magazine Y reaches 25 % of women 25-54.

Cross-tab: short for cross-tabulation which is a tabular representation of column and row definitions of data variables with each intersection providing an estimate of persons who have both characteristics.

Cume: short for 'cumulative'. The number of different people who read or are exposed to any medium, vehicle or group (schedule) within a defined population. Also known as Net Unduplicated Audience.

Daypart Cume: The number of people who viewed or watched at any time during the time slot.

Demo: Short form for the demographic definition of a target or media audience. Used to describe the defined group as in "women 18-34", "total adults", or "men with household income of \$25,000 or more".

Doublebase: Mediamark's two year database consisting of four waves of respondent data. It contains only those items that were carried in the questionnaires for all four waves of fieldwork. Its purpose is to report adequate samples for smaller market segments, both demographic groups and low incidence media (items marked with an asterisk *).

Duplicated audience, duplication: that part of an audience of two or more vehicles who are reached by more than one of these vehicles.

Frequency (media): the number of different issues (or showings) that a person is exposed to of a vehicle or vehicles in a media schedule.

Frequency distribution (media): a table showing the number of people reached for each frequency level (i.e. number of issues read of a schedule). The sum of these audiences would equal the net reach of a schedule.

Index, or propensity to use: a propensity to use index is the probability (expressed in terms of an index) of finding a user in a specific group relative to the probability of finding a user in the general population.

Indices of user demographics and media preferences are used to indicate the direction and amount of difference from the average. The index of the average is, by definition, 100. Thus, an index of 112 reflects a 12 % above-average incidence. An index of 89 indicates an 11% below-average incidence. An index is calculated by dividing the Percent Across of a group by the Percent Across of the universe concerned.

Magazine page exposures (MPX): is a measure of the average number of times the average reader sees an average page in a magazine. It is an excellent overall indicator of reader involvement.

Marketing regions: see page A-23 in the Appendix of the *Mediamark Reports User Guide* (MEM REF HF 5415.3 .M22 user guide).

Page Exposure: the total number of different times an average page in a specified magazine is looked at by the readers of that magazine.

Quintile: A division of a specified population into five equal groups, based on an ordered array of a specified quantity such as number of magazines read, income, number of ½ hours of TV viewed. The order is from high (Quintile 1) to low (Quintile 5).

Reach: Unduplicated audience of a single vehicle or schedule of vehicles. May be expressed as a percentage or in thousands of persons or household. Also called "cume".