HOW TO USE MEDIAMARK

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To access it, go to the **Databases A-Z page** on the **Library's Homepage** (**http://www.lib.miamioh.edu/databases/**) and click on **M** for **Mediamark,** or go to my **Marketing page** (**http://libguides.lib.miamioh.edu/mkt**) **a**nd click on **Mediamark** at the top of the **Quick Links** section.

Mediamark (also known as MRI+)
This database has information on **who buys products and services** in the US. It also includes information on the **demographics** of the respondents and their exposure to different **media**.

Mediamark has a NEW interface. This is the KEY you will need to initially login EVK2X04L
Then you will need to create **your own account**. U**se your miamioh.edu email account**, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account.

Once you have logged in, click on the **University Reporter Icon** to enter the system.

Find products or activities by **searching through the categories** or use the **keyword** search box at the top of the screen.

The main MRI Reporter window should now be on your screen. It has **three areas** that you can modify.

One is the **Report type**. Besides the Standard Report, you can also choose a Trend Report, which will show you the numbers of individuals (in thousands) that participated in the activity, purchase that brand, etc. for the most recent 3 years. For example, 71,501 would be 71,501,000 (multiply by 1,000).
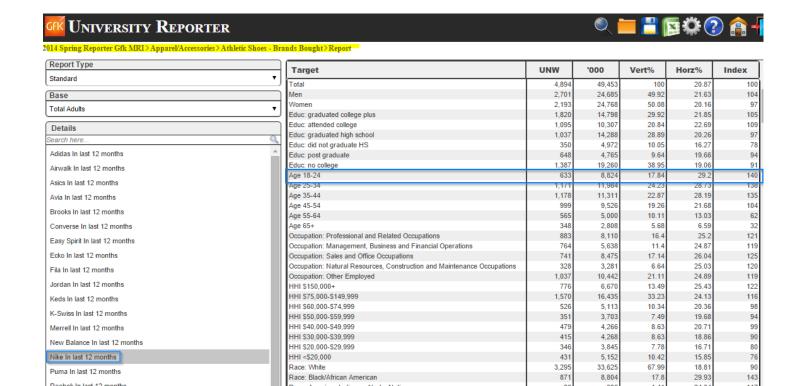
There is also a **Base** option which may give you the option of looking just at men or women consumers, or principal shopper, depending on the target audience you are most interested in.

Lastly, there is the **Details** section**,** which lists the various brands or options within the product category you can choose**.**

RED text in a row of data indicates a **small sample size** for that particular population, so **that row of data is not statistically significant and should NOT be considered**. **The rest of the data in the table is valid, just ignore ALL data in RED,** (or any row that has **less than 50** in the UNW Column).

Sorting & Downloading
The data can be **sorted** by any of the columns by simply **clicking on the title of the column you wish to sort by** (e.g. Index). It will first sort the data smallest to largest. To sort largest to smallest, click the column heading again. To **re-sort the data** in the original fashion, just click on the column one more time. The data can also be saved to an **Excel** spreadsheet. Click on the Excel Icon at the top right corner of the screen to download to Excel. **Remember though that the text will now be black and white so IGNORE any rows that have a UNW of less than 50 or SORT by the UNW column** and **DELETE all rows** with **less than 50** in that column to **REMOVE all statistically insignificant results** from your spreadsheet.

GfK UNIVERSITY REPORTER

2014 Spring Reporter Gfk MRI > Apparel/Accessories > Athletic Shoes - Brands Bought > Report

Report Type: Standard

Base: Total Adults

Details (Search here...)
- Adidas In last 12 months
- Airwalk In last 12 months
- Asics In last 12 months
- Avia In last 12 months
- Brooks In last 12 months
- Converse In last 12 months
- Easy Spirit In last 12 months
- Ecko In last 12 months
- Fila In last 12 months
- Jordan In last 12 months
- Keds In last 12 months
- K-Swiss In last 12 months
- Merrell In last 12 months
- New Balance In last 12 months
- Nike In last 12 months
- Puma In last 12 months
- Reebok In last 12 months

Target	UNW	'000	Vert%	Horz%	Index
Total	4,894	49,453	100	20.87	100
Men	2,701	24,685	49.92	21.63	104
Women	2,193	24,768	50.08	20.16	97
Educ: graduated college plus	1,820	14,798	29.92	21.85	105
Educ: attended college	1,095	10,307	20.84	22.69	109
Educ: graduated high school	1,037	14,288	28.89	20.26	97
Educ: did not graduate HS	350	4,972	10.05	16.27	78
Educ: post graduate	648	4,765	9.64	19.66	94
Educ: no college	1,387	19,260	38.95	19.06	91
Age 18-24	633	8,824	17.84	29.2	140
Age 25-34	1,171	11,984	24.23	28.73	138
Age 35-44	1,178	11,311	22.87	28.19	135
Age 45-54	999	9,526	19.26	21.68	104
Age 55-64	565	5,000	10.11	13.03	62
Age 65+	348	2,808	5.68	6.59	32
Occupation: Professional and Related Occupations	883	8,110	16.4	25.2	121
Occupation: Management, Business and Financial Operations	764	5,638	11.4	24.87	119
Occupation: Sales and Office Occupations	741	8,475	17.14	26.04	125
Occupation: Natural Resources, Construction and Maintenance Occupations	328	3,281	6.64	25.03	120
Occupation: Other Employed	1,037	10,442	21.11	24.89	119
HHI $150,000+	776	6,670	13.49	25.43	122
HHI $75,000-$149,999	1,570	16,435	33.23	24.13	116
HHI $60,000-$74,999	526	5,113	10.34	20.36	98
HHI $50,000-$59,999	351	3,703	7.49	19.68	94
HHI $40,000-$49,999	479	4,266	8.63	20.71	99
HHI $30,000-$39,999	415	4,268	8.63	18.86	90
HHI $20,000-$29,999	346	3,845	7.78	16.71	80
HHI <$20,000	431	5,152	10.42	15.85	76
Race: White	3,295	33,625	67.99	18.81	90
Race: Black/African American	871	8,804	17.8	29.93	143

UNW Column: Total number of people that met the criteria in their survey. In the Spring 2014 survey, there were 633 respondents in the survey aged 18-24 that bought Nike shoes in the last 12 months. If this number is **LESS than 50**, the text will be RED and the **data should be ignored** for that row as it is too small a sample size and is **statistically insignificant**.

'000 Column: The projected number of people that fit both of your criteria, by <u>thousands</u>. Mediamark estimates that **8,824,000** people between the ages of 18-24 **purchased Nike shoes** in the last 12 months.

Vert % Column: The percent calculated by dividing the **'000 column value** in the row by the **'000 column value in the total row = 8,824/49,453=17.84%.** What this MEANS is **that 17.84% of ALL people purchasing Nike shoes in the last 12 months have been between the ages of 18-24**.

Horz % Column: The percent calculated by dividing the **'000 column value** in the row by the **Total '000 value** in the base column = **8,824/???=29.2%.** (Currently Mediamark is not providing the Total Column, so we have to take their word for it.) What this MEANS is that **29.2% of people between the ages 18-24 have purchased Nike shoes in the last 12 months**

Index Column: The percent calculated by **dividing the Horz % in the row by the Horz % in the Total row (29.2/20.87 = 140).** The index for an **average consumer** is always 100.

If the **INDEX NUMBER** is **<u>above 100</u>**, your group is **<u>more likely</u>** to do something than the average consumer. If it is **<u>below 100, they are less likely</u>** to do something than the average consumer.

You **ALWAYS SUBTRACT 100 from the index #,** so if the index is 140 that means people between the **ages of 18-24** are **<u>40% (140-100) more likely than the average consumer</u>** to have **purchased Nike shoes in the last 12 months**.

Questions - Contact Susan Hurst, hurstsj@miamioh.edu (513-529-4144), 219A Laws Hall