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) and 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. Use 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.
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 thousands. 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 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 above 100, your group is more likely to do something than the average consumer. If it is below 100, they are less likely 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 40% (140-100) more likely than the average consumer to have purchased Nike shoes in the last 12 months.

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