Getting started – Create an account

1. Go to Library homepage, library.loyno.edu
2. Go to the research guide for Business
3. Click on MRI+
4. First-time users must create an account ON CAMPUS and use your full Loyola email address
5. An authentication email will be sent to your Loyola email account, follow the instructions provided to complete the process.
6. Log in with your new account! Once you have an account, you can use Mediamark from on or off campus
About The Mediamark Reporter

Founded in 1979, GfK Mediamark Research & Intelligence interviews 26,000 U.S. adults (18+) in their homes each year. Survey includes questions about media use, products purchased, lifestyle activities and attitudes.

The in-home interviews represent the biggest survey of its kind.

About The Mediamark Reports

The reports include pre-tabulated, standard data tables covering media use, product use, behavioral and other marketing measures from a national probability sample of 26,000 consumers each year. The database includes reports going back to 2005.

This data is only available to MRI subscribers; and the Monroe Library subscribes for you!
The in-home interviews represent the biggest survey of its kind.

Products are organized by category
Who consumes the products?

Demographic characteristics:
- Gender
- Race
- Age group
- Education level
- Geographic region
- Marital status
- Household size
- Household income

Media preferences:
- Magazines and newspapers read
- Television shows watched
- Websites

How to select a report

1. Choose a Report Volume
2. Double-click on “Spring 2010 Product”
3. Choose a Report
4. Or, search by Keyword (type in a keyword – warning - very temperamental.)
How to search

Choose a Report Volume

1. Double-click on Fall or Spring Product
2. Select a report category

Choose a Report

1. Choose a Report Volume
2. Double-click on “Spring 2010 Product”
3. Choose a Report
4. or, enter a keyword in the “Search by Keyword box.”

( Keyword searching can be temperamental)

Example: select the report volume Electronics

Category: Music & Other Audio Listen/Purchase

Base: Adults

Target: The style of music purchased in the last 6 months
**Report Example:** Electronics, Music & Other Audio Listen/Purchase, The style of music purchased in the last 6 months, Hip Hop

**Who buys hip hop music?**

Survey says: 8,140,000 adults 18+ do

Checkout the data table on the next slide

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Report Example: Electronics Music & Other Audio Listen/Purchase, The style of music purchased in the last 6 months ~ Hip Hop ~

The estimated number of adults (18+) in the US at the time the study was published was: 226,958,000

→ '000 is a space saver. It indicates that three zeros should be added to the end of these numbers.

A projected 8,140,000 US adults (18+) purchased Hip Hop music in the last 6 months.

Q: What’s the US population of adult men?

Q: How many men purchased Hip Hop?
Report example: Electronics Music & Other Audio Listen/Purchase, The style of music purchased in the last 6 months ~ Hip Hop Population

<table>
<thead>
<tr>
<th>Adults</th>
<th>Total '000</th>
<th>Proj '000</th>
<th>Pct Across</th>
<th>Pct Down</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>226,958</td>
<td>81,401</td>
<td>3.6</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Men</td>
<td>109,713</td>
<td>40,045</td>
<td>3.6</td>
<td>49.2</td>
<td>102</td>
</tr>
<tr>
<td>Woman</td>
<td>117,245</td>
<td>41,356</td>
<td>8.5</td>
<td>50.8</td>
<td>95</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>28,671</td>
<td>9,249</td>
<td>32.3</td>
<td>59.8</td>
<td>95</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>40,222</td>
<td>29,550</td>
<td>7.3</td>
<td>36.3</td>
<td>256</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>43,057</td>
<td>14,943</td>
<td>35.3</td>
<td>35.3</td>
<td>203</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>44,372</td>
<td>8,311</td>
<td>18</td>
<td>10.2</td>
<td>52</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>53,554</td>
<td>1,959</td>
<td>3.5</td>
<td>2.4</td>
<td>16</td>
</tr>
<tr>
<td>Age 65+</td>
<td>57,482</td>
<td>5,813</td>
<td>0.2</td>
<td>0.7</td>
<td>4</td>
</tr>
</tbody>
</table>

There are about 28,671,000 adults 18+ in the US who are between 18-24 years of age.

2,629,000 US adults aged 18-24 purchased hip hop in the last 6 months.

Report Example: Electronics Music & Other Audio Listen/Purchase, The style of music purchased in the last 6 months ~ Hip Hop ~

Percent Across

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<td>4</td>
</tr>
</tbody>
</table>

There are about 28,671,000 adults in the US who are between 18-24.

About 2,629,000 18-24 year olds purchased hip hop in the last 6 months.

Pct Across = (2,629/28,671)*100 = 9.2

Of the population of adults 18-24, 9.2% purchased hip hop in the last 6 months.
Out of the 8,140,000 adults who buy hip hop...

32.3% are 18-24 yrs old
0.7% are 65+ and older
36.3% Are 25-34 yrs old

Checkout the data table on the next slide

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Report Example: What age group is more likely to purchase hip hop?

Out of the total population of adults 18+ who purchased hip hop, 32.3% were 18-24. Calculate by dividing the projected number in that demographic (18-24 years of age who purchased hip hop) by the total projected adults who purchased hip hop.
Report Example: Electronics Music & Other Audio Listen/Purchase, The style of music purchased in the last 6 months ~ Hip Hop ~

**Index**

<table>
<thead>
<tr>
<th>Hip Hop in last 6 months: Purchased Adults</th>
<th>Total '000</th>
<th>Proj '000</th>
<th>Put Across</th>
<th>Put Down</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
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<td>226958</td>
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<td>3.6</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Men</td>
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<td>4004</td>
<td>3.6</td>
<td>49.2</td>
<td>102</td>
</tr>
<tr>
<td>Women</td>
<td>117245</td>
<td>4136</td>
<td>3.6</td>
<td>50.8</td>
<td>66</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>28671</td>
<td>2629</td>
<td>9.2</td>
<td>32.3</td>
<td>256</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>40522</td>
<td>2955</td>
<td>7.3</td>
<td>36.3</td>
<td>203</td>
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<tr>
<td>Age 35-44</td>
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<td>1468</td>
<td>3.5</td>
<td>28</td>
<td>98</td>
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<tr>
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<td>831</td>
<td>1.9</td>
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<tr>
<td>Age 55-64</td>
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<td>0.6</td>
<td>2.4</td>
<td>16</td>
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<td>68</td>
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<td>0.7</td>
<td>4</td>
</tr>
</tbody>
</table>

Index = \( \frac{3.6}{3.6} \times 100 = 256 \)

The Index of 256 shows: Adults aged 18-24 were 156% more likely than the population as a whole to purchase hip hop music in the last 6 months.

Calculate the percent across for the demographic (adults 18-24 who purchased hip hop) by the percent across for the total population.

**How to cite Mediamark Report**