

INTRO TO MRI+ (MEDIAMARK REPORTER)

Marta Siuba
504.864.7846
siuba@loyno.edu

<http://researchguides.loyno.edu/business>

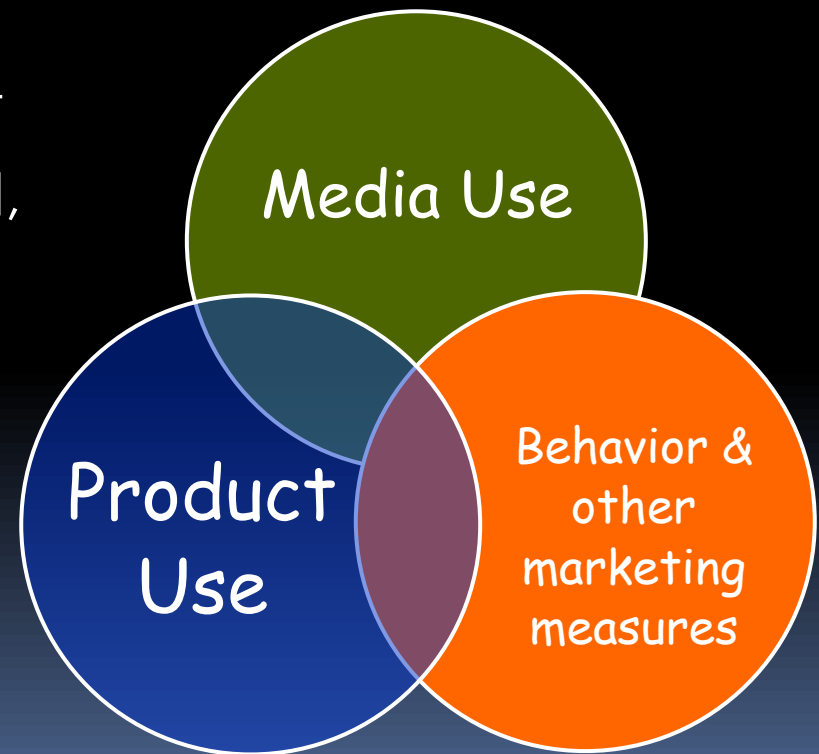


Getting started – Create an account

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

About 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.





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. Click on “*YEAR* Product”
3. Choose a Report
4. Or, search by Keyword (type in
a keyword –warning – very
temperamental.

How to search

[Log out](#)

Choose a Report Volume

Fall 2006 Product
Spring 2006 Product
Spring 2006 Media
Spring 2006 Magazine Qualitative
Spring 2006 Magazine Cumulative
Fall 2005 Product
Fall 2005 Media
Fall 2005 Magazine Qualitative
Fall 2005 Magazine Cumulative
Spring 2005 Product

**1. Double-click on
Fall or Spring Product**

**2. Select a report
category**

Choose a Report

Apparel/Accessories
Automotive
Automotive Aftermarket
Automotive Miscellaneous
Beverages
Candy/Sweets/Snacks
Electronics
Financial
Health & Beauty Aids
Home

1. Choose a Report Volume
2. Click on "Spring 2010 Product"
3. Choose a Report
4. or, enter a keyword in the "Search by Keyword box."

Or Search by Keyword

(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

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.

| Spring 2010 Product: Electronics | | | | | | |
|-------------------------------------|------------|-----------|------------|----------|-------|--|
| Music & Other Audio Listen/Purchase | | | | | | |
| Hip Hop In last 6 months Purchased | | | | | | |
| Adults | | | | | | |
| | Total '000 | Proj '000 | Pct Across | Pct Down | Index | |
| Total | 226958 | 8140 | 3.6 | 100 | 100 | |
| Men | 109713 | 4004 | 3.6 | 49.2 | 102 | |
| Women | 117245 | 4136 | 3.5 | 50.8 | 98 | |
| Age 18-24 | 28671 | 2629 | 9.2 | 32.3 | 256 | |
| Age 25-34 | 40522 | 2955 | 7.3 | 36.3 | 203 | |
| Age 35-44 | 41957 | 1468 | 3.5 | 18 | 98 | |
| Age 45-54 | 44372 | 831 | 1.9 | 10.2 | 52 | |
| Age 55-64 | * 33954 | 199 | 0.6 | 2.4 | 16 | |
| Age 65+ | * 37482 | 58 | 0.2 | 0.7 | 4 | |

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

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

Proj '000:
8,140,000 US adults (18+) purchased hip hop music in the last 6 months.

| Hip Hop In last 6 months Purchased | | | | | | |
|------------------------------------|------------|-----------|------------|----------|-------|--|
| Adults | | | | | | |
| | Total '000 | Proj '000 | Pct Across | Pct Down | Index | |
| Total | 226958 | 8140 | 3.6 | 100 | 100 | |
| Men | 109713 | 4004 | 3.6 | 49.2 | 102 | |
| Women | 117245 | 4136 | 3.5 | 50.8 | 98 | |
| Age 18-24 | 28671 | 2629 | 9.2 | 32.3 | 256 | |
| Age 25-34 | 40522 | 2955 | 7.3 | 36.3 | 203 | |
| Age 35-44 | 41957 | 1468 | 3.5 | 18 | 98 | |
| Age 45-54 | 44372 | 831 | 1.9 | 10.2 | 52 | |
| Age 55-64 | 33954 | 199 | 0.6 | 2.4 | 16 | |
| Age 65+ | 37482 | 58 | 0.2 | 0.7 | 4 | |

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

| Hip Hop In last 6 months Purchased | | | | | | |
|------------------------------------|---|------------|-----------|------------|----------|-------|
| Adults | | | | | | |
| | | Total '000 | Proj '000 | Pct Across | Pct Down | Index |
| Total | | 226958 | 8140 | 3.6 | 100 | 100 |
| Men | | 109713 | 4004 | 3.6 | 49.2 | 102 |
| Women | | 117245 | 4136 | 3.5 | 50.8 | 98 |
| Age 18-24 | | 28671 | 2629 | 9.2 | 32.3 | 256 |
| Age 25-34 | | 40522 | 2955 | 7.3 | 36.3 | 203 |
| Age 35-44 | | 41957 | 1468 | 3.5 | 18 | 98 |
| Age 45-54 | | 44372 | 831 | 1.9 | 10.2 | 52 |
| Age 55-64 | * | 33954 | 199 | 0.6 | 2.4 | 16 |
| Age 65+ | * | 37482 | 58 | 0.2 | 0.7 | 4 |

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.

$$\text{Pct Across} = (2629/28671) * 100 = 9.2$$

Of the population of adults 18-24, 9.2% 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 Down

| Hip Hop In last 6 months Purchased | | | | | | |
|------------------------------------|---|------------|-----------|------------|----------|-------|
| Adults | | | | | | |
| | | Total '000 | Proj '000 | Pct Across | Pct Down | Index |
| Total | | 226958 | 8140 | 3.6 | 100 | 100 |
| Men | | 109713 | 4004 | 3.6 | 49.2 | 102 |
| Women | | 117245 | 4136 | 3.5 | 50.8 | 98 |
| Age 18-24 | | 28671 | 2629 | 9.2 | 32.3 | 256 |
| Age 25-34 | | 40522 | 2955 | 7.3 | 36.3 | 203 |
| Age 35-44 | | 41957 | 1468 | 3.5 | 18 | 98 |
| Age 45-54 | | 44372 | 831 | 1.9 | 10.2 | 52 |
| Age 55-64 | * | 33954 | 199 | 0.6 | 2.4 | 16 |
| Age 65+ | * | 37482 | 58 | 0.2 | 0.7 | 4 |

$$\text{Pct Down} = (2629/8140) * 100 = 32.3$$

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

| Hip Hop In last 6 months Purchased | | | | | | |
|------------------------------------|---|------------|-----------|------------|----------|-------|
| Adults | | | | | | |
| | | Total '000 | Proj '000 | Pct Across | Pct Down | Index |
| Total | | 226958 | 8140 | 3.6 | 100 | 100 |
| Men | | 109713 | 4004 | 3.6 | 49.2 | 102 |
| Women | | 117245 | 4136 | 3.5 | 50.8 | 98 |
| Age 18-24 | | 28671 | 2629 | 9.2 | 32.3 | 256 |
| Age 25-34 | | 40522 | 2955 | 7.3 | 36.3 | 203 |
| Age 35-44 | | 41957 | 1468 | 3.5 | 18 | 98 |
| Age 45-54 | | 44372 | 831 | 1.9 | 10.2 | 52 |
| Age 55-64 | * | 33954 | 199 | 0.6 | 2.4 | 16 |
| Age 65+ | * | 37482 | 58 | 0.2 | 0.7 | 4 |

$$\text{Index} = (9.2/3.6) * 100 = 256$$

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 Reports

GfK Mediamark Research & Intelligence. (2009, Fall Product Report).
Fast food & drive-in restaurants bought at last 6 months total.
Base: Adults. Retrieved from MRI Mediamark Reporter
database.

