MRI | SIMMONS

MRI Data Interpretation

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1. Bases/Weights

Principal Shopper
- Principal Shopper base should only be used if products that are included in the Principal Shopper/Household products section of the MRI product questionnaire (household and grocery products) are used
- Base of Principal Shopper must be selected to get attitudes and media habits of the person making the purchase

Household Weighting
- Technically, a household weighting should be used whenever the data being pulled applies to a household instead of an individual and especially when calculating medians or means for this data (average number of children per household)
- Do not use HH weight for Principal Shoppers base

2. Category Expenditures and range-enumerated actions (shopping trips, leisure activities, etc)

- Exact figures cannot be tabulated but a reasonable estimate can be calculated by multiplying the number of people within each range by the midpoint of the range and then adding the results together
- There are different approaches for determining the upper limit to apply to the range for the highest category (always has a lower limit but no upper limit)
  - *Example: the upper range for athletic shoes is $75+*
  - The conservative approach is to use the lower end as the upper limit which guarantees that the spending will not be over-estimated. This is the approach used by the MEMRI system
    - *Example: range = 75+; scale = 75-75*
  - A more liberal approach is to calculate the midpoint based on the previous range in this data series (in this case, the previous range is $60-$74)
    - *Example: range = 75+; scale = 75-89*
  - The best approach is to use any industry intelligence available to determine the most accurate value with consideration given to the range
- In MEMRI, these calculations are done automatically by selecting the SUMAX function

3. General Media Usage

Users of a Specific Medium
- Use MRI media usage scores
- MRI also publishes "non-user" codes for each major medium

Media Quintiles, Terciles and Half-Codes
- MRI groups respondents according to their reported usage of a given medium, then divides those respondents as equally as possible by gender into a given number of groups
- Quintiles (5 groups) are created for Total TV, Primetime TV, Magazines, Newspapers, Outdoor, Radio and the Internet
- Terciles (3 groups) are created for Daytime TV
- Half-codes are created for each media type by dividing the population into two groups – an upper and lower half based on media consumption

Media Usage Scores
- Media usage scores are a numeric measure of the usage of each media
  - Each respondent is given a value corresponding to how much they use a particular medium within a given time period
    - To create the media usage score for magazines, "number of magazines read in a month," MRI actualizes the number of weeklies, bi-weeklies, tri-weeklies, monthlies and bi-monthlies read to a monthly period
    - Similar approaches are taken for other media
    - The media usage scores also allow the end user to create specific quintiles for media for custom targets

4. Magazine Measurement
Readers-Per-Copy
- Readers-per-copy are calculated by dividing the number of readers (MRI's average issue audience) by the audited circulation of the magazine (AAM or BPA circulation figure during the fieldwork period)

Circulation in Magazine Pocketpieces
- MRI averages the circulation figures from the two most recent AAM/BPA statements

Magazine Types
- A publication is assigned to a magazine type based on the SRDS classification

5. Radio Measurement
Radio Daypart Cume
- This captures everyone who listened to a half-hour or more of radio during a given daypart
  - This is determined by netting or "or'ing" together everyone who listened to a single half-hour, two half-hours, etc. of the daypart

Radio Daypart Half-Hour Average Audience
- "Half-hour average audience" is the average number of people who listened to the radio during a half hour of the daypart
  - Computed by calculating the total number of half-hours listened and dividing that by the total number of daypart listeners

6. TV Measurement
Media Usage Score
- Total TV - Respondent is asked how many half hours of television they watched during select dayparts (prime, daytime, etc.) based on yesterday and last weekend responses
  - Generate the number of half hours of television viewed in a week to arrive at the total TV media usage score
  - No media usage score is available for local or syndicated television

Any Viewing for a TV daypart
- Any viewing for a given TV daypart captures everyone who viewed a half-hour of TV during that daypart
    - This is determined by netting or "or'ing" together people who viewed a single half-hour, two half-hours, etc. of the daypart

Average Half-Hour Audience
- The half-hour average audience is the average number of people who watched TV during a half-hour of that daypart
    - MRI computes this by calculating the total number of half-hours viewed and dividing that by the total number of daypart viewers

TV Daypart Half-Hour Average Audience
- The half-hour average audience within a TV daypart can be computed by dividing the total number of half-hours viewed by the number of half hours in that daypart
- Each daypart is assigned a "divide factor" which is the number of available half-hours within the daypart (e.g.: "Early Morning" lasts from 7-9AM and has 4 half-hours)
    - Example: Total early morning viewers divided by four = average ½ hour audience for early morning
        - Please refer to the "TV Dayparts" section of the codebook for the number of half-hours viewed within each daypart

TV Show Type Average Audience
- The average audience of the programs within a TV show type can be computed by dividing the total number of viewers of that type by the number of programs in that type
    - Each TV show type is assigned a "divide factor" corresponding to the number of programs in that type
        - For example, in 2017 Doublebase, there were 5 programs assigned to the "Game Shows - Primetime" type, so the divide factor for that show type is 5
            - Please refer to the "TV Show Types" section of the codebook for the number of programs in each show type

7. **VALs**
    - VALS (Values Attitudes and Lifestyles) is a segmentation system designed by Strategic Business Insights to categorize U.S. adult consumers
    - MUST USE THE VALS weight (rather than population or HH) to accurately project to total U.S. population
    - Within MRI, question level data (not segment) can be used with the VALS weighting

8. **Volumetric Data**
    MRI's volumetric numbers can be used to:
    - Identify the number of total usages of a given category, heavy/medium/light users, brand, type, kind or form (e.g.: how many total usages of Aim there were in the last 7 days)
    - Identify the number of people at different usage levels (e.g.: how many people used Aim 15 or more times in the last 7 days)
    - Calculate per capita usage and share of volume for particular groups of people
    - Identify loyal, sole, primary and secondary users of brands/kinds/forms/types within a category

Brand volumetric data available in Doublebase studies only

- Volumetric numbers are not reliably projectable and trendable at the brand level with the lower sample size of a two wave study (Spring or Fall studies)

Please refer to the user guide for more information on Volumetric Data: How to Read an MRI Volumetric Crosstab

9. Automotive and Travel Coding

- "Net Any" selection within the electronic codebook combines all of the various use options (most recent, etc.)
- Care is needed when combining Automotive or Travel questions because respondents are asked to tell us about multiple vehicles and multiple trips
- To simply "&" together the "net any" code for "new" and "hybrid" and "purchased" (for instance) would deliver a person who has a new car, a hybrid car, and a purchased car, but the attributes could belong to three separate cars owned by the household
- To guarantee that all attributes describe the same vehicle or same trip, you need to combine all of the "most recent" attributes, "or" that with all of the 2nd most recent attributes, and so on
- In MEMRI, shortcuts have been created in the Auto and Travel tabs in Autocode to simplify the process
  - Please go to: https://vimeo.com/album/4078067 to view a training video for auto and travel coding (password will be provided by Client Services)

10. Symbols

"#" Sign
- Indicates that the item is measured in only one wave of a Spring or Fall studies
- To compare to two-wave measurements, either:
  - Scale the one-wave data to 200% or
  - Run your analysis using a single-wave weighting (which will project to total population from one wave of data)

"@" Sign
- Signifies that a data point is only available in the Teenmark study and not in the Twelveplus study
- Zeros will appear in MEMRI Crosstabs whenever a questions is not asked in both studies

For further information, please contact us @ clientservices.ms@mrisimmons.com or call one of client services hotlines:

- New York City: 1-212-884-9299
- Chicago: 1-800-245-1551