



How to Search Mediamark Reporter

Introduction

The academic *Mediamark Reporter* contains *selected* dated reports (2-5 years old) documenting product usage and purchasing habits of consumers for food, real estate, and hundreds of consumer products by brand and/or manufacturer based on survey data. The CD-ROM is mounted on the library internal network and is available in the **Babbidge Library, Level 1, Information Café 2, Table 6, Shared CD-ROM 1** only.

For Help

Click **More info** off **Mediamark Reporter Table of Contents** page for background on survey details and definitions. Press <F1> for content sensitive help.

To Begin

On **Table 6, CD-ROM 1** workstation, double click **Databases and Resources** desktop icon. From the **Databases and Resources** menu, double click **Mediamark Reporter**.

(Note: will **not open** by clicking desktop icon.)

Note: Due to a problem with the software, do not delete all studies from the **Available studies** menu. Always leave at least one study on the menu when exiting.

Three possible menus display:

Welcome to Mediamark Reporter menu,
Mediamark Reporter / Available studies menu or
Mediamark Reporter Table of Contents menu

Use the approaches below based on the menu display.

Welcome to Mediamark Reporter menu

Click **OK**

Click **Load**

Continue steps under the **Mediamark Reporter Table of Contents** menu below

Mediamark Reporter/Available studies menu

Click **Add/Change/Delete** if an unwanted list of studies on the **Available studies** menu is displayed

Click **Delete**

Double click on each unwanted study leaving **at least one study** on the menu

Click **OK**

Click **Add/Change/Delete**

Click **Load**

Continue steps under **Click Load** under the **Mediamark Reporter Table of Contents** menu below

Mediamark Reporter Table of Contents menu

Click **Change study** for a different study when **Mediamark Reporter Table of Contents** menu is displayed

Click **Add/Change/Delete**

Click **Load**

Scroll list of studies to load. Avoid studies labeled (**Key disc req'd**); they are unavailable.

Double click to load a study or studies

Click **OK**

Click **Cancel** to see your studies

Choose to Show studies **by Name, as Added** or **by Year**

Choose from the drop-down **Show Only** menus

Highlight the study of interest
Click **Pick this Study**
Highlight the category and double click
Highlight the category and double click
Click **Cancel** to return for another category choice
Click **OK** to see data
Click **OK** to return
Click **Cancel**
Click **Exit**
Click **OK** to leave *Mediamark Reporter*

To Target and Customize a Report by comparing multiple categories to one selected media or demographic

Double click **Mediamark Reporter** icon off CD-ROM LAN 1 desktop.
Click **Add/Change/Delete** if you see a list of studies on the **Available studies** menu
Click **Delete**
Double click on each study to delete
Click **OK**
Click **Load**
From the list of studies to load (*all studies where a **key disc** is required are **not available***) double click to load a study
Click **OK**
Click **Cancel** to see your studies
Choose to Show studies **by Name, as Added or by Year**
Choose from the drop down **Show Only** menus
Click **Pick this Study**
Highlight a category by double clicking on it to drill down to next category.
Click **Target Report** icon
Choose **Media** or **Demos** (Demographics)
Select a base <↓>
With <↑> <↓> **Show items** with certain characteristics
Click **Clear**
Double click on categories for target report
Click **OK**
Click **OK** for report

Click **Table Format** button
Click **(x)** for **Columns** to be included in table
Click **Clear** to clear rows of click **All** to choose all rows or
Double click on **Rows**
Click **Options** and choose rows by double-clicking on the **media/demo** type if that category needed
Click **OK**
Click **Report headings** and label headings and footers
Click **OK**
Click <↓> in **Sort by** and choose method of sort
Click **OK**
Click **Summary** to view questions used to obtain data
Double click, drilling down through categories until data is displayed
Press <Esc> to exit
Click **Print category**

To Search a Study by Keyword in Category/Item

Choose list of studies (Example: *include Beverages*)
Click **Search** on the **Available studies** menu
Type keyword in search box (Example: *bottled water*)
Click **Search** and search all studies on your list
Highlight category
Click **Load**
Double click on searched item
Double click on chosen item to see data

To View Questions Asked in Study

Click **Summary** button on **Mediamark Reporter Table of Contents/Product Summary** screen

To View Results

Scroll up and down on the **Base** page

Click **Cancel** to return to **Table of Contents** and other applications

To Download in Excel

Click **Work Sheet**

Click **Create Worksheet**

Click <↓> and choose **A:** drive

Click **Save**

To Print

Click **Print** and type in name for print job

Pick up printout at **Print Station** in **Information Café 1** or **Microlab**, Level 1.

To End:

Click **Exit** on **Mediamark Reporter Table of Contents** page

Click **OK**

Help:

Click ? **More info** button on **Mediamark Reporter Table of Contents** page for general information on how data was gathered and key definitions

Press <**F1**> for content sensitive help

For assistance, ask the Research & Information Services Desk.