How to Read an MRI Reporter Data

The report below is a taken directly from the Internet Reporter Spring 2004 Product database. The report chosen was the Candy/Sweet/Snacks report, the category is Boxed Chocolates, and the base is adults 18+.

### Spring 2004 Product
**Candy/Sweets/Snacks**

<table>
<thead>
<tr>
<th>Stub</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>Cable available in neighborhood</td>
<td>190,009</td>
<td>39,962</td>
<td>21.0</td>
<td>90.8</td>
<td>101</td>
</tr>
<tr>
<td>HH subscribes to cable</td>
<td>130,042</td>
<td>27,976</td>
<td>21.5</td>
<td>63.6</td>
<td>104</td>
</tr>
<tr>
<td>HH subscribes to digital cable</td>
<td>45,690</td>
<td>9,671</td>
<td>21.2</td>
<td>22.0</td>
<td>102</td>
</tr>
<tr>
<td>HH has satellite dish</td>
<td>45,719</td>
<td>9,266</td>
<td>20.3</td>
<td>21.1</td>
<td>98</td>
</tr>
<tr>
<td>Watched pay-per-view/past 12 mos</td>
<td>34,360</td>
<td>6,971</td>
<td>20.3</td>
<td>15.8</td>
<td>98</td>
</tr>
<tr>
<td>Any cable viewing/past wk</td>
<td>165,346</td>
<td>35,093</td>
<td>21.2</td>
<td>79.7</td>
<td>102</td>
</tr>
<tr>
<td>Heavy cable viewing/15+ hrs past wk</td>
<td>124,655</td>
<td>26,368</td>
<td>21.2</td>
<td>59.9</td>
<td>102</td>
</tr>
<tr>
<td>ABC Family Channel</td>
<td>42,637</td>
<td>9,159</td>
<td>21.5</td>
<td>20.8</td>
<td>103</td>
</tr>
<tr>
<td>A and E Television Network</td>
<td>48,915</td>
<td>11,200</td>
<td>22.9</td>
<td>25.4</td>
<td>110</td>
</tr>
<tr>
<td>AMC (American Movie Classics)</td>
<td>31,735</td>
<td>7,053</td>
<td>22.2</td>
<td>16.0</td>
<td>107</td>
</tr>
</tbody>
</table>

**Total '000:** Shows the total population of all the different groups in your rows as defined by the base. (190,009,000 people 18+ have cable available in their neighborhood.)

**Proj (Projected) '000:** Shows the projected users of a category (Boxed Chocolates) against the different groups in your rows. (9,671,000 people 18+ whose household subscribes to digital cable have bought boxed chocolates in the last 6 months.)

**Pct (Percent) Across:** Shows the percent of people in your row who are in your target category. (Of all people 18+ who have cable available in their neighborhood, 21% of them have purchased boxed chocolates in the last 6 months.)

**Pct (Percent) Down:** Shows the percent of your target category that make up those people in your rows. (Of all people 18+ that have purchased boxed chocolates in the last 6 months, 90.8% of them have cable available in their neighborhood.)

**Index:** Gives the degree to which category users with a particular characteristic differ in incidence (plus or minus) from all users. (Above 100, they are more likely to be users of the category than the total base. Below 100, they are less likely to be users of the category than the total base. An index reading 101, people who have cable available in their neighborhood are 1% more likely to buy boxed chocolates than the general 18+ population. An index reading 98, 2% less likely.)