

How to Read an Internet Reporter Report

Below is a screen capture of a Reporter Report, complete with explanations of key numbers. Please note that all the numbers are based on the 2002 Fall MRI study, and that the projected numbers (000) are expressed in thousands.

Base counts: in the MRI Fall 2002 study weighted to Total '000, there were 64,715,000 Adults 18-34 in the 48 contiguous United States

Projected Count (000): projected to the full population, 46,006,000 Adults 18-34 have drank a Regular Cola Drink, Not Diet in the Last 6 Months.

	A	B	C	D	E	F	G
1		Beverages					
2		Regular Cola Drinks, Not Diet					
3		Drank in Last 6 Months Total					
4		Adults 18+					
5		Total '000	Proj '000	Pct Across	Pct Down	Index	
6							
7	Total	204964	119291	58.2	100	100	
8	Adults 18-34	64715	46006	71.1	38.6	122	
9	Adults 18-49	130165	84623	65	70.9	112	
10	Adults 25-54	120777	74669	61.8	62.6	106	

Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in Last 6 months.

Percent Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34.

Index: people who drank Regular Cola Drinks, Not Diet, are (122-100=) 22% more likely than the general population to be Adults 18-34; also, Adults 18-34 are 22% more likely than the general population to drink Regular Cola Drinks, Not Diet.

How the Numbers are Derived

Pct. Across= 71.1	The percent calculated by dividing the Proj '000 value in the row by the Total '000 value in the base column= $46006/64715=71.1\%$.
Pct. Down= 38.6	The percent calculated by dividing the Proj' '000 value in the row by the Proj. '000 value in the base row= $46006/119291=38.6\%$.
Index=122	The percent calculated by dividing either the Pct. Across in the row by the Pct. Across in the base row ($71.1/58.2$).