

Mediamark Sample Report

Study: Food-Spring 2001, Base:Female Homemakers, Items: All

base: The total U.S. Population for the base group (Female Homemakers) in '000 (total base= 90,707,000).

proj.: Projected users of the category (female homemakers purchasing Breakfast:Cereals, Cold) in '000. (total proj.=79,900,000)

rowname	base	proj	pct_down	pct_acrs	indx
Food I - Spring 2001	0	0	0	0	0
Breakfast: Cereals, Cold	0	0	0	0	0
All	0	0	0	0	0
Report base: Female Homemakers	0	0	0	0	0
Copyright 2001, Mediamark Research Inc.	0	0	0	0	0
* Sample size for this item is less than 50	0	0	0	0	0
Total	90707	79900	100	88.1	100
Men	0	0	0	0	0
Women	90707	79900	100	88.1	100
Household Heads	43381	36969	46.3	85.2	97
Homemakers	90707	79900	100	88.1	100
Graduated College	20271	17955	22.5	88.6	101
Attended College	24843	22111	27.7	89	101
Graduated High School	31146	27520	34.4	88.4	100
Did not Graduate High School	14448	12313	15.4	85.2	97
18-24	8145	7043	8.8	86.5	98
25-34	17259	15586	19.5	90.3	103
35-44	20946	19160	24	91.5	104
45-54	17038	14905	18.7	87.5	99
55-64	10807	9332	11.7	86.3	98
65 or over	16512	13874	17.4	84	95
18-34	25404	22629	28.3	89.1	101
18-49	55600	49717	62.2	89.4	102
25-54	55243	49651	62.1	89.9	102
Employed Full Time	41856	36619	45.8	87.5	99
Employed Part-Time	11424	10222	12.8	89.5	102
Sole Wage Earner	14733	12233	15.3	83	94
Not Employed	37427	33058	41.4	88.3	100
Professional	10270	9278	11.6	90.3	103
Executive/Admin./Managerial	7996	6978	8.7	87.3	99
Clerical/Sales/Technical	20548	18122	22.7	88.2	100
Precision/Crafts/Repair	1134	994	1.2	87.7	100
Other Employed	13332	11470	14.4	86	98
H/D Income \$75,000 or more	21613	19486	24.4	90.2	102
H/D Income \$60,000 - \$74,999	9599	8648	10.8	90.1	102
H/D Income \$50,000 - \$59,999	7713	7006	8.8	90.8	103
H/D Income \$40,000 - \$49,999	9041	8312	10.4	91.9	104
H/D Income \$30,000 - \$39,999	10326	8888	11.1	86.1	98
H/D Income \$20,000 - \$29,999	11951	10423	13	87.2	99
H/D Income \$10,000 - \$19,999	12390	10397	13	83.9	95
H/D Income Less than \$10,000	8075	6740	8.4	83.5	95
Census Region: Northeast	18111	16506	20.7	91.1	103

pct_down: The proportion of users who have a given characteristic as a percentage of Breakfast Cereal: Cold
For example. Of the female homemakers purchasing cold breakfast cereal 24% (or 19160/79900) are between the ages of 35 - 44.

The percent calculated by dividing the proj '000 value in a row by the proj '000 value in the base row.

indx: Because index is >100 members of this sub-group are more likely to be users than the general population. The percent calculated by dividing the pct across in the row by the pct across in the base row
(89.4/88.1) = 102

pct_acrs: Users of a product category who have a given characteristic as a percentage of the base.
For example: 90.2% of Female homemakers purchasing cold breakfast cereal have household income of 75,000 or more. The percent calculated by dividing the proj '000 value in the row by the Total '000 value in the base column (19468/21613).