

MediaMark Usage Report

Usage Report: Usage report tell us how many homemakers (or adults, etc) use or purchase a product. How many times they use or purchase the product. How certain segments of users compare with other user segments

Total amount consumed by the relevant study group (e.g., female homemakers)

The proportion of that group who use certain brands

The proportion of the group who are light, medium and heavy users. Frequency of use not volume

BREAKFAST CEREALS (COLD)

BASE: FEMALE HOMEMAKERS (90,707,000)

	'000	ALL %	UNWGT	SHARE OF USERS	SHARE OF VOLUME	VOLUME/USERS INDEX
Total Used in Last 6 Months	79900	88.1	10184			
Brands:						
Almond Delight	2074	2.3	250	0.5	0.3	60
Basic 4	2457	2.7	343	0.6	0.5	83
Cap'n Crunch (Regular)	9013	9.9	1002	2.1	1.8	86
Cap'n Crunch Crunchberries	6771	7.5	730	1.6	1.3	81
Cap'n Crunch Peanut Butter Crunch	5131	5.7	558	1.2	0.8	67
Cheerios	27771	30.6	3489	6.5	8.7	134
Apple Cinnamon Cheerios	5389	5.9	647	1.3	1	77
Frosted Cheerios	4919	5.4	546	1.1	0.7	64
Honey Nut Cheerios	14608	16.1	1770	3.4	3.3	97
etc, etc, etc,						
Types:						
Natural	9706	10.7	1289			
Pre-sweetened	55399	61.1	6714			
Regular	67525	74.4	8621			
Individual Portions/Last 7 Days						
L None	13816	15.2	1802			
L 1	6165	6.8	840			
L 2	7981	8.8	1051			
L 3	6452	7.1	899			
M 4	6926	7.6	901			
M 5	5553	6.1	704			
M 6	4842	5.3	621			
M 7	6924	7.6	910			
M 8	2469	2.7	303			
H 9 or more	18772	20.7	2153			
L Total	34414	37.9	4592	43.1	8.1	
M Total	26714	29.5	3439	33.4	30	

1. Total female homemaker users of cold breakfast cereal in the last 6 months in thousands, (79,900,000) is 88% of base female homemakers of 90,707,000.

2. The users of Cap'n Crunch Peanut Butter Crunch in thousands, 5,131,000 then listed as a percent of the base population 5.7% then the unweighted respondent count

4. Brand share of Users as a percent of the sum of all brands mentioned (i.e., of all brands mentioned 1.2 % use Cap'n crunch Peanut Butter Crunch),

6. The ratio of the volume used to brand share: $0.8/1.2=0.67$

5. Brand share of volume as a percent of the total reported volume of usage, i.e. 0.8 of the total units used in the last 6 months were Cap'n crunch Peanut Butter Crunch

3. The users of the product distributed by volume use, in thousands, is 6,924,000 then its listed as a percent of the base population 7.6%, then unweighted respondent count

7. Definition of the Light, Medium & Heavy Users, e.g. Light users defined as eating 3 or less portions in the last 7 days, account for 43.1% of the reported users and 8.1% of the reported volume. Medium is 4-8 portions and Heavy is greater than 9