NPOWER

MRI FUSION DATA GUIDE

2014

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MRI FUSION DATA IS AVAILABLE ON A SUBSCRIPTION BASIS.

USE THE NATIONAL SAMPLE

MRI data is fused to the National People Meter Sample, so you'll need to have the National Sample selected in order to add any MRI Fusion feeds into your reports.

KEEP MEASUREMENT INTERVAL CONSISTENT WITH FUSION FILE DATE RANGE

Select a measurement interval from within the date range specified on the MRI Fusion file you're utilizing. FOR EXAMPLE – If you're using the MRI 12Oct-13Apr feed, you would want to look at viewing within October 2012-April 2013 as well. If your goal is to analyze viewing from another date range, select the MRI fusion file with the corresponding dates included.

DISPLAY CUSTOM PROJECTIONS

If you want the Projections columns in your report populated, make sure Display Custom Projections is checked on your Statistics selection page.

To make this a default, from the toolbar, go to Options > Preferences and select Yes next to Display Custom PROJ then click Save.

MRI Fusion Feeds are located on the REPSONDENT DEMOGRAPHICS screen, within the CUSTOM CHARACTERISTICS tab. When selecting your demographics, make sure they correspond to the MRI Feed you are utilizing. The main MRI Fusion is based on Adults 18+, so if utilizing that feed, keep your demographic on the left side of the page set to 18+ or a subset of 18+. If you're utilizing the 12+ MRI feed, keep your demographic on the left of the page set to 12+ or a subset of 12+. If you're utilizing the Teens MRI feed, keep your demographic on the left of the page set to a demo within 12-17. NOTE – Not all MRI subscribers subscribe to all three of these fusions.

PERMANENT RESIDENTS

MRI data is fused to Permanent Residents only. Visitors are excluded in the fusion process. In order to have a comparison to draw against the age/gender demographic you've selected, add **Permanent Resident: Yes** from the proper date range of MRI data you're utilizing, for every demographic you include. Permanent Residents serve as your Composite demographic, when utilizing MRI Fusion data.

FOR EXAMPLE – If you're analyzing the viewing of Heavy Boxed Chocolate Users 18-49 as well as 25-54, you would include **Permanent Resident: Yes** for Persons 18-49 as well as Person 25-54. It doesn't matter what feed you add **Permanent Resident: Yes** from (i.e. Candy, Travel, Toys, Tobacco) as long as it's from the same date range and main demographic subset (MRI, MRI 12+ or MRI Teens).

MARKET BREAKS

Since your MRI Fusion data is so specific , utilizing Composite is recommended.
If necessary, additional market breaks can be added, however, keep an eye on your sample size.

SAMPLE SIZE

A recommended sample size of 125-150+ can be verified in your completed report. Depending on the
report you run, the column header may have a different title. In a Reach and Frequency report check
your Unified Sample, and in a Ratings Analysis Report check your PESS (Proportionate Equivalent Sample Size).

MRI DATA DICTIONARY

The MRI Data Dictionary serves as reference for the data available in the MRI survey, providing more
detailed descriptions of the NPOWER labels you see on the custom characteristics tab. This file can
also serve as a search tool by using the find command, **CTRL + F**, in Microsoft Excel.

This file is issued twice yearly, once for the Spring MRI survey and once for the Fall MRI survey.
For a copy, visit the NPOWER page of the Client Learning Site.

CROSSING DATA FUSIONS IN NPOWER

QUESTION

Can I cross my custom segmentation data fusion with the TV/MRI data fusion
since I already subscribe to both and both are available to me in NPOWER?

RESPONSE

Yes, this type of analysis can be done using caution and keeping the following in mind:

The National People Meter sample (NPM) is the recipient in most data fusions. Because of this,
it seems logical that you can cross all data fusions that have the NPM as a common foundation.
However, the validity of such analyses will vary. The validity is particularly influenced by the linking
variables used in each data fusion and the ability of those linking variables to predict the specific
attribute or data point that is being analyzed.

For example, the MRI data fusion uses demographic, TV and Internet linking variables so we are confident
that when the MRI and TV/Internet data fusions are crossed during NPOWER analysis, the results will be valid.
The question of crossing custom segmentation data fusion with MRI brings up an area where validity may be
compromised.

MRI is composed of thousands of variables. We do not take into consideration many of these variables
when conducting the custom segmentation data fusions.

A simple example is as follows:
Let's say you want to cross your custom segments with MRI auto insurance. However, when we generate the
segmentation data fusion, we don't use car ownership as a linking variable. In this case the lack of this linking
variable may inhibit the crossing of an auto insurance variable from giving the most effective results. You might
end up crossing a respondent who doesn't even own a car with one who does. It would be impossible to foresee
and control for all the variables available in the MRI data fusion.

So what does this all mean? This means that results will tend to "flatten" a bit. Regression to the mean (the tendency
for outlying data points to move closer to an average figure) will become more of an issue. Segment 1 may index quite
high for auto insurance, but when it is crossed in NPOWER with the MRI variable, the segment may still index high,
but not quite as high as it should. So a true population index of 150 may be reported as 125 – the same story, but with
less differentiation.

CONCLUSION

Crossing custom segments with MRI (or crossing other data fusions that were not specifically designed to work together)
can be done with caution. As with any research data, users should be aware of any caveats around the data and possible
validity issues with the findings generated.

Please contact the Nielsen Solutions Center at 1-800-423-4511 for further questions.

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