



# CATALYST

## Essentials

## User Guide

**MRI** | SIMMONS

Sign In

Username

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Password

Password

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SIGN IN

## Table of Contents

Section	Pages
<b>Catalyst</b>	
• Overview	3
• Menu	4
• Homepage	5
<b>Composer Module</b>	
• Entry Screen	6
• Dictionary	7
• Search Capabilities	8
• Window Formats	9
• Selection Box	10-12
• Boolean Logic	13
• Combining in Selection Box	14
• Label Options	15
• Code View	16
• Function Options	17
• Means and Medians	18-22
• Volume Data	23-27
• Count Coding	28-31

Section	Pages
<b>Composer Module</b>	
• Percent of Total	32
• Scaling	33-34
• Definitions	35-37
• Report Preview	38-39
<b>Crosstab Module</b>	
• Menu	40-43
• Saving	44
• Three-Dot Menu	45-49
• Coding in Crosstab	50
• Trending	51-52
<b>Datahaul Module</b>	51-52
<b>Quick Reports Module</b>	55-66
<b>Boards Module</b>	67-70
<b>Preferences</b>	71-76

## Overview

### What is Catalyst?

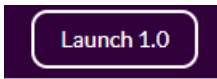
Catalyst (formerly the Insights platform) is a consumer insights and activation engine that informs marketing strategy and streamlines the use of data to drive business results. Powered by MRI-Simmons' nationally representative, privacy-compliant consumer data set, Catalyst provides marketers with a series of modules, from consumer profiling through activation, designed to enable a self-service experience with complete transparency.

The platform also boasts intuitive navigation, interactive charts and custom formatting that power visual storytelling, and shareable reports and dashboards designed to streamline collaboration.

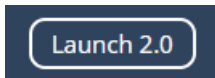
### Main Benefits

- **Consistent Audiences:** Leverage one audience across the campaign lifecycle to optimize campaigns and drive results for your business
- **Shareable Reports and Dashboards:** Share and save audience definitions and reports across your team to streamline collaboration.
- **Powerful Visual Storytelling:** Analyze insights on the fly, with interactive charts and custom formatting.
- **Self-Service Activation:** Build and activate your target, fulfilling to any DMP, DSP, SSP, or addressable media.

When you open Catalyst, you will be brought into the 2.0 environment, which contains the majority of the modules under newly renamed headings. If the module you want to use is not available in the 2.0 environment, you can click the “Launch 1.0” button to return to the previous environment. .

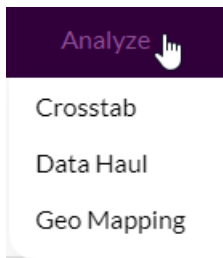
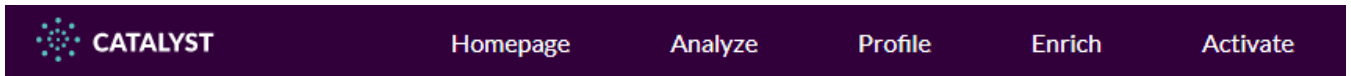
A rectangular button with rounded corners, a dark purple background, and a thin white border. The text "Launch 1.0" is centered in a white, sans-serif font.

There is a similar button in the 1.0 environment that will bring you back to the 2.0 version.

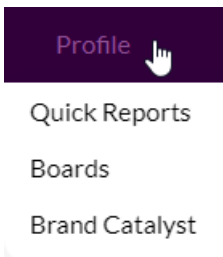
A rectangular button with rounded corners, a dark blue background, and a thin white border. The text "Launch 2.0" is centered in a white, sans-serif font.

## Catalyst Menu

The Catalyst menu contains new headers, with familiar modules located within each header. As we migrate more modules into the 2.0 environment, there will be additional items under each header.



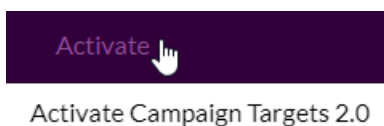
Analyze contains the Crosstab, Data Haul, and Geomapping modules.



Profiles contains the Quick Reports, Boards, and Brand Catalyst modules.



Enrich contains the Premier Omnibus module.

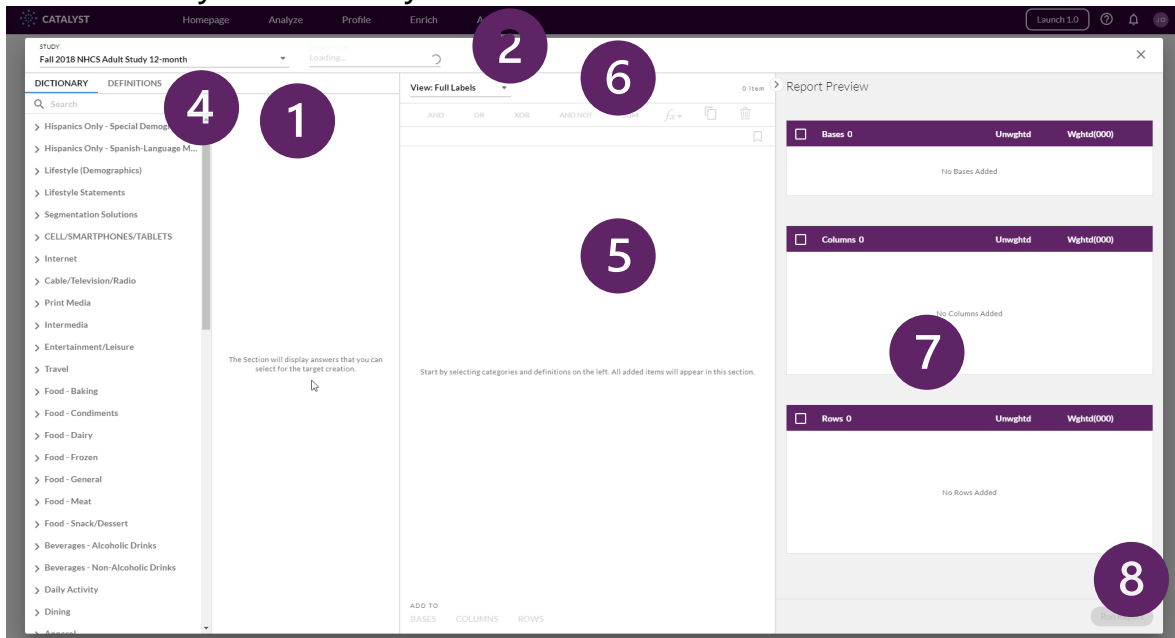


Activate contains the Activate Campaign Targets (ACT) 2.0 module.



## Crosstab Module Composer Entry Screen

Opening the Crosstab module will bring you into the Composer screen, which allows you to build your rows, columns, and bases from the dictionary



- 1 Study selector dropdown menu
- 2 Weighting selector dropdown menu
- 3 Dictionary tab (contains the entire data dictionary)
- 4 Definitions tab (where personal, shared, and global definitions reside)
- 5 Selection box
- 6 Label dropdown selector
- 7 Columns, rows, and bases windows
- 8 Run button (will turn purple when the columns/rows/bases are populated)

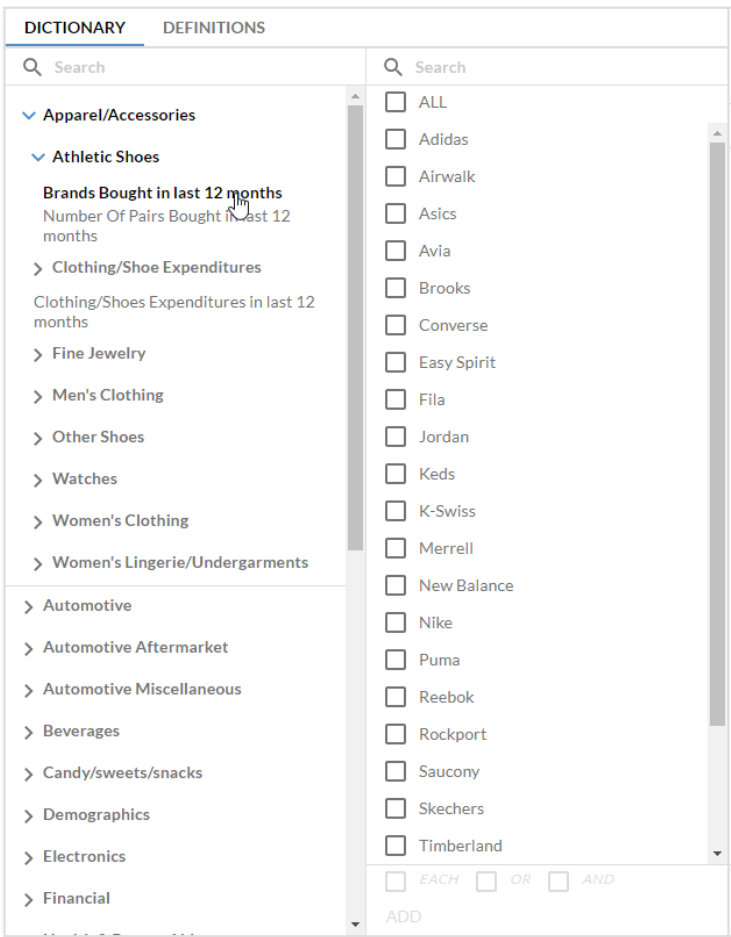
Crosstab Module

Composer: Dictionary

The workflow starts with the study and the weighting type selection. Click on the dropdown icon to select relevant study and weighting type, which can be accessed from both the Dictionary and Definitions tabs. The Dictionary tab contains all the variables available within the study that you have selected. The Definitions tab contains personal, shared, and global definition files.

Categories from the selected study can be explored through the dictionary with categories in the left section of Composer.

You can select any category to see the available answers to that category. The answers will appear in the section of the window to the right of the dictionary.

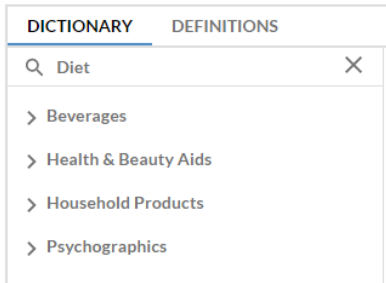


## Crosstab Module

### Enhanced Search Capabilities

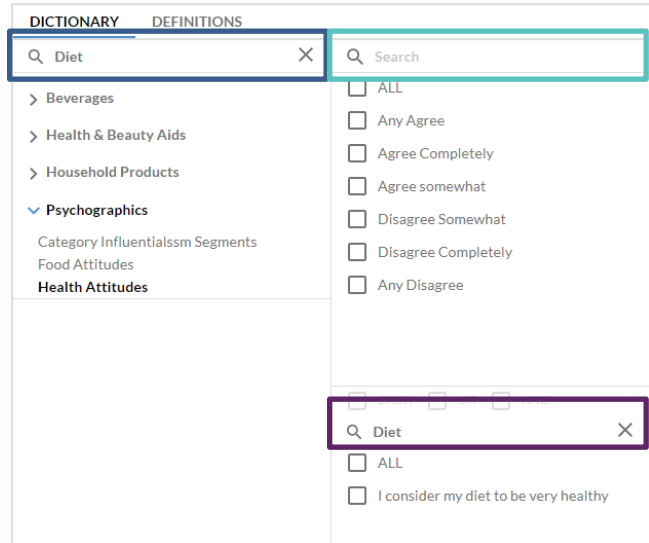
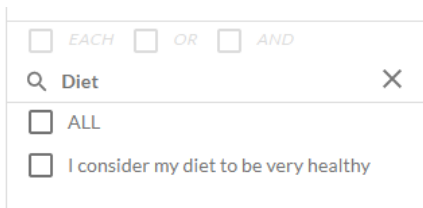
Composer has several search boxes, which, working from left to right, help narrow down your variables. The search boxes available will depend on which section of the dictionary you are in

The search box on the left (dark blue outline) allows you to search the entire dictionary. When you search for a term here, all the categories that contain this term will be shown.

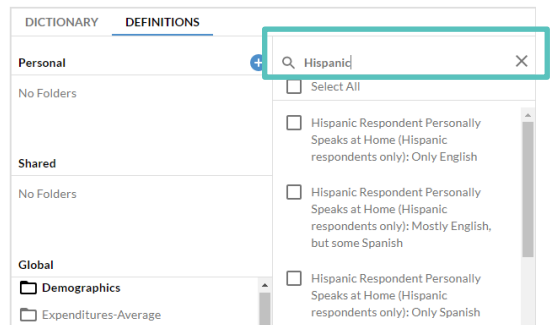


To drill down into a category, use either the top or the bottom search box (depending on your category choice) to narrow down the variables to the ones that include your term.

Below is this search on the Psychographics > Health Attitudes, which reveals one statement containing the term “diet.”



You can also search in definition files – personal, shared, or global.





## Crosstab Module

### Composer: Window Formats

There are a number of different window configurations in Composer. Below are some examples, where you can see the different levels of search and other options.

DICTIONARY

DEFINITIONS

Q Search

▼ Diet Cola Drinks

Category

Brand

Kind

Form

Domestic Dinner/Table Wines

Energy Drinks

Gin

Hard Cider

Imported Beer/Ale

Imported Dinner/Table Wines

Irish Whiskey & Scotch Whisky

Low Calorie Domestic Beer

Malt Liquor

Other Diet Soft Drinks, Not Colas

Other Regular Carbonated Soft Drinks

Popular Domestic Beer/Ale

Port, Sherry & Dessert Wines

Premium Domestic Beer/Ale

Prepared Mixed Drinks With Liquor

Prepared Mixed Drinks Without Liquor

Q Search

Total Users Drank In Last 6 Months

ALL

Caffeine Free Diet Coke

Coca-Cola Zero Sugar

Coca-Cola Cherry Zero Sugar

Diet Coke

Caffeine Free Diet Pepsi

Diet Pepsi

Diet Pepsi Wild Cherry

Pepsi Zero Sugar

Store's Own Brand

Other

EACH

OR

AND

ADD

DICTIONARY

DEFINITIONS

Q Search

Hispanic Demos/Attitudes & HH L...

Home

Household Products

Insurance

Leisure/Sports

Media

NBC UNIVERSAL

NBCU Geo Codes

Personal Care

Personal Items

Political Outlook/Affiliation & Vot...

Proprietary

Psychographics

Attitudes Toward Advertising

Automotive Attitudes

Buying Styles

Category Influentialism Segments

Category Influentialism Segments - Categories Recommended To People

Q Search

ALL

Any Agree

Agree Completely

Agree somewhat

Disagree Somewhat

EACH

OR

AND

I want a vehicle that has both the comforts of a car and the capabilities of a truck.

When buying a vehicle, how well it meets my needs matters more than whether it's foreign or domestic

You can tell a lot about someone by the car they drive

I often go for a drive by myself to

EACH

OR

AND

ADD

DICTIONARY

DEFINITIONS

Q Search

Classic/Antique Car Model Year

Company Vehicle Is Leased From

Decision Maker

Decision Maker Summary

From Where Was Vehicle Purchased

How Bought

How Was Vehicle Obtained

Latest Year Model

Length Of Lease

Maintenance\_In last 12 months

Maintenance

Make And Model

Manufacturer

Model Year

New/Used

Number Owned Or Leased [HH]

Principal Driver

Purpose Used (Trucks Only)

Serviced By\_In last 12 months

Q Search

ALL

Buick Cascada

Buick Century

Buick Enclave

Buick Encore

EACH

OR

AND

ALL

Most Recent Purchase/Lease (currently owned/leased) [HH]

2nd Most Recent Purchase/Lease (currently owned/leased) [HH]

3rd Most Recent Purchase/Lease (currently owned/leased) [HH]

4th Most Recent Purchase/Lease (currently owned/leased) [HH]

Net Any Purchase/Lease (currently owned/leased) [HH]

EACH

OR

AND

ADD

☐

EACH

☐

OR

☐

AND

ADD

If more than one variable is selected, you can add these to the coding box using the EACH, OR, and AND options, then clicking on ADD.

- EACH will add each selected variable individually. This is the default setting if none of the boxes are checked.
- OR will add the variables with OR in between each variable.
- AND will add the variables with AND in between each variable.

If you check two (or three) boxes, the variables will be combined in in both (or all three) ways into the selection box once you click ADD.

DICTIONARY

DEFINITIONS

Q Search

Movie Viewing

Movie Viewing (Saw At Movie Th...

Movie Viewing (Saw Outside Of ...

Needlecraft And Sewing

Organizations/Clubs

Physical Fitness

Physical Fitness/Wellness

Recreation Items/Vehicles/Boats [HH]

Restaurant Expenditures

Sport/Recreation Equipment

Sport/Recreation Equipment - Amount Spent In Total In last 12 months

Sports

How Often Engaged In

Sports Clothing

Sports Events

Sports Summary

Media

Q Search

ALL

Participated in last 12 months

2+ times a week

Once a week

2-3 times a month

EACH

OR

AND

ALL

Aerobics

Archery

Auto racing

Backpacking

Baseball

Basketball

Bicycling-Mountain

EACH

OR

AND

EACH

OR

AND

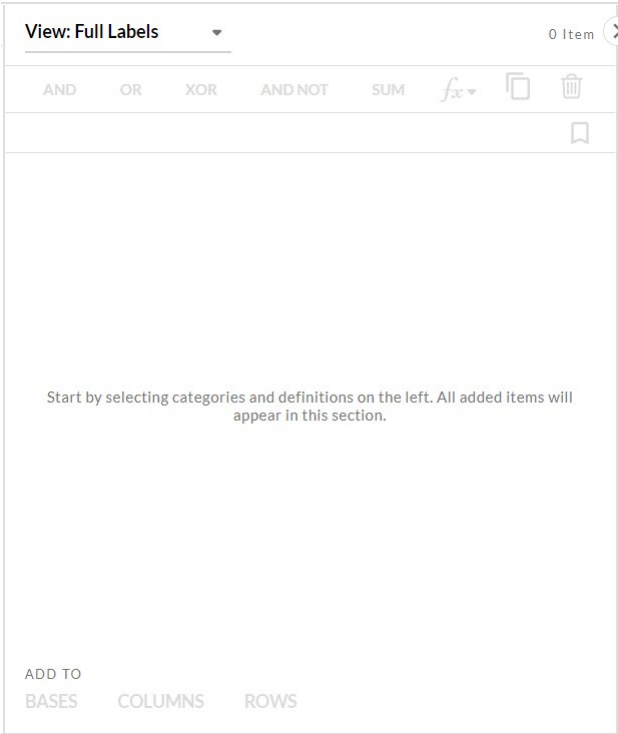
ADD

Page 9





Crosstab Module  
Composer: Selection Box

Selection Box

When there are no items in the selection box, you will see no active functions, combinations, or actions.



When there is one item in the selection box, you can select it and apply the following:

- Duplicate 
- Delete 
- Save Definition 
- Available functions 
- Change the label (expression name) 

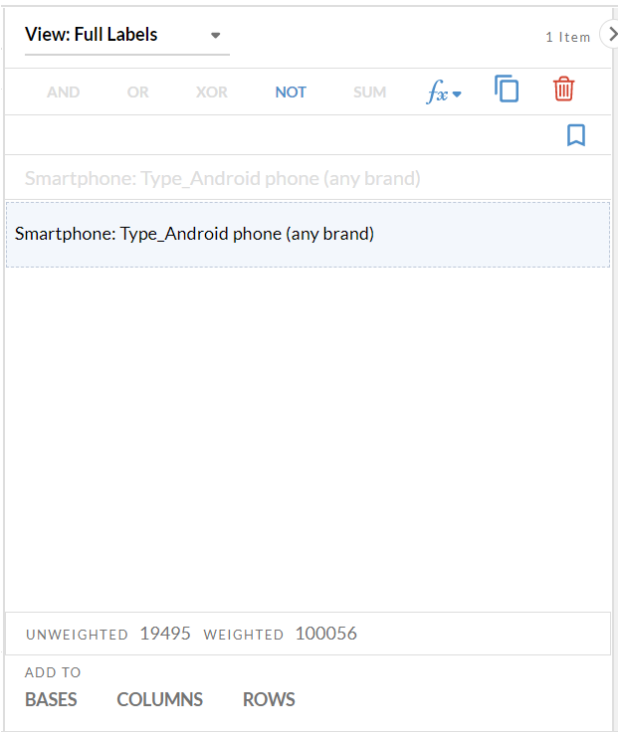
✓ ✕
- Add to Column/Row/Base

ADD TO

BASES COLUMNS ROWS

When it is selected, the unweighted and weighted counts will also be shown for the individual variable.





UNWEIGHTED 19495 WEIGHTED 100056



## Crosstab Module Composer: Selection Box

### Selection Box

When there are multiple items in the selection box, you can select more than one item and apply the following:




- Duplicate 
- Delete 
- Save Definition 
- Available functions 
- Add to Column/Row/Base

ADD TO  
 BASES   COLUMNS   ROWS

- Combinations: AND, OR, XOR, AND NOT (see the next two pages for additional information on these functions)

AND   OR   XOR   AND NOT

View: Full Labels 2 Items

AND   OR   XOR   AND NOT   SUM   *fx*   

Smartphone: Type\_Android phone (any brand)

Smartphone: Type\_Apple iPhone

ADD TO  
 BASES   COLUMNS   ROWS

There are several ways to select items within the selection box:

- Use the SELECT ALL option to select all the items in the selection box.
- To select items sequentially, select the first item by clicking on it, then hold down SHIFT and select additional items sequentially (or first then last, for the whole list).
- To select various items within a list, select the first item, then hold down the CTRL key and select the other items.

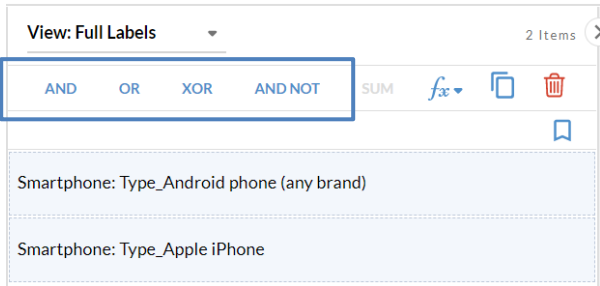


Crosstab Module  
Composer: Boolean Logic

Selection Box

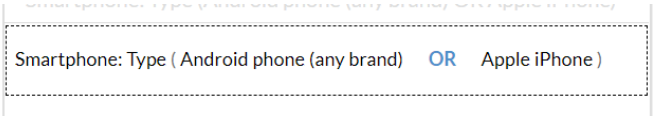
You can apply the following combinations to selected items:

- AND
- OR
- XOR
- AND NOT



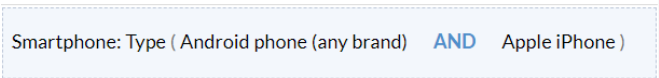
Example: Combine two answers with OR:

Results:  
Own Android OR Apple Smartphone  
UNWEIGHTED 48133 WEIGHTED 237012



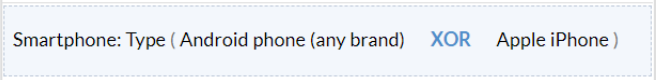
Example: Combine two answers with AND:

Results:  
Own Android AND Apple Smartphone  
UNWEIGHTED 1404 WEIGHTED 6731



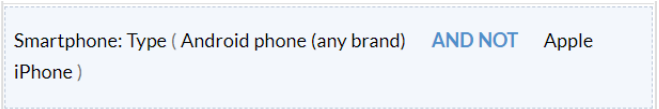
Example: Combine two answers with XOR:

Results:  
Own Android OR Apple Smartphone but not both  
UNWEIGHTED 46729 WEIGHTED 230281



Example: Combine two answers with AND NOT:

Results:  
Own Android AND NOT Apple Smartphone  
UNWEIGHTED 18091 WEIGHTED 93325



## Crosstab Module

Composer: Boolean Logic

### Coding Options Within The Selection Box

### Boolean Logic

**AND** is used where the user wants to restrict a definition to a certain group.

**Example:** Bought Adidas AND Airwalk

**Result:** People who bought both brands

**OR** is used to broaden a definition to include two or more answers.

**Example:** Bought Adidas OR Airwalk

**Result:** People who bought either Adidas or Airwalk and **includes** people who bought both brands

**Exclusive OR (XOR)** is used when looking at members of one group or another, but not both.

**Example:** Adidas but not Airwalk

**Result:** People who bought either Adidas or Airwalk and **excludes** people who bought both brands

**NOT** is used to exclude a certain group.

**Example:** Adidas not Airwalk

**Result:** People who bought Adidas but not Airwalk

Crosstab Module  
Composer: Combining in Selection Box

Selection Box Combinations

Within the selection box, you can combine individual variables, or combine combinations of variables.

View: Full Labels2 Items

ANDORXORAND NOTSUMfx

( Respondent: Bases\_Women AND Respondent: Age Summary\_25-54 )

Hair Conditioners (For Use At Home): Type/ Total Users Used in last 6 months ( Dry OR Extra Dry OR Frizzy )

View: Full Labels3 Items

ANDORXORAND NOTSUMfx

SELECT ALL

( Respondent: Bases\_Women AND Respondent: Age Summary\_25-54 )

Hair Conditioners (For Use At Home): Type/ Total Users Used in last 6 months ( Dry OR Extra Dry OR Frizzy )

( Respondent: Bases\_Women AND Respondent: Age Summary\_25-54 AND Hair Conditioners (For Use At Home): Type/ Total Users Used in last 6 months ( Dry OR Extra Dry OR Frizzy ) )

When you combine individual or combination variables, the original building blocks remain in the selection box. To remove them, select the individual building blocks, and click the delete icon. Alternatively, you can use these building blocks to build other combination variables without having to go back to the dictionary.

You can also change previously applied combinations. Click on the combination highlighted in blue (and OR, XOR, or NOT) in the selection box to change it or delete the combination to revert to all the individual statements.

ANDORXORAND NOTSUMfx

SELECT ALL

(( Respondent: Bases\_Women ) OR ( Respondent: Age Summary\_...

( Respondent: Bases\_Women OR Respondent: Age Summary\_25-54 )

ANDORXORAND NOTSUMfx

SELECT ALL

(( Respondent: Bases\_Women ) AND ( Respondent: Age Summar...

( Respondent: Bases\_Women AND Respondent: Age Summary\_25-54 )

## Crosstab Module

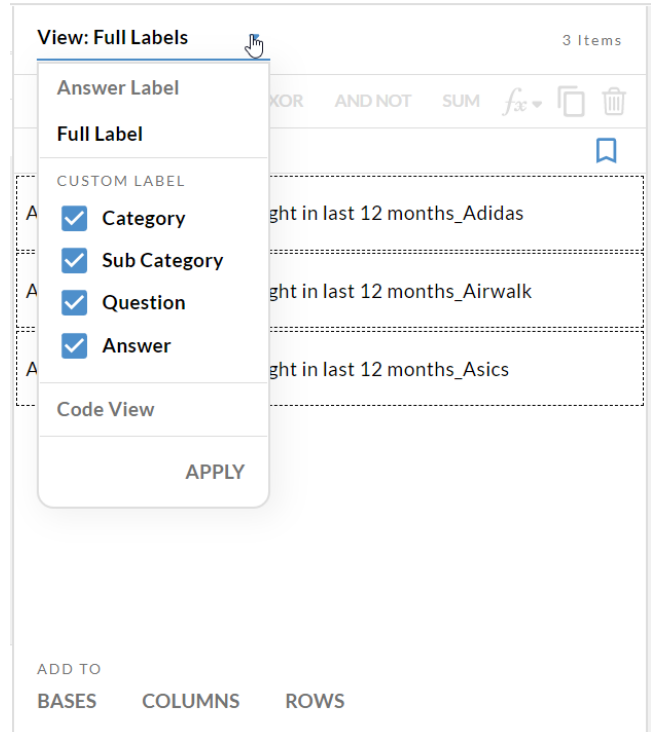
### Composer: Label Options

There are other options available within the selection box in addition to coding.

The selection box is one place where you can change your labels. The default option shows Full Labels (and can be switched to Answer Labels), which includes the four options indicated to the right. You can turn on/off any of these to create a custom label. Click APPLY to apply your selected labeling.

A couple important notes on the selection box:

- You must select the items to change their labels.
- This is one place where you can change the labels on a group of items at once. Individual labels can be changed here or edited within the Columns/Rows/Bases section.
- To change the labels individually (or in small groups), select the item(s), then go to the dropdown and select which labels you want to apply to those items. This can be useful if you have managed to add an item with answer only that just says “YES.” By selecting this item and changing the label, you can now see more of the information for that item.
- Note that you can also create rules that will apply to your selections BEFORE you move them into the selection box. If you have Answer Labels only selected, then you will see only the answers when you move your items into the selection box or rows, columns, or bases.
- Sometimes the Question and Answer labels may be in an unexpected order. Please check your labels before moving them to the Columns/Rows/Bases section. However, you can drag items back into the selection box to change their labels as a group.



## Crosstab Module

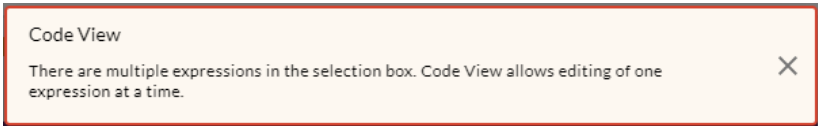
### Composer: Code View

#### Code View

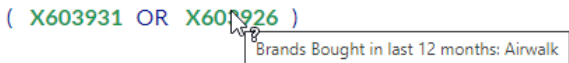
The Code View option shows you the coding behind the platform expressions.

You can only look at one expression at a time with the Code View option – if you have more than one expression in the coding box, you will get this error message.

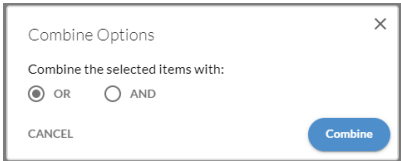
Note that an expression may contain one or more variables, connected with one or more Boolean operators (AND, OR, etc).



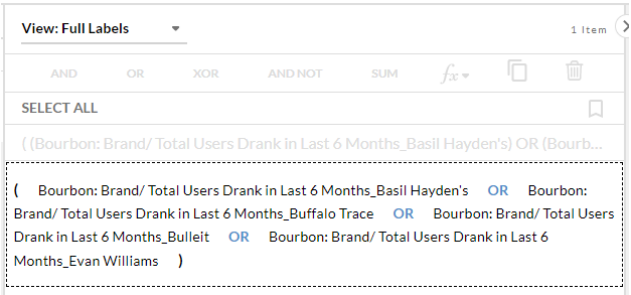
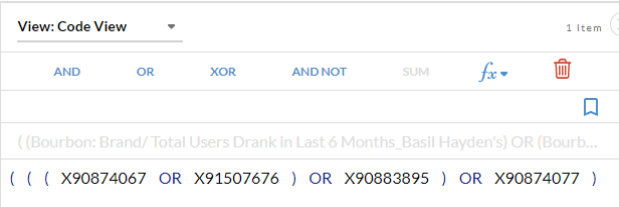
You can determine what variables make up your expression in Code View by hovering over the variable. You can also type over the Boolean operator to change it.



If you are in Code View while you are creating expressions and try to drag/add more than a single variable to the coding box, you will get a pop-up asking whether you want to combine these variables with AND or OR. You will need to click on Validate to complete this operation



The images below show the same expression, in Code View at the left and with Full Labels at the right.





Crosstab Module  
Composer: Function Options

Coding Options Within The Selection Box

View: Full Labels

ANDORXORAND NOTSUMfx

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months

ADD TO

BASESCOLUMNSROWS

FUNCTIONS

☐ Volume

☐ Mean Volume

APPLY TO

☐ Group

☐ Each Item

☐ Both

COUNT

☐ Exactly 1

☐ A min 1 and max 10

% OF TOTAL

☐ % of Total (Gross)

☐ % of Total (Net)

SCALE

100%

APPLY

Functions

Functions available in Catalyst include mean, median, volume, count coding,% of Total (Gross and Net), and scaling. Details on each of these are on the following pages.

## Crosstab Module

### Composer: Means and Medians

#### What are means and medians? What should you use?

**Mean:** A mean is the average, or the sum of answers divided by the total number of answers.

For example, if the entirety of a respondent answer set is as follows:\*

- Respondent A: 5
- Respondent B: 10
- Respondent C: 6

The mean, or average is equal to  $(5 + 6 + 10)/3 = 7$

**Median:** In order to find the median, the full range of answers is arranged in an ordered list. The number at the center of that list is the median. For example, if the entirety of the ranked respondent answer set (from the previous example) is as follows:\*

- Respondent A: 5
- Respondent C: 6
- Respondent B: 10

The median is 6.

**Mean vs. Median:** The difference between the mean and the median is that the former is affected by outliers. For example, when looking at income level, you may have an outlier(s) within your target that can pull the average one way or the other, even though these responses may account for a very small part of a long list. For example:

- Respondent V: \$45,000
- Respondent W: \$50,000
- Respondent X: \$60,000
- Respondent Y: \$65,000
- Respondent Z: \$500,000

The mean is \$144,000. The median is \$60,000.

In the example above, the median provides a more realistic picture of the earning power of an average respondent in your target, while the mean skews significantly higher. In many cases, the mean and median will be similar values, but looking at both can provide a more balanced picture in the event that outliers are skewing the mean.

*\*Please note that the majority of answers are expressed in numerical ranges. Respondents are assigned the midpoint of the numerical range they selected; the calculations are then based on those midpoints.*

## Crosstab Module

### Composer: Means and Medians

### Creating a Mean

#### How do I create an average (mean) variable?

In Composer 2.0, select the complete range measured that you wish to average.

Select all the variables from the lowest level to the highest level.

Click ADD to move them to the selection box.

Once the variables are in the selection box, select all of them with the Select All option at the upper left of the selection box, then click on the function icon.

Select Mean (and your Apply option) and click Apply.

Generally, you will apply these settings to a Group, including the variables that you used to create the mean. Occasionally, there will be a set of variables for which you will want to see individual means, and you can check the “to Each Item” box for that. If both of these are applicable, you can select “Both (Each and Group)” to get both individual and group means.

Click NO for custom weights.

Apply Custom Weights

Do you want to apply custom weights/values for these items?

NO

Yes

Composer

STUDY  
2022 Summe

DICTIONARY

DEFINITIONS

Q Search

Any Female Children By Age [HH]

Any Male Children By Age [HH]

Block Group HH Income Quintile [HH]

> Cats

CBSA [HH]

Census Region [HH]

Census Sub-Region [HH]

> Claritas 2021 Top 100 Core Bas...

County Size [HH]

> Dogs

Household Composition [HH]

Household Composition II [HH]

Household Income [HH]

Household Members Pregnant [HH]

Household Net Worth [HH]

Household Owns A Pet [HH]

Individual State Codes [HH]

Life Cycle

Life Cycle [HH]

Q Search

☒ ALL

☒ 0-9999 Dollars

☒ 10000-19999 Dollars

☒ 20000-29999 Dollars

☒ 30000-39999 Dollars

☒ 40000-49999 Dollars

☒ 50000-59999 Dollars

☒ 60000-74999 Dollars

☒ 75000-99999 Dollars

☒ 100000-124999 Dollars

☒ 125000-149999 Dollars

☒ 150000-199999 Dollars

☒ 200000-249999 Dollars

☒ 250000-349999 Dollars

☐ EACH ☐ OR ☐ AND

ADD

View: Full Labels

15 Items

Report Preview

CUSTOM

AND

OR

XOR

AND NOT

SUM

fx

Household: Household Income [HH]\_50000-59999 Dollars

Household: Household Income [HH]\_60000-74999 Dollars

Household: Household Income [HH]\_75000-99999 Dollars

Household: Household Income [HH]\_100000-124999 Dollars

Household: Household Income [HH]\_125000-149999 Dollars

Household: Household Income [HH]\_150000-199999 Dollars

Household: Household Income [HH]\_200000-249999 Dollars

Household: Household Income [HH]\_250000-349999 Dollars

Household: Household Income [HH]\_350000-499999 Dollars

FUNCTIONS

☒ Mean

☐ Median

☐ Volume

APPLY

☐ to a Group

☐ to Each Item

☐ Both (Each and Group)

COUNT

☐ Exactly 1

☐ A min 1 and max 15

SCALE

100%

APPLY

See pages 33-34 and 48-49 for more information about scaling and custom weights.

Crosstab Module  
Composer: Means and Medians

Creating a Mean

How do I create an average (mean) variable?

The new coding will be created in the selection box, below the building blocks for your mean calculation. You can rename this variable by deleting the building blocks, then going into the box above the code to give this a new name. Note also that the unweighted and weighted numbers at the bottom of the selection box will give you a preview of your expected results.

Select this item and add it to your columns or rows.  
Then click “Run Report.”

☐ Rows 1

UnwghtdWghtd(000)

☐ Mean HHI5111899592.9...

Run Report

View: Full Labels1 Item

CUSTOMANDORXORNOTSUMfx

Mean HHI

MEAN ( Household: Household Income {HH}\_0-9999 Dollars, Household: Household Income {HH}\_10000-19999 Dollars, Household: Household Income {HH}\_20000-29999 Dollars, Household: Household Income {HH}\_30000-39999 Dollars, Household: Household Income {HH}\_40000-49999 Dollars, Household: Household Income {HH}\_50000-59999 Dollars, Household: Household Income {HH}\_60000-74999 Dollars, Household: Household Income {HH}\_75000-99999 Dollars, Household: Household Income {HH}\_100000-124999 Dollars, Household: Household Income {HH}\_125000-149999 Dollars, Household: Household

UNWEIGHTED 51118WEIGHTED 99592.9

ADD TO  
BASESCOLUMNSROWS

The mean value, in this case household (HH) income, is indicated in the Weighted cell. For this particular study, the mean HH income across all HH is \$99,592.90. For those households with pets, the mean HH income is \$107,453.60. With an index of 108, this is 8% higher than that of all households.

Select All	Study Universe					***	HH owns a pet					***
Study Universe	***	Unweighted	Weighted(00	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(00	Vertical(%)	Horizontal(%)	Index	
		51,118	131,013	100.00%	100.00%	100	25,626	65,826	100.00%	50.24%	100	
Mean HHI	***	N/A	99,592.9	N/A	N/A	100	N/A	107,453.6	N/A	N/A	108	

Page 20

## Crosstab Module

### Composer: Means and Medians

### Creating a Median

#### How do I create a median variable?

In Composer 2.0, select the complete range measured for which you wish to find the median.

Select all the variables from the lowest level to the highest level.

Click ADD to move them to the selection box.

Once the variables are in the selection box, select all of them with the Select All option at the upper left of the selection box, then click on the function icon.

Select Median (and select your group option) and click Apply.

Generally, you will apply these settings to a Group, including the variables that you used to create the median. Occasionally, there will be a set of variables for which you will want to see individual medians, and you can check the “to Each Item” box for that. If both of these are applicable, you can select “Both (Each and Group)” to get both individual and group medians.

Click NO for custom weights.

Apply Custom Weights

Do you want to apply custom weights/values for these items?

NO
Yes

Composer

STUDY  
2022 Summe

DICTIONARY
DEFINITIONS

Search

Any Female Children By Age [HH]  
Any Male Children By Age [HH]  
Block Group HH Income Quintile [HH]  
Cats  
CBSA [HH]  
Census Region [HH]  
Census Sub-Region [HH]  
Claritas 2021 Top 100 Core Bas...  
County Size [HH]  
Dogs  
Household Composition [HH]  
Household Composition II [HH]  
Household Income [HH]  
Household Members Pregnant [HH]  
Household Net Worth [HH]  
Household Owns A Pet [HH]  
Individual State Codes [HH]  
Life Cycle  
LifeStage [HH]

Search

☒ ALL  
☒ 0-9999 Dollars  
☒ 10000-19999 Dollars  
☒ 20000-29999 Dollars  
☒ 30000-39999 Dollars  
☒ 40000-49999 Dollars  
☒ 50000-59999 Dollars  
☒ 60000-74999 Dollars  
☒ 75000-99999 Dollars  
☒ 100000-124999 Dollars  
☒ 125000-149999 Dollars  
☒ 150000-199999 Dollars  
☒ 200000-249999 Dollars  
☒ 250000-349999 Dollars  
☐ EACH ☐ OR ☐ AND

ADD

View: Full Labels
15 Items
Report Preview

CUSTOM AND OR XOR AND NOT SUM fx

Household: Household Income [HH]\_50000-59999 Dollars  
Household: Household Income [HH]\_60000-74999 Dollars  
Household: Household Income [HH]\_75000-99999 Dollars  
Household: Household Income [HH]\_100000-124999 Dollars  
Household: Household Income [HH]\_125000-149999 Dollars  
Household: Household Income [HH]\_150000-199999 Dollars  
Household: Household Income [HH]\_200000-249999 Dollars  
Household: Household Income [HH]\_250000-349999 Dollars

FUNCTIONS

☐ Mean  
☒ Median  
☐ Volume

APPLY

☐ to a Group  
☐ to Each Item  
☐ Both (Each and Group)

COUNT

☐ Exactly 1  
☐ A min 1 and max 15

SCALE

100%

APPLY

See pages 33-34 and 48-49 for more information about scaling and custom weights.

Page 21

Crosstab Module  
Composer: Means and Medians

Creating a Median

How do I create a median variable?

The new coding will be created in the selection box, below the building blocks for your mean calculation. You can rename this variable by deleting the building blocks, then going into the box above the code to give this a new name. Note also that the unweighted and weighted numbers at the bottom of the selection box will give you a preview of your expected results.

Select this item and add it to your columns or rows.  
Then click “Run Report.”

☐ Rows 1

	Unwghtd	Wghtd(000)	
<input type="checkbox"/> Median HHI	51118	73627.7	***

Run Report

View: Full Labels 1 Item

CUSTOM AND OR XOR NOT SUM  $f_x$

Median HHI

**MEDIAN** ( Household: Household Income [HH]\_0-9999 Dollars, Household: Household Income [HH]\_10000-19999 Dollars, Household: Household Income [HH]\_20000-29999 Dollars, Household: Household Income [HH]\_30000-39999 Dollars, Household: Household Income [HH]\_40000-49999 Dollars, Household: Household Income [HH]\_50000-59999 Dollars, Household: Household Income [HH]\_60000-74999 Dollars, Household: Household Income [HH]\_75000-99999 Dollars, Household: Household Income [HH]\_100000-124999 Dollars, Household: Household Income [HH]\_125000-149999 Dollars, Household: Household Income [HH]\_150000-199999 Dollars, Household: Household Income [HH]\_200000-249999 Dollars, Household: Household Income [HH]\_250000-349999 Dollars, Household: Household Income [HH]\_350000-499999 Dollars, Household: Household Income [HH]\_500000+ Dollars )

UNWEIGHTED 51118 WEIGHTED 73627.7

ADD TO  
BASES COLUMNS ROWS

The median value, in this case household (HH) income, is indicated in the Weighted cell. For this particular study, the median HH income across all HH is \$73,627.70. For those households with pets, the median HH income is \$83,691.60. With an index of 114, this is 14% higher than that of all households.

Select All	Study Universe ***					HH owns a pet ***				
Study Universe ***	Unweighted	Weighted(00	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(00	Vertical(%)	Horizontal(%)	Index
	51,118	131,013	100.00%	100.00%	100	25,626	65,826	100.00%	50.24%	100
Median HHI ***	N/A	73,627.7	N/A	N/A	100	N/A	83,691.6	N/A	N/A	114

## Crosstab Module

### Composer: Volume Data

#### Working with Volume Data

#### How do I create a category volume variable?

In Composer 2.0, select the complete range measured for which you wish to find the volume.

Select all the variables from the lowest level to the highest level.

Click ADD to move them to the selection box.

Once the variables are in the selection box, select all of them with the Select All option at the upper left of the selection box, then click on the function icon.

Select Volume.

Select Apply to Group (or other option) and click APPLY.

Generally, you will apply these settings to a Group, including the variables that you used to create the volume. Occasionally, there will be a set of variables for which you will want to see individual volumes, and you can check the “to Each Item” box for that. If both of these are applicable, you can select “Both (Each and Group) to get both individual and group volumes.

Click NO for custom weights.

Apply Custom Weights

Do you want to apply custom weights/values for these items?

NO

Yes

Composer

STUDY  
2022 Summer MR

DICTIONARY

DEFINITIONS

Search

Beverages

Alcoholic Beverages

Alcoholic Beverages, Coole...

Amount Spent For Beer/Wine/Liquor in last 30 days

Artificial & Lo-Cal Sweeten...

Bottled Water (Non-Carbo...

Category

Brand

Type

Form

Home Delivery

Bourbon

Canadian Whisky

Champagne & Sparkling Wi...

Total Users

ALL

3 Drinks or Glasses/Last 7 Days

4 Drinks or Glasses/Last 7 Days

5 Drinks or Glasses/Last 7 Days

6 Drinks or Glasses/Last 7 Days

7 Drinks or Glasses/Last 7 Days

8 Drinks or Glasses/Last 7 Days

9+ Drinks or Glasses/Last 7 Days

EACH

OR

AND

ADD

View: Full Labels

9 Items

Report Preview

AND

OR

XOR

AND NOT

SUM

$f_x$

Bottled Water (Non-Carbonated): Category/Total Users/ Drinks or Glasses/Last 7 Days

Bottled Water (Non-Carbonated): Category/Total Users/ Drinks or Glasses/Last 7 Days

Bottled Water (Non-Carbonated): Category/Total Users/ Drinks or Glasses/Last 7 Days

Bottled Water (Non-Carbonated): Category/Total Users/ Drinks or Glasses/Last 7 Days

Bottled Water (Non-Carbonated): Category/Total Users/ Drinks or Glasses/Last 7 Days

ADD TO

BASES

COLUMNS

ROWS

FUNCTIONS

Median Volume Drinks or Glasses/Last 7 Days

Mean Volume Drinks or Glasses/Last 7 Days

Volume Drinks or Glasses/Last 7 Days

APPLY TO

Group

Each Item

Both

COUNT

Exactly 1

A min 1 and max 9

SCALE

100%

APPLY

See pages 33-34 and 48-49 for more information about scaling and custom weights.

Crosstab Module  
Composer: Volume Data

Creating a Volume

How do I create a category volume variable?

The new coding will be created in the selection box, below the building blocks for your volume calculation. You can rename this variable by deleting the building blocks, then going into the box above the code to give this a new name. Note also that the unweighted and weighted numbers at the bottom of the selection box will give you a preview of your expected results.

Select this item and add it to your columns or rows.  
Then click “Run Report.”

<input type="checkbox"/> Columns 2	Unwghtd	Wghtd(000)
<input type="checkbox"/> Men	25535	122919 ...
<input type="checkbox"/> Women	26162	131318 ...
<input type="checkbox"/> Rows 1	Unwghtd	Wghtd(000)
<input type="checkbox"/> Bottled Water Volume La...	30749	2312147 ...

View: Full Labels

1 Item

AND OR XOR NOT SUM *fx*

Bottled Water Volume Last 7 Days

Total Volume ( Bottled Water (Non-Carbonated): Category/Total Users/ Users\_1 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_2 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_3 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_4 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_5 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_6 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_7 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_8 Drinks or Glasses/Last 7 Days, Bottled Water (Non-Carbonated): Category/Total Users/ Users\_9+ Drinks or Glasses/Last 7 Days )

UNWEIGHTED 30749 WEIGHTED 2312147

ADD TO  
BASES COLUMNS ROWS

To read the volumetric data here, we can see that Adults 18+ have consumed 2,312,147,000 glasses of water in the last 7 days. Men have consumed 1,091,384,000 glasses, slightly less (index 98) than women, who have consumed 1,220,764,000 glasses (index 102).

Select All	Study Universe		Men	Women
Study Universe	Weighted(000)	Index	Weighted(000)	Index
	254,237	100	122,919	100
Bottled Water Volume Last 7 Days	2,312,147	100	1,091,384	102

Page 24



## Crosstab Module

### Composer: Volume Data

#### Creating a Volume

#### How do I create a brand volume variable?

#### Brand volumes can only be created in USA Doublebase studies.

When you select a brand on which to get volume variables, you will see the dropdown to the left. In order, the bullets below explain each of the dropdown options:

- Total users of that brand in the last 6 months
- With this dropdown, you can look at usage, by volume, in the last 7 days. If you leave this as 1+, you will see users in the last 7 days. This can also be changed to any number or range.
- Sole users are those who consumed only the brand (within this category) in the last 6 months.
- Sole/Primary users are those who consumed only the brand or mostly the brand (within the category).
- Secondary users are those who primarily consumed another brand but also consumed the target brand.

Search

**Total Users Drank in Last 6 Months**

Total Users Drank in Last 6 Months  
 Users  in Last 7 Days  
 Sole Users Drank in Last 6 Months  
 Sole/Primary Drank in Last 6 Months  
 Secondary Drank in Last 6 Months

☐ Caffeine Free Diet Pepsi  
☒ **Diet Pepsi**  
☐ Diet Pepsi Wild Cherry  
☐ Pepsi Zero Sugar  
☐ Store's Own Brand  
☐ Other

Select All	Study Universe ...	
Study Universe ...	Weighted(000)	Vertical(%)
	254,237	100.00%
Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months_Diet Coke ...	28,759	11.31%
Diet Cola Drinks: Brand/ Users 1+ in Last 7 Days_Diet Coke ...	22,184	8.73%
Diet Cola Drinks: Brand/ Sole Users Drank in Last 6 Months_Diet Coke ...	17,487	6.88%
Diet Cola Drinks: Brand/ Sole/Primary Drank in Last 6 Months_Diet Coke ...	24,684	9.71%
Diet Cola Drinks: Brand/ Secondary Drank in Last 6 Months_Diet Coke ...	4,075	1.60%

To read these results:

- 11.31% of adults drank Diet Coke in the last 6 months (28,759,000 adults)
- 8.73% drank Diet Coke in the last 7 days (22,184,000 adults)
- 6.88% drank only Diet Coke (of the diet cola category) in the last 6 months (17,487,000 adults)
- 9.71% drank Diet Coke either only or primarily (24,684,000 adults)
- 1.60% drank Diet Coke as their secondary brand (4,075,000 adults)

## Crosstab Module

### Composer: Volume Data

### Creating a Volume

#### How do I create a brand volume variable?

Brand volumes can only be created in USA Doublebase studies.

Using the dropdown menu to create volume variables

- Select “Total Users Drank in Last 6 Months” from dropdown.
- Select your brand and add to the selection box.
- In the selection box, select the function(s) for Volume and/or Mean Volume.
- Then add those to your rows and click on Run Report.

Total Users Drank in Last 6 Months

☐ ALL
☐ Caffeine Free Diet Coke
☐ Coca-Cola Zero Sugar
☐ Coca-Cola Cherry Zero Sugar
☒ Diet Coke

AND
OR
XOR
NOT
SUM
fx

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months\_

Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months\_Diet Coke

FUNCTIONS
☒ Volume Drinks or Glasses/Last 7 Days
☒ Mean Volume Drinks or Glasses/Last 7 Days

Total Volume
(
Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months\_Diet Coke
)

Mean Volume
(
Diet Cola Drinks: Brand/ Total Users Drank in Last 6 Months\_Diet Coke
)

## Crosstab Module

### Composer: Volume Data

#### Creating a Volume

#### Reading your brand volume crosstab

The Weighted (000) and Index are the two numbers you want to look at to interpret this data.

Select All	Study Universe ***		Men ***		Women ***	
Study Universe ***	Weighted(000)	Index	Weighted(000)	Index	Weighted(000)	Index
	254,237	100 ←	122,905	100 ←	131,332	100 ←
Total Volume: Diet Coke ***	131,469	100 ←	61,447	97 ←	70,022	103 ←
Mean Volume: Diet Coke ***	5.9	100 ←	6.0	102 ←	5.9	100 ←

To read the Total Volume:

- Adults 18+ consumed 131,469,000 units of Diet Coke in the last 7 days.
- Men 18+ consumed 61,447,000 units of Diet Coke in the last 7 days.
- Women 18+ consumed 70,022,000 units of Diet Coke in the last 7 days.

To read the Mean Volume:

- Adults 18+ consumed an average of 5.9 units of Diet Coke in the last 7 days.
- Men 18+ consumed an average of 6.0 units of Diet Coke in the last 7 days.
- Women 18+ consumed an average of 5.9 units of Diet Coke in the last 7 days.

## Crosstab Module

### Composer: Count Coding

#### What is count coding?

- Count coding is more flexible than AND & OR coding. Instead of demanding that respondents meet ALL items in a string of criteria (as with an AND statement), or only one of them (as with an OR statement), you can specify that respondents need to meet X of Y criteria or X+ of Y criteria.
- For example, for a target of “Fashion-Conscious,” you might say respondents need to agree with any 3 or more of the following 5 statements:

View: Full Labels

5 Items

CUSTOM AND OR XOR AND NOT SUM *fx*

SELECT ALL

Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion\_Any Agree

Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people\_Any Agree

Fashion & Style Attitudes: I consider my fashion style to be trendy\_Any Agree

Fashion & Style Attitudes: I follow influencers on social media for tips on fashion and beauty\_Any Agree

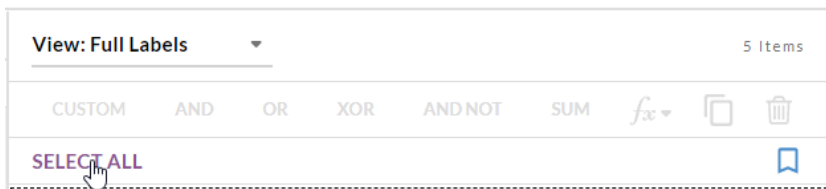
Fashion & Style Attitudes: I like to make a unique fashion statement\_Any Agree

## Crosstab Module

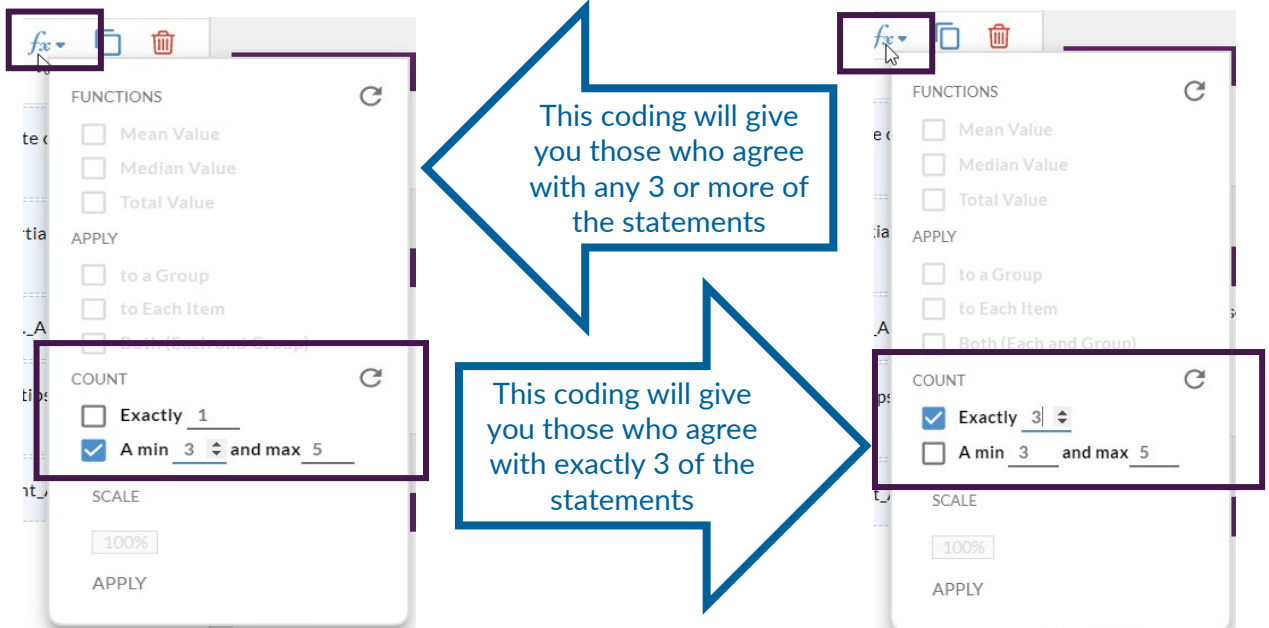
### Composer: Count Coding

#### How do I create a count variable?

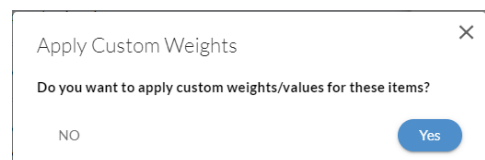
- In Composer, select the items you wish to use, along with the response option. Here we chose 5 Fashion and Style Attitudes, along with the Any Agree option. Move these into the selection box.
- Once the items are in the selection box, select all the items using the SELECT ALL option at the upper left of the selection box.



- After you have selected all the items, select the function option.
- Under COUNT, select your options and click on APPLY.



- The Apply Custom Weights box will pop up.
- For this particular function, click NO.



## Crosstab Module Composer: Count Coding

### How do I create a count variable?

- You will see the count-coded statement in the selection box.
- The individual building block statements also remain in the selection box.
- The coding in the image to the right indicates that there are 5 total variables and that you are looking for any 3 or more of the 5.
- Select the item and you will see the unweighted and weighted sample sizes below.
- If you want to rename this segment within the selection box, you will have to delete the other building blocks within the coding box.
- Then you can click on the box above the code and type in a new name.

View: Full Labels 6 Items

CUSTOM AND OR XOR NOT SUM  $f_x$

Agree

Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people.\_Any Agree

Fashion & Style Attitudes: I consider my fashion style to be trendy.\_Any Agree

Fashion & Style Attitudes: I follow influencers on social media for tips on fashion and beauty.\_Any Agree

Fashion & Style Attitudes: I like to make a unique fashion statement.\_Any Agree

**Count** ( Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion.\_Any Agree, Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people.\_Any Agree, Fashion & Style Attitudes: I consider my fashion style to be trendy.\_Any Agree, Fashion & Style Attitudes: I follow influencers on social media for tips on fashion and beauty.\_Any Agree, Fashion & Style Attitudes: I like to make a unique fashion statement.\_Any Agree ;3-5 )

UNWEIGHTED 7549 WEIGHTED 34252

ADD TO  
BASES COLUMNS ROWS

Fashion-Conscious ✓ ✕

**Count** ( Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion.\_Any Agree, Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people.\_Any Agree, Fashion & Style Attitudes: I consider my fashion style to be trendy.\_Any Agree, Fashion & Style Attitudes: I follow influencers on social media for tips on fashion and beauty.\_Any Agree, Fashion & Style Attitudes: I like to make a unique fashion statement.\_Any Agree ;3-5 )

- Click on Columns, Rows, or Bases to add it to your crosstab.
- Once the item is in the report preview, you can double-click on the variable to rename it, if you did not do so before or if you want to change the name. Then click the check mark to confirm your changes.

Columns 1	Unwghtd	Wghtd(000)
Fashion-Conscious ✓ ✕		

## Crosstab Module

### Composer: Count Coding

### Interpreting Count Coding Statements

Depending on how we defined our consumer (using either the Min-Max or Exactly options), here is how you would explain your target.

- If we used the “Min-Max” option, our “Fashion-Conscious” consumer would be defined as any adult who agreed (top 2 box – completely or somewhat) with at least 3 of the 5 Fashion statements.



- If we used the “Exactly 3” option, then this would be defined as any adult who agreed (top 2 box – completely or somewhat) with exactly 3 of the statements above



- Note that the last section of the coding (3-5 or 3-3) will assist you in recalling which option you chose.

### Fun facts about Count Coding

- If you have 5 statements and you select 1 of 5, this is the same as using OR with all the statements.
- If you have 5 statements, and you select 5 of 5, this is the same as using AND with all the statements.
- Looking at the unweighted and weighted counts of a count-coded variable may help you decide to increase (or decrease) the number of statements used to define your variable, if the counts are too small (or too large) to be able to profile your count-coded target.

## Crosstab Module

Composer: Percent of Total

% OF TOTAL



Function Menu: % of Total (Net and Gross)

- ☐ % of Total (Gross)
- ☐ % of Total (Net)

The % of Total function will create a gross or net total based on a selected group of items. The difference between the two is determined by how the total is calculated.

- **% of Gross Total:** Individual percentage is based on weighted number divided by the gross total, which is calculated by adding the audiences of each of the selected items. This will add to 100% and **includes duplication**.
- **% of Net Total:** Individual percentage is based on weighted number divided by the net total, which is calculated by OR-ing the audiences of each of the selected items. This will add to >100% and **does not include duplication**.
- For the example below, the weighted total for Gross is 65,505, and for Net is 52,482.
  - For Diet Coke, the weighted number is 27,846.
  - Diet Coke Gross % is  $27,846 / 65,505 = 42.5\%$
  - Diet Coke Net % is  $27,846 / 52,482 = 53.1\%$
  - Read these percentages in the Weighted (000) column.

Study Universe	Weighted (000)
Caffeine Free Diet Coke	6,865
Coca-Cola Zero Sugar	25,404
Coca-Cola Cherry Zero Sugar	5,390
Diet Coke	27,846
Gross Total (Sum)	65,505
Net Total (OR)	52,482

% of Total (Gross)	Study Universe
	Weighted (000)
Study Universe	254,950
% of Total (Gross): Caffeine Free Diet Coke	10.5
% of Total (Gross): Coca-Cola Zero Sugar	38.8
% of Total (Gross): Coca-Cola Cherry Zero Sugar	8.2
% of Total (Gross): Diet Coke	42.5

% of Total (Net)	Study Universe
	Weighted (000)
Study Universe	254,950
% of Total (Net): Caffeine Free Diet Coke	13.1
% of Total (Net): Coca-Cola Zero Sugar	48.4
% of Total (Net): Coca-Cola Cherry Zero Sugar	10.3
% of Total (Net): Diet Coke	53.1



Crosstab Module  
Composer: Scaling

Function Menu: Scaling

Scaling is used primarily when a user wants to include data in a crosstab that was not measured in all waves (aka, 6-month intervals) of a quarterly survey, or what we commonly call “partial data” in Catalyst.

- For example, the Fall 2022 study is comprised of Waves 86 and 87. Costume Jewelry was a new category in Wave 87. In this case, you would want to apply a scale factor of 200% to make up for the fact that respondents in Wave 86 were not asked this question. This type of scaling is based on the assumption that people in Wave 86 would have answered the question the same way the people in Wave 87 actually did answer the question.
- Please note that these items are always marked with a # prior to the label, and you will always see a footnote for these partial data items in your report. The note reminds you that this question only has partial data, and you should either: (1) Change your population weight to the appropriate wave; or (2) scale the item to 200%, in the case of Spring and Fall studies. The Scaling note is illustrated below:

#Costume Jewelry: Bought in Last 12 Mont...	1,460	7,885	3.09%
#Costume Jewelry: Bought in Last 12 Mont... (200%)			19%

[41] Item is only measured in wave 87. Use Wave 87 Weight to properly project to the total adult population.  
External sources of data are not MRC accredited  
\* Projections relatively unstable, use with caution

## Crosstab Module

### Composer: Scaling

#### Function Menu: Scaling

- To scale the item within the selection box, click on the function option, select Scale, type in the appropriate scale factor, and click apply:
  - Spring and Fall – 200% scale factor
  - Winter and Summer – 133.33% scale factor
- Then move your newly scaled factor to your rows.
- To undo a scaling factor, bring it back to the selection box and use the undo icon to return the scale to 100.
- The results of scaling this row are as follows: the unweighted counts remain the same, but the weighted number and vertical percent are doubled (the horizontal percent and the index also remain the same) when scaling rows.

Select All		Study Universe		
Study Universe	***	Unweighted	Weighted(000)	Vertical(%)
		51,409	254,950	100.00%
#Costume Jewelry: Bought in Last 12 Months	⊕ ***	1,460	7,885	3.09%
#Costume Jewelry: Bought in Last 12 Months (200%)	***	1,460	15,771	6.19%

Note: The other option with partial data is to change the weighting for your crosstab (image above) to the appropriate wave; then the data will only reflect people who participated that wave, as these are the only people who answered the Costume Jewelry question in this example.

- The limitation with this method is that the respondent base will be approximately one-half the size of the full-year data (approximately 25K versus 50K).

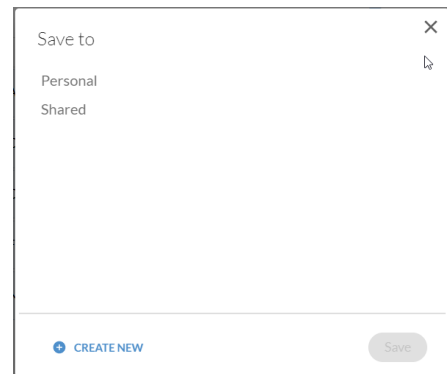
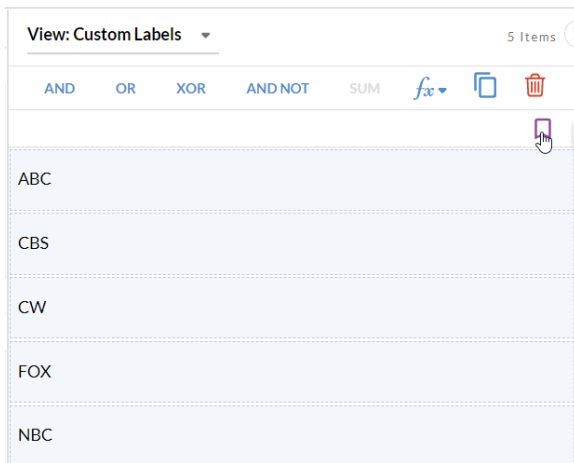
## Crosstab Module

### Composer: Definitions

Definition files can be created in several places, using the Save Definition File icon. 

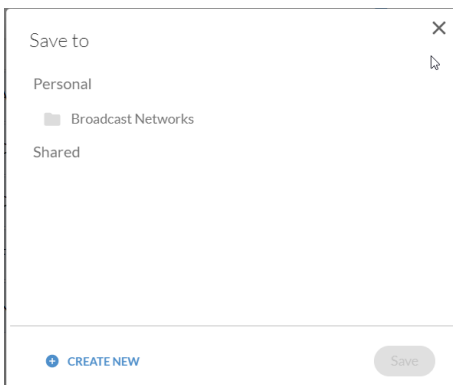
To do this within the selection box, move all your variables to the coding box, and Select All.

Then click on the Save Definition File icon, which will give you options for saving a personal definition file or a shared definition file.

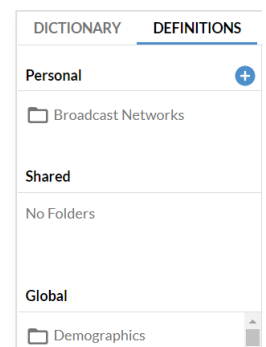


If you have a folder created already, you can add the definition to that folder or click on Create New and give the folder a name.


Then click Save, and you will see that folder in your personal definitions.



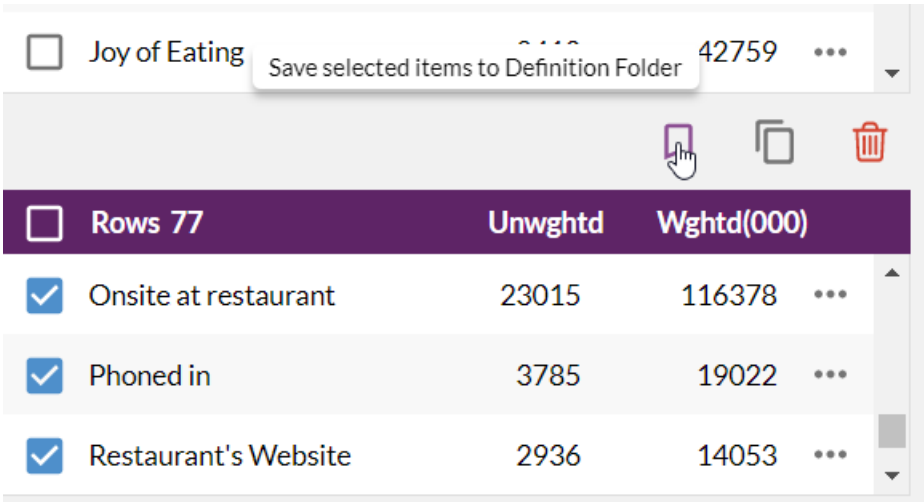
#### Composer



Crosstab Module  
Composer: Definitions

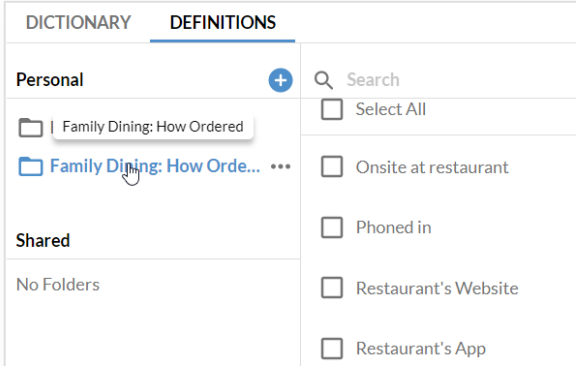
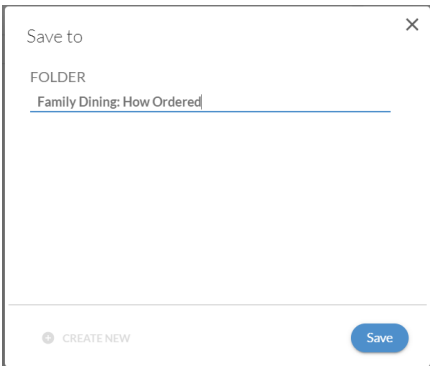
Definition files can be created in several places, using the Save Definition File icon. 

To do this within the Report Preview grid, move the variables to your rows, columns, or bases. Select the items you wish to add to a definition file, then click on the Save Definition icon.



If you have a folder created already, you can add the definition to that folder or click on Create New and give the folder a name.

Then click Save, and you will see that folder in your personal definitions.



## Crosstab Module

### Composer: Definitions

Crosstab 2.0 makes it easy to share definitions with others in your company.

Right click on the 3-dot menu to the right of the definition folder and select share.

You will see the Share window with several options, including a list of available users within your company on the same account and the option to give each user the following:


- Make the user an Owner of the definition folder
- Allow the user to View the definition folder
- Allow the user to Edit the definition folder

Then select Invite to share the definition folder.

The user will see a notification here:

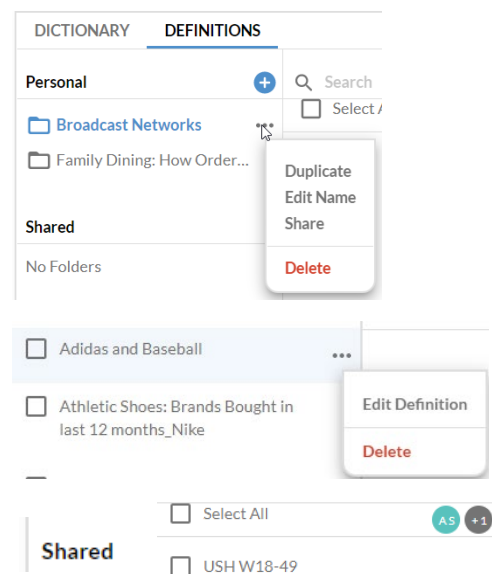
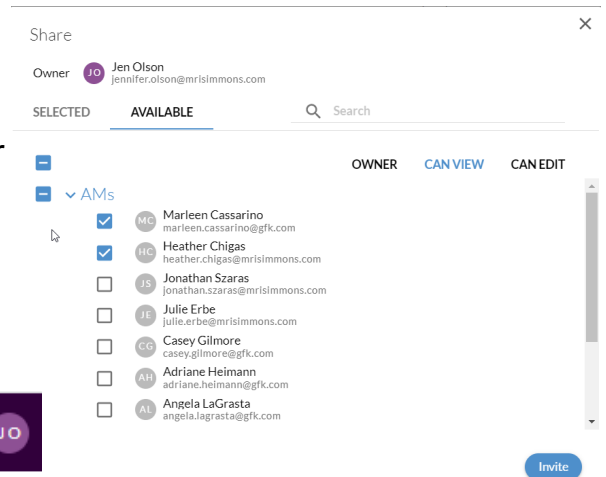
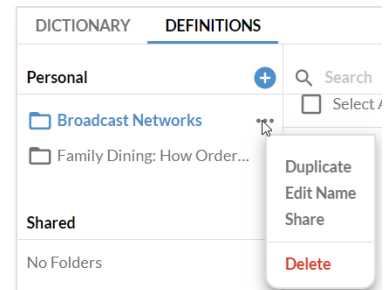


The 3-dot menu for each definition folder also gives you other options, including duplicating the definition folder, editing the name of the folder, or deleting the definition folder.

You can also click on the  icon to create a new folder in your Personal definitions folder.

There is also a 3-dot menu for each item within the definition folder. From this menu, you can edit the definition itself (the variables that make up the definition will populate in the coding box) or delete it.

Shared definitions will be found on the Definitions tab, in the Shared section of the Definitions. Within the definition, you will see the owner of the definition too.



## Crosstab Module

### Composer: Report Preview

The Report Preview pane shows you how your report will look once you click Run Report.

The arrow at the upper left of the pane lets you expand or contract this pane to see more detail within the other panes.

Within this pane you can do and see many things.

First, you will see the unweighted and weighted (000) counts for each variable you have moved over or created.

Second, you have the option to edit the name of any variable in the Report Preview by checking the box then clicking onto the name to open an edit box.

As mentioned before, you can save definitions from here, using the Save Definitions Icon.

You can duplicate any variable or group of variables.

You can drag your checked variables back to the selection box to create new variables by combining them.

You can drag variables from one section to another (i.e., rows to columns, bases to rows, etc.)

You can delete variables from this list by using the trash can icon.

You can run your report and see the data!

Report Preview

<input type="checkbox"/>	Bases 2	Unwghtd	Wghtd(000)	
<input type="checkbox"/>	Respondent: Bases_Men	24907	123310	***
<input type="checkbox"/>	Respondent: Bases_Women	26502	131640	***

<input type="checkbox"/>	Columns 6	Unwghtd	Wghtd(000)	
<input type="checkbox"/>	Respondent: Age Summary_18-24	6182	29117	***
<input type="checkbox"/>	Respondent: Age Summary_25-34	11347	45607	***
<input type="checkbox"/>	Respondent: Age Summary_35-44	9290	42157	***
<input type="checkbox"/>	Respondent: Age Summary_45-54	7656	39956	***
<input type="checkbox"/>	Respondent: Age Summary_55-64	7694	42197	***

<input type="checkbox"/>	Rows 25	Unwghtd	Wghtd(000)	
<input type="checkbox"/>	Athletic Shoes: Brands Bought in ...	7837	35894	***
<input type="checkbox"/>	Athletic Shoes: Brands Bought in ...	281	1303	***
<input type="checkbox"/>	Athletic Shoes: Brands Bought in ...	2536	12258	***
<input type="checkbox"/>	Athletic Shoes: Brands Bought in ...	489	2480	***

Run Report

<input type="checkbox"/>	Columns 6	Unwghtd	Wghtd(000)	
<input checked="" type="checkbox"/>	Fast & Curious Foodies	7746	35578	***
<input type="checkbox"/>	Healthy Home Cooks	10537	51	***
<input type="checkbox"/>	Joy of Eating	8410	42	***

Edit Name  
Edit Expression  
Delete

The 3-dot menu here also includes Edit Expression, which will copy this variable over to the selection box for additional editing.

Crosstab Module  
Composer: Report Preview

Changing labels in the Report Preview Pane

You can change the labels from within the Report Preview Pane as well as by moving items over to the selection box.

Within the section(s) (bases, columns, and/or rows), check the boxes for the items you want to change.

Then navigate over to the Label selector over the coding box. Select the level of labels that you want for the checked items.

Your checked items will now reflect the new level of labeling.

Report Preview

<input type="checkbox"/>	Bases 2	Unwghtd	Wghtd(000)	
<input type="checkbox"/>	Respondent: Bases_Men	24907	123310	...
<input type="checkbox"/>	Respondent: Bases_Women	26502	131640	...

<input checked="" type="checkbox"/>	Bases 2	Unwghtd	Wghtd(000)	
<input checked="" type="checkbox"/>	Respondent: Bases_Men	24907	123310	...
<input checked="" type="checkbox"/>	Respondent: Bases_Women	26502	131640	...

View: Full Labels

Answer Label

Full Label

CUSTOM LABEL

☒ Category

☒ Sub Category

☒ Question

☒ Answer

Code View

APPLY

View: Answer Labels

0 Item

Report Preview

<input checked="" type="checkbox"/>	Bases 2	Unwghtd	Wghtd(000)	
<input checked="" type="checkbox"/>	Men	24907	123310	...
<input checked="" type="checkbox"/>	Women	26502	131640	...

Crosstab Module  
Crosstab: Menu

Crosstab side menu bar

1

2

3

4

5

6

7

8

Crosstab 2.0

Composer

STUDY  
2022 Spring MRI-Simmo...

WEIGHTED BY  
Population (000)

BASE  
Study Universe

Trend Studies

Study Selector

View

Transpose

Variables

Variable Selector

Filters

Advanced Filters

Return to Composer screen

Study selector

Study weight selector

Study base selector

Study trend selector

View (Private Eye or Crosstab) also Transpose

Variable Selector

Advanced Filters

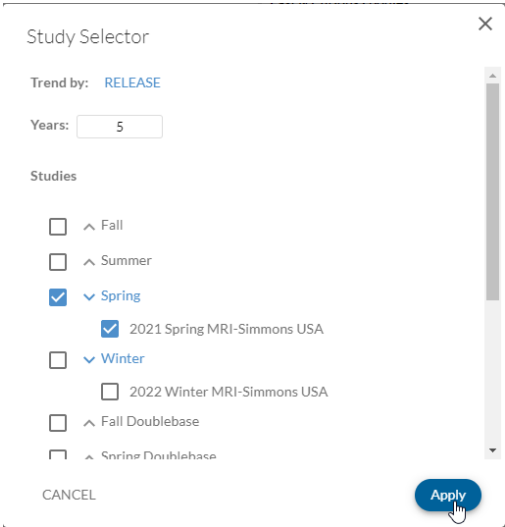


Crosstab Module  
Crosstab: Menu

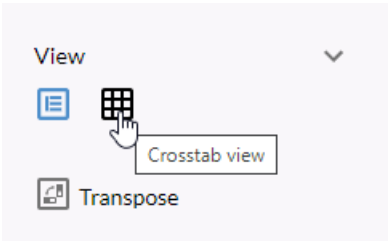
Crosstab side menu bar

**Study Trend Selector** enables you to select how many releases you want to trend back to, along with the studies that you want to trend.

See page 45 for more information on Trending.



**View** enables you to change how your data is shown in the crosstab viewer. You can select stacked (crosstab) view, or the horizontal (Private Eye) view.



The **Transpose** button in this section lets you switch your rows to columns and vice versa.

Private Eye view

Select All	Study Universe ***				
Study Universe ***	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
	51,697	254,237	100.00%	100.00%	100 ←
Applebee's ***	7,081	37,290	14.67%	100.00%	100 ←

Crosstab view

Select All		Study Universe ***
Study Universe ***	Unweighted	51,697
	Weighted(000)	254,237
	Vertical(%)	100.00%
	Horizontal(%)	100.00%
	Index	100 ←
Applebee's ***	Unweighted	7,081
	Weighted(000)	37,290
	Vertical(%)	14.67%
	Horizontal(%)	100.00%
	Index	100 ←

Crosstab Module  
Crosstab: Menu

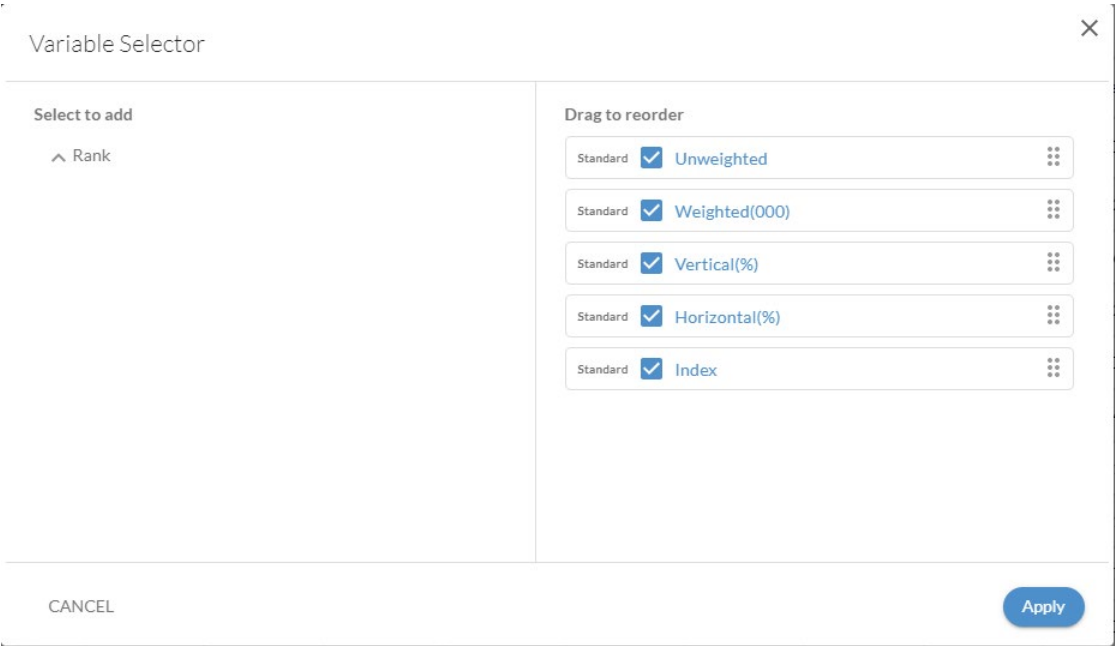
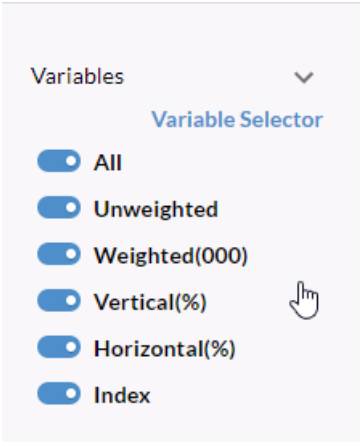
Crosstab side menu bar

**Variable Selector** lets you toggle on/off variables within the side panel.

If you click on **Variable Selector**, you can turn them on/off

The pane below also enables you to reorder them by dragging items up or down within the list.

Note that reordering your variables will change only for your current working crosstab. There is an option within Preferences to reorder your variables across all your crosstabs.

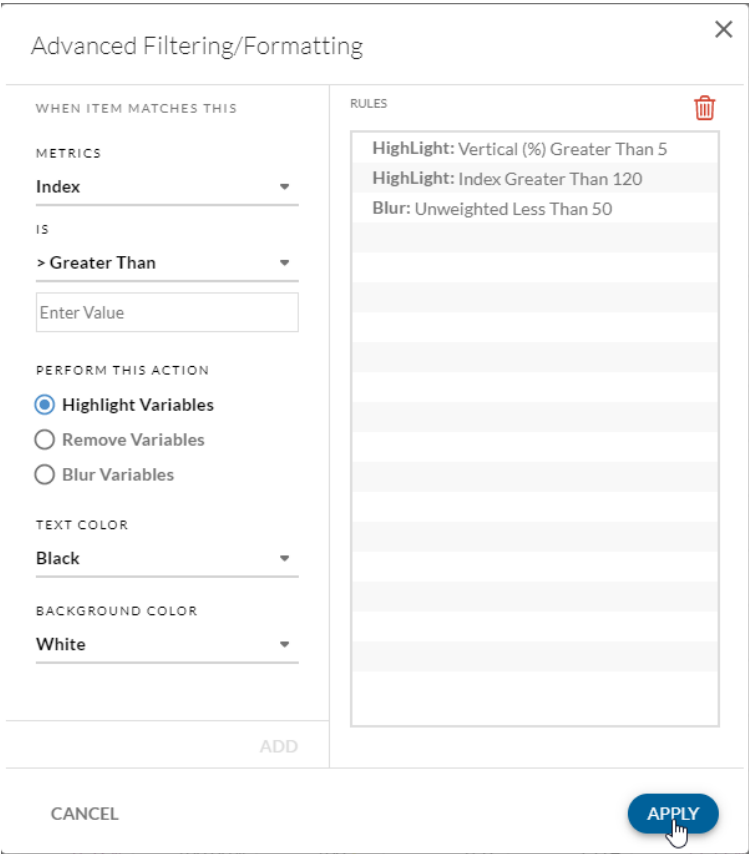
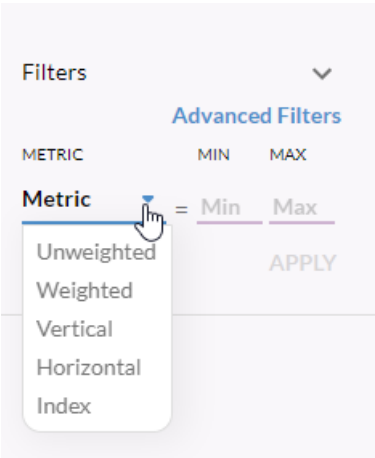


Crosstab Module  
Crosstab: Menu

Crosstab side menu bar

**Filters** lets you select a minimum and maximum for one metric in the crosstab. Data for items that do not meet the criteria will be hidden.

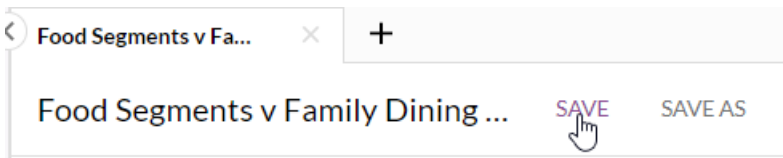
If you click on **Advanced Filters**, you can set advanced filtering and formatting rules for more than one metric, using color, blurring, or removing variables entirely, by setting individual rules and then clicking add to combine them. Once you click Apply, they will be applied to your crosstab.



Crosstab Module  
Crosstab: Saving

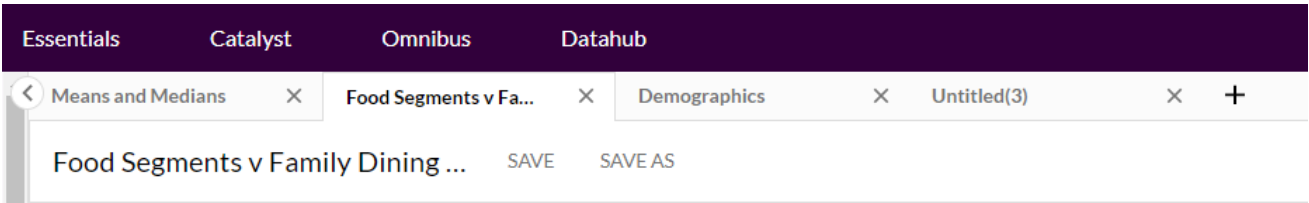
Crosstab

Within the Crosstab window, you can save your crosstab by typing the name then clicking Save. If you have changed the crosstab and want to save it under a different name, type in a new name and click Save As. You will see the title of your file both in the title box and on the tab at the top of the window.



NOTE: Once you have saved a crosstab, if you click SAVE again, you will overwrite your original crosstab (and you will not be able to get the original one back). Use the SAVE AS option to save it with a new name to preserve the original crosstab and create a new one.

By clicking on the + sign, you can run a new crosstab in a different tab. You can have up to 8 different crosstabs open at one time.



## Crosstab Module

### Crosstab: 3-Dot Menu

#### Crosstab: 3-dot menu

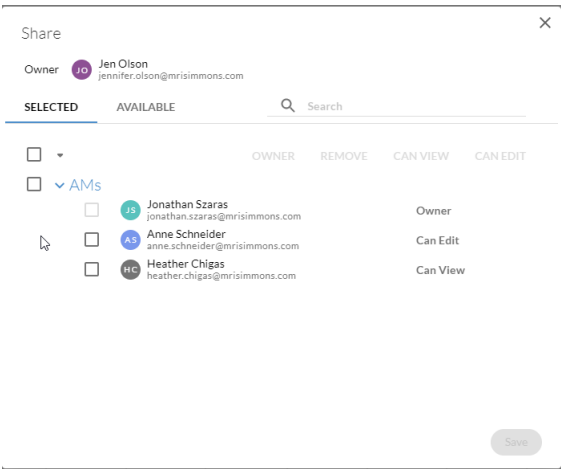
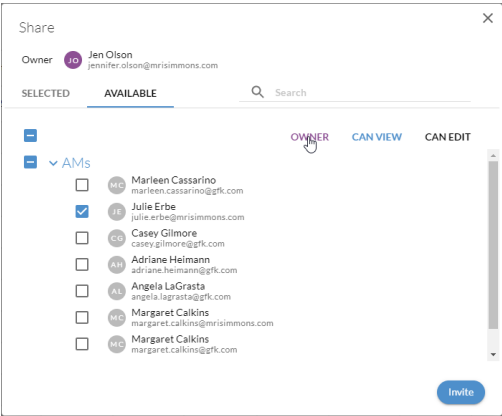
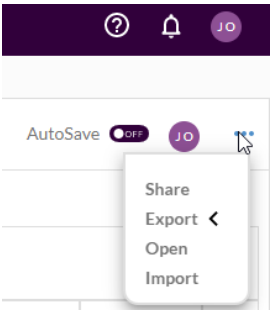
Within the Crosstab window, there is a 3-dot menu located at the upper right-hand side. The options for this menu are explained below.

Sharing of crosstabs is similar to sharing definition files. You can select from users within your organization and give them different levels of access by clicking on the Owner/Can View/Can Edit option, then clicking Invite. You will need to do this separately for each level of access.

The levels of access are indicated by the color of the circle with the users' initials, at the upper right of the crosstab, next to the 3-dot menu.



You can also click on the Share option and see who the crosstab has been shared with, along with their level of access.



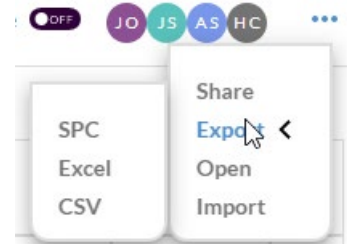
## Crosstab Module

### Crosstab: 3-Dot Menu

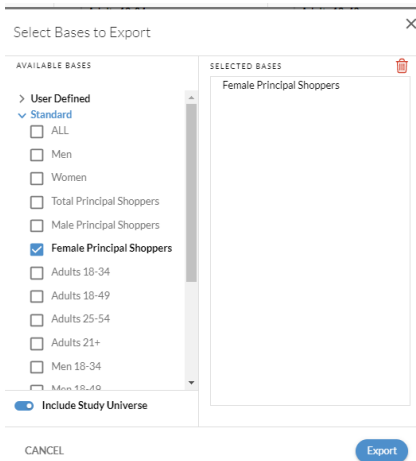
#### Crosstab: 3-dot menu

Within the Crosstab window, there is a 3-dot menu located at the upper right-hand side. The options for this menu are explained below.

The **Export** option enables you to send the file in different formats.



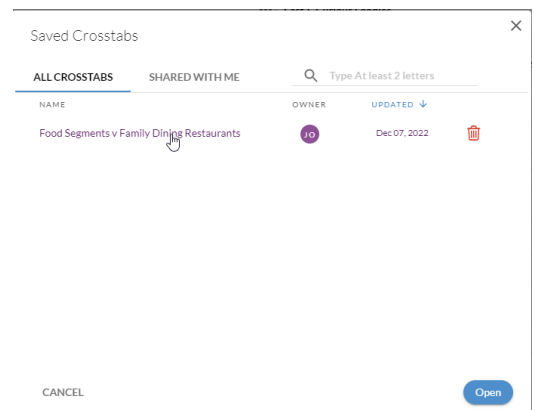
- **SPC** format is called a spec file and is unique to the Catalyst platform. This format contains the code that makes up a run. You can share this with other users – and your account manager may ask for this format if you have questions about a run.
- **EXCEL** exports your file to Microsoft Excel, with formatting, as an .xls file.
- **CSV** exports your file to Microsoft Excel, but in the .csv format.



The Excel export option will automatically include a view of the standard bases. You can add any of these to your crosstab by checking the boxes next to the bases that you want, without having to go back into Composer and recode your data.

The **Open** option lets you open previously saved crosstabs.

The **Import** option will open Windows explorer and look for an .spc file. Note that the SPC file format will only open in Catalyst.



Crosstab Module  
Crosstab: 3-Dot Menu

Crosstab: 3-dot menu

There is also a 3-dot menu for each of the columns in your crosstab.

From this menu, you can sort, scale, rename, or delete any column.

When you hover over the variable, you can sort by descending or ascending, or return to the original order.

Fast & Curious Foodies

Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
7,938	36,720	100.00%	14.42%	100
1,399	7,221	19.67%	18.46%	128
* 20	* 124	* 0.34%	* 23.98%	* 166
62	200	0.54%	18.32%	127
99	303	0.83%	15.59%	108
62	203	0.55%	20.28%	141
74	399	1.09%	16.63%	115

...

Healthy Home Cooks

SORT

Unweighted

Weighted

Vertical (%)

Horizontal (%)

Index

SCALE

100%

Rename

ORIGINAL NAME

Fast & Curious Foodies

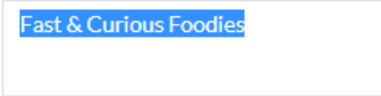
Delete

SORT

Unweighted

↓ ↑ ↺

Clicking on Rename will highlight the column so you can change the name.



Clicking on Delete will remove the column from your crosstab. You will not see a popup to confirm this; however, the UNDO option will be available if you change your mind.



## Crosstab Module

### Crosstab: 3-Dot Menu

#### Crosstab: 3-dot menu

**Scaling** is used primarily when a user wants to include data in a crosstab that was not measured in all waves (each wave equals 6 months of data) of a quarterly survey, or what we commonly call “partial data” in Catalyst.

- For example, the Fall 2022 study is comprised of Waves 86 & 87. Costume Jewelry was a new category in Wave 87. In this case, you would want to apply a scale factor of 200% to make up for the fact that respondents in Wave 86 were not asked this question. This type of scaling is based on the assumption that people in Wave 86 would have answered the question the same way the people in Wave 87 actually did answer the question.
- Please note that these items are always marked with a # prior to the label and you will always see a footnote for these partial data items in your report. The note reminds you that this question only has partial data, and you should either: (1) Change your population weight to the appropriate wave; or (2) scale the item to 200%, in the case of Spring and Fall studies. The Scaling note is illustrated below:

#Costume Jewelry: Bought in Last 12 Months	1,460	7,885	3.09%
#Costume Jewelry: Bought in Last 12 Months (200%)			19%

[41] Item is only measured in wave 87. Use Wave 87 Weight to properly project to the total adult population.

External sources of data are not MRC accredited

\* Projections relatively unstable, use with caution

- To scale the item, simply click on the three dots, select Scale and then type in the appropriate scale factor:

- Spring and Fall – 200% scale factor
- Winter and Summer – 133.33% scale factor

SCALE

200%

↺

- To remove a scale factor, click on the 3 dots and click on the undo icon





Crosstab Module  
Crosstab

Crosstab: 3-dot menu

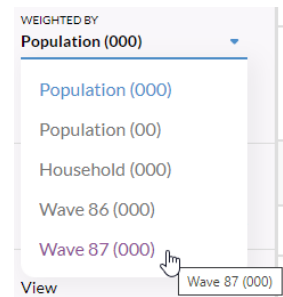
**Scaling** is used primarily when a user wants to include data in a crosstab that was not measured in all waves of a quarterly survey, or what we commonly call “partial data” in Catalyst.

- The results of scaling this row are as follows; the unweighted counts remain the same, but the weighted number and vertical percent are doubled (the horizontal percent and the index also remain the same) when scaling rows.

Select All	Study Universe		
Study Universe ***	Unweighted	Weighted(000)	Vertical(%)
	51,409	254,950	100.00%
#Costume Jewelry: Bought in Last 12 Mont... ⓘ ***	1,460	7,885	3.09%
#Costume Jewelry: Bought in Last 12 Mont... (200%) ***	1,460	15,771	6.19%

Note: The other option with partial data is to change the weighting for your crosstab (image above) to the appropriate wave; then the data will only reflect people who participated that wave, as these are the only people who answered the Costume Jewelry question in this example.

- The limitation with this method is that the respondent base will be approximately half the size of the full year data (approximately 25K versus 50K).



Crosstab Module  
Crosstab: Coding within Crosstab

Crosstab: Options within Crosstab

Crosstab’s functionality offers the ability to do some simple coding within the crosstab interface without going back to Composer.

Here, when we selected two columns (in blue), the options of AND, OR, XOR, AND NOT, and the Function options appear in blue.

Food Segments v Family Dining ...    SAVE    SAVE AS

	AND	OR	XOR	AND NOT	SUM		
Select All					Study Universe	Fast & Curious Foodies	Healthy Home Cooks
Study Universe	***	Unweighted	51,118	7,938	10,116		
		Weighted(000)	254,604	36,720	50,858		
		Vertical(%)	100.00%	100.00%	100.00%		
		Horizontal(%)	100.00%	14.42%	19.98%		
		Index	100 ←	100 ←	100 ←		

Selecting those two targets and then clicking on OR creates a new target, placed at the end of your targets, that combines those two targets using OR.

You can do the same thing with two rows.

Segmentations: Food Segments (Fast & Curious Foodies OR Healthy Hom...    \*\*\*

18,283	(( Family Restaurants & Steak Houses: Brand/ Total Users Bought At Last 6 Months,Applebee's) AND (Family Restaurants & Steak Houses: Brand/ Total Users Bought At Last 6 Months,Bakers Square))	***	Unweighted	* 8	* 6
87,212					
100.00%			Vertical(%)	* 0.04%	* 0.06%
34.30%					
100 ←					

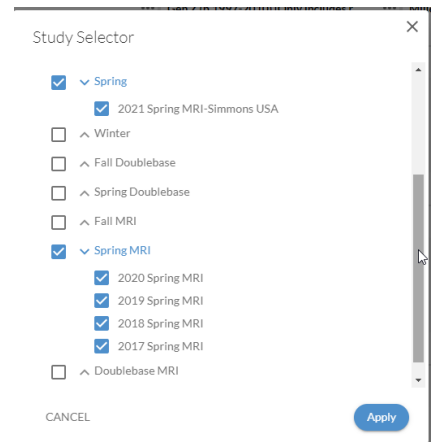
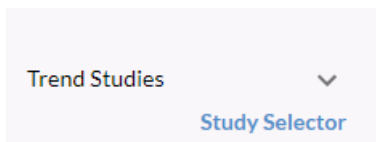
## Crosstab Module

### Crosstab: Trending

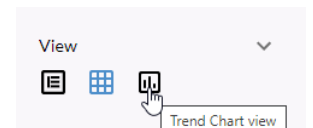
#### Setting Up a Trend Report

To set up a trend report, set up your run in Composer as usual, then hit Run Report.

From within the crosstab screen, select Study Selector, change the number of years (so the appropriate number of studies appear), select your studies, and click Apply.



You can look at Trend Reports via Private Eye, Crosstab, or Charting.



Select All		Gen Z (b.1997-2010) [Only includes respondents aged 18+] ...						
		Sp22MSUSA	Sp21MSUSA	Sp20MRI	Sp19MRI	Sp18MRI	Sp17MRI	Average
Study Universe	Unweighted	6,049	5,043	1,537	1,156	921	535	2,540
	Weighted(000)	30,314	27,479	23,302	18,527	15,557	10,164	20,891
	Vertical(%)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100%
	Horizontal(%)	11.92%	10.87%	9.27%	7.44%	6.30%	4.13%	8.32%
	Index	100 ←	100 ←	100 ←	100 ←	100 ←	100 ←	100
I often feel like my life is slipping out of control ***	Unweighted	2,361	1,979	660	524	423	242	1,032
	Weighted(000)	12,046	11,278	10,639	8,024	6,787	4,776	8,925
	Vertical(%)	39.74%	41.04%	45.66%	43.31%	43.63%	46.99%	43.4%
	Horizontal(%)	17.24%	16.46%	13.08%	9.69%	7.73%	5.66%	11.64%
	Index	145 ↑	151 ↑	141 ↑	130 ↑	123 ↑	137 ↑	138

## Crosstab Module

### Crosstab: Trending

### Setting Up a Trend Report

If you are in Private Eye view, the default view here is study grouped by variable (top). Click on the Group by Study to change the view to variable grouped by study (bottom).

GROUP BY:

VARIABLE

STUDY

ANDORXORAND NOTSUM $f_{ix}$

Select All	Study Universe										
	Unweighted						Weighted				
Study Universe	F22MSUSA	F21MSUSA	F20MRI	F19MRI	F18MRI	F17MRI	F22MSUSA	F21MSUSA	F20MRI	F19MRI	F18MRI
	51,409	48,668	39,613	24,113	23,816	23,909	254,950	253,524	252,092	250,323	247,786
Adult education courses	***	6,438	5,975	4,618	1,942	1,901	2,040	29,962	27,761	25,784	19,971

GROUP BY:

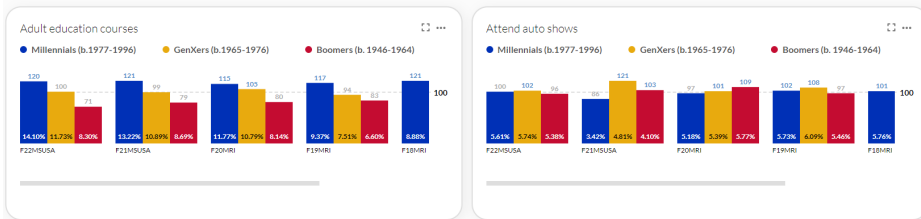
VARIABLE

STUDY

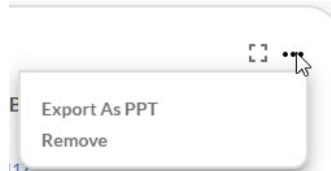
ANDORXORAND NOTSUM $f_{ix}$

Select All	Study Universe										
	F22MSUSA					F21MSUSA					
Study Universe	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index	
	51,409	254,950	100.00%	100.00%	100	48,668	253,524	100.00%	100.00%	100	
Adult education courses	***	6,438	29,962	11.75%	100.00%	100	5,975	27,761	10.95%	100.00%	

When looking at Chart View, the Report Details menu lets you select the options that you want to see in your chart(s). Click on the down arrow in each section to expand your options. For each row item that you select, you will see a new chart. The chart will include the index (at the top of the bar) and the vertical percent (at the bottom of the bar).



The 3-dot menu lets you export to PPT or remove a chart, and the icon to the left of the 3-dot menu can expand or contract the chart to see all columns.



#### REPORT DETAILS

##### Columns (Bars/Lines)

- Millennials (b.1977-1996) ☒
- GenXers (b.1965-1976) ☒
- Boomers (b. 1946-1964) ☒

##### Base (Attribute)

- Study Universe ☐

##### Rows (Attribute)

- Adult education courses ☒
- Antique shopping ☐
- Aquarium attendance ☐
- Attend auto shows ☒

Data Haul Module  
Composer in Data Haul

Data Haul

Data Haul is a quick and easy way to run selected targets/bases across an entire study (or selected parts of a study).

The opening screen for Data Haul will show you previously run Data Haul reports or runs that have been shared with you by others. Note that these are only retained for 10 days, so if you want to save a particular Data Haul, you should save it to your computer.

CATALYST

HomepageAnalyzeProfileEnrichActivate

Launch 1.0

DataHaul

HISTORYSHARED WITH ME

Create New DataHaul

Q Search

NAME	STATUS	USERS	REMAINING	UPDATED	
MRI-Simmons_DataHaul_06...	Complete	10	10 Days	Jun 26, 2023	DownloadStarMore

From this window, you can select a previously run Data Haul or create a new one by clicking on the blue button on the upper right corner or on the text link in the middle of the screen. Either of these will take you to the Data Haul Composer screen, where you can build your bases and targets.

The Data Haul Composer screen is similar to that used in Crosstab, except that for Data Haul, you can add a maximum of two bases and a maximum of 100 targets.

Note that there is no option on this screen to select rows. The default on Data Haul will run all the items in the dictionary, but there are ways to customize your runs, which will be discussed on the next page.

☐ Bases 0

Unwghtd

Wghtd(000)

No Bases Added (Max of 2)

☐ Columns 0

Unwghtd

Wghtd(000)

No Columns Added (Max of 100)

Data Haul Module  
Composer in Data Haul

Using Composer in Data Haul

Once you have selected your bases and columns, click the Continue button at the bottom of the page.

<input type="checkbox"/> Bases 2	Unwghtd	Wghtd(000)	
<input type="checkbox"/> Men	24907	123310	***
<input type="checkbox"/> Women	26502	131640	***

<input type="checkbox"/> Columns 3	Unwghtd	Wghtd(000)	
<input type="checkbox"/> Millennials (b.1977-1996)	20439	87967	***
<input type="checkbox"/> GenXers (b.1965-1976)	9016	48098	***
<input type="checkbox"/> Boomers (b. 1946-1964)	12936	69895	***

Continue

Data Haul allows you to customize what rows you want to appear in your run, either by category or specific variables. Use the Select All box to run everything in the study in your rows. Then click the Download button to continue.

Customize DataHaul

☒ Select All

☒ > Brand Catalyst

☒ > Apparel/Accessories

☒ > Automotive

☒ > Automotive Aftermarket

☒ > Automotive Miscellaneous

☒ > Beverages

☒ > Candy/sweets/snacks

☒ > Demographics

☒ > Electronics

☒ > Financial

☒ > Health & Beauty Aids

Download

Customize DataHaul

☒ > Beverages

☒ > Alcoholic Beverages

☒ > Alcoholic Beverages, Coolers & Seltzers

☒ Amount Spent For Beer/Wine/Liquor I...

☒ > Artificial & Lo-Cal Sweeteners

☒ > Bottled Water (Non-Carbonated)

☒ Category

☒ Brand

☒ Type

☒ Form

☒ Home Delivery

☒ > Bourbon

☒ > Canadian Whiskey

Download

When your Data Haul is complete, the menu on the upper right gives you the option to download, add as a favorite, or use the 3-dot menu to share, download, rename, or delete.

Datahaul

HISTORY

SHARED WITH ME

Create New Datahaul

Q Search

NAME	STATUS	USERS	UPDATED	
MRI-Simmons_Data...	Complete	J0	2/22/2023 @ 02:24pm	<div><div>Download</div><div>Star</div><div>More</div></div>

Share

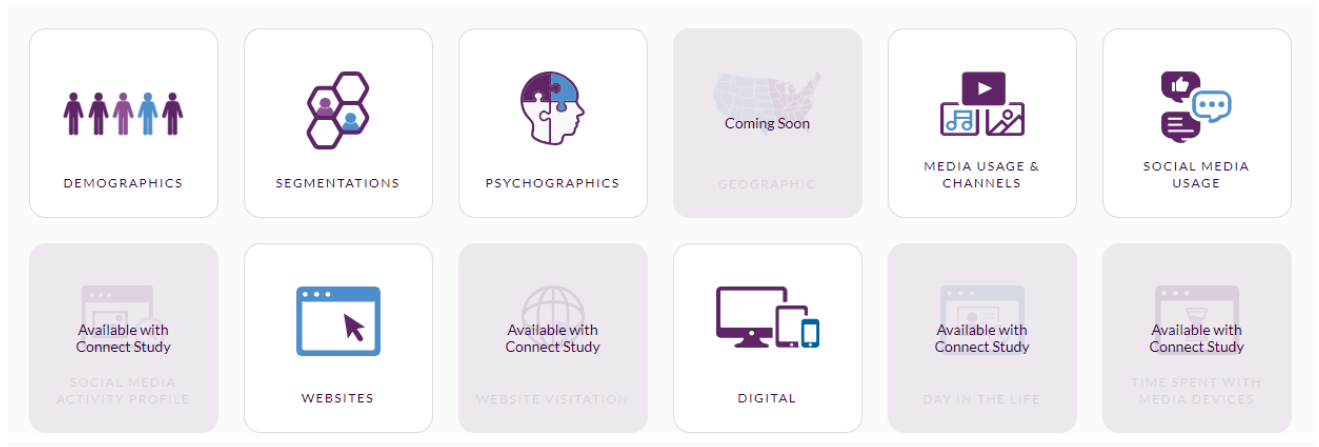
Download

Rename

Delete

## Quick Reports Module

### Menu Options for Quick Reports

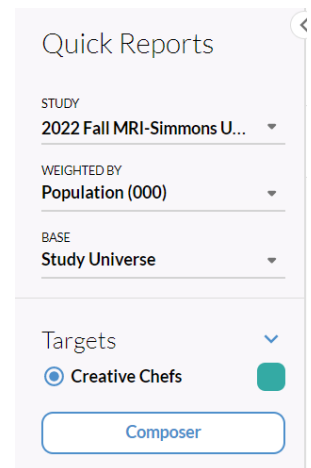
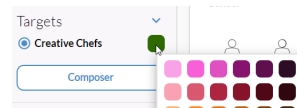


### Left-Side Menu

The menu on the left-hand side gives you options to change some aspects of the report. The menu will change depending on the report you are running. See the following pages for more details.

The Composer button opens a Composer window to edit or create a new target.

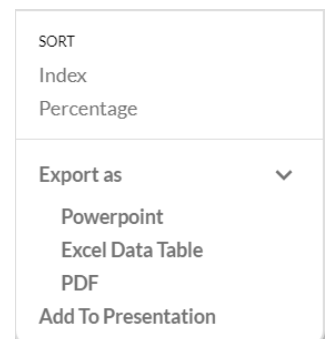
You can change the color of the charts here:



### Three-Dot Menu

From the 3-dot menu, you can:

- Sort by Index or Percentage
- Export (as PPT, Excel, or PDF)
- Add to a presentation (PPT)
- If you select this option, you will see the image below, which will show the number of slides in your presentation in the blue circle. You can click on this to export your PPT presentation.



**PREVIEW PRESENTATION** 1

## Quick Reports Module Demographics Report

### Building your Quick Report

Create a target using Composer, then select run to see the Demographics Report below.

The menu on the left-hand side gives you options to change some aspects of the report.

Display values lets you toggle on/off either the index or percentage (vertical) shown.

Chart value lets you change the values that are shown on the chart. The default is percentage, but using index will change how some of the charts appear.

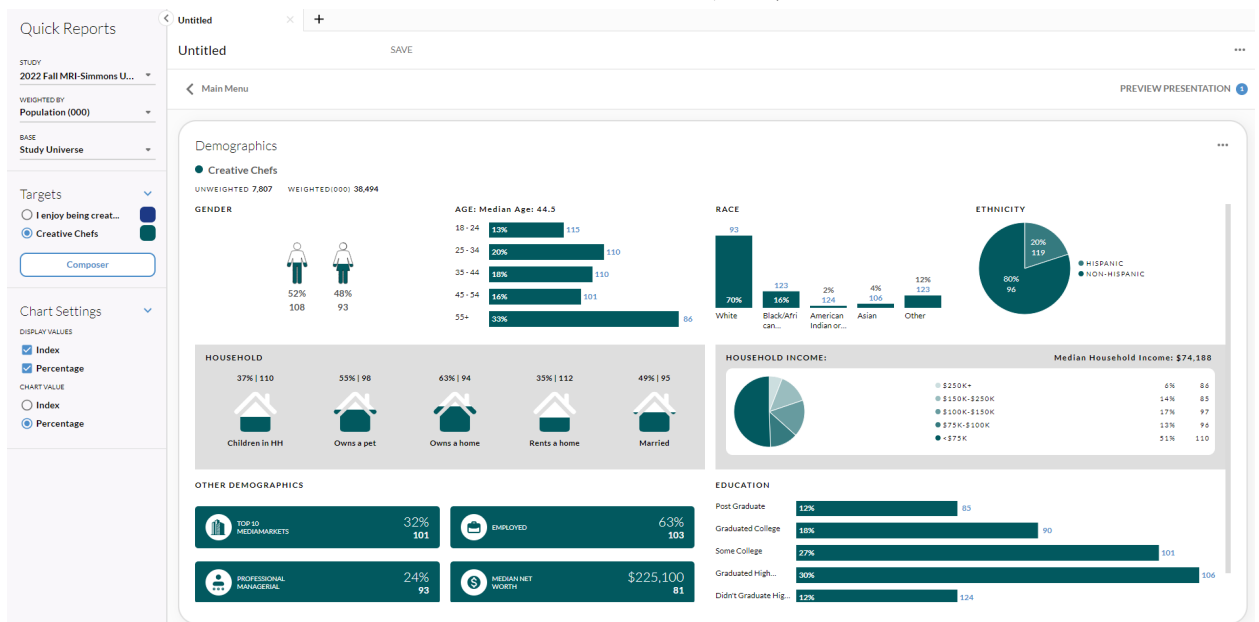
You can change the color of the charts here:

### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

Data in most of the chart are based on population weight for the target.

Data in the gray shaded boxes are using household weight (read: Creative Chefs live in households with a median household income of \$74,188).





## Quick Reports Module Segmentation Report

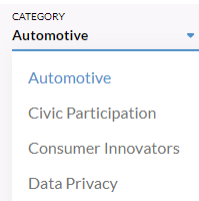
### Building your Quick Report

Create a target using Composer, then select run to see the Segmentation Report below.

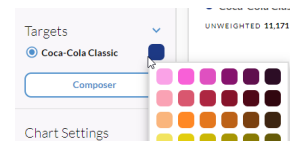
The menu on the left-hand side gives you options to change some aspects of the report.

Display values lets you toggle on/off either the index or percentage (vertical) shown.

Use the dropdown Category menu to select a different segmentation, which are listed in alphabetic order

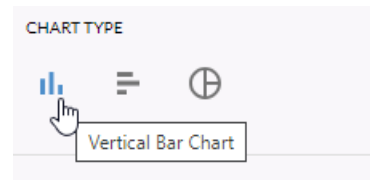


You can change the color of the charts with the color menu.

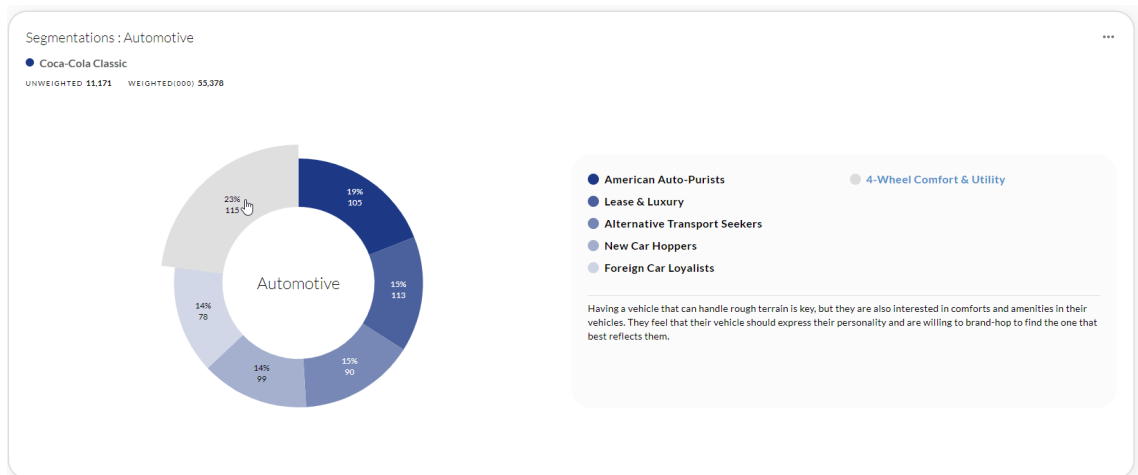


The pie chart is the default setting, but Chart Type gives options.

### Chart Notes



Clicking on one of the segments will pop out the segment and display the description.

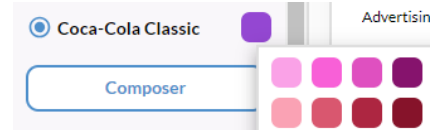


## Quick Reports Module Psychographics Report

### Building your Quick Report

Create a target using Composer, then select run to see the Psychographics Report below.

You can change the color of the charts here:



### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

The vertical percentage and index are shown for each statement.

### Chart Settings

The first dropdown allows you to select the category of psychographics.

The default displays both index and percentage; you can toggle either option on or off.

Chart value changes the length of the bars depending on which variable is selected.

The default response is Any Agree, but you can change that with these radio buttons.

The filter button lets you decide how many psychographics in a given category you wish to see. The default is "Show All."

Chart Settings

CATEGORY  
Attitudes Toward Adverti...

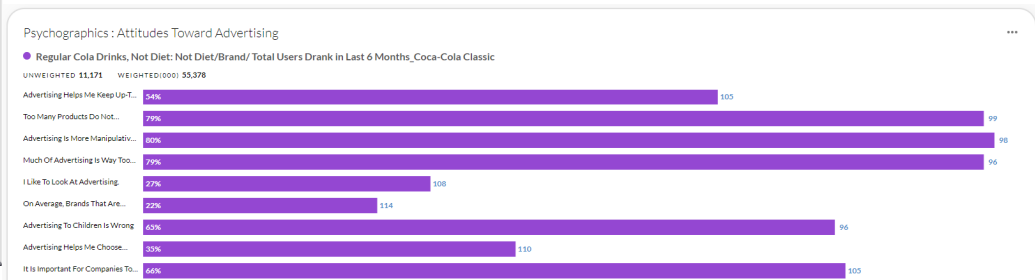
DISPLAY VALUES  
☒ Index  
☒ Percentage

CHART VALUE  
☐ Index  
☒ Percentage

RESPONSE  
☒ Any Agree  
☐ Agree Completely  
☐ Agree Somewhat  
☐ Disagree Somewhat  
☐ Disagree Completely  
☐ Any Disagree

FILTER  
Show All

Top 5  
Top 10  
Top 25  
Show All



## Quick Reports Module

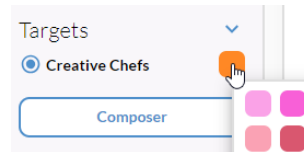
### Media Usage and Channels Report

### Building your Quick Report

Create a target using Composer, then select run to see the Media Report below.

You can change the color of the charts here:

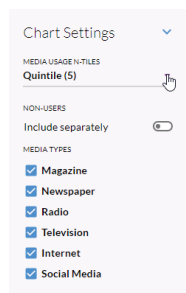
### Chart Notes



The weighted and unweighted counts for the target are given beneath the target name.

The left side of the chart shows Ntiles for each medium, with lowest on the left to highest on the right. Within each section, you will see the vertical percentage and the index. Out of home media usage is shown below this.

The right side of the chart shows traditional and digital media, along with both combined.

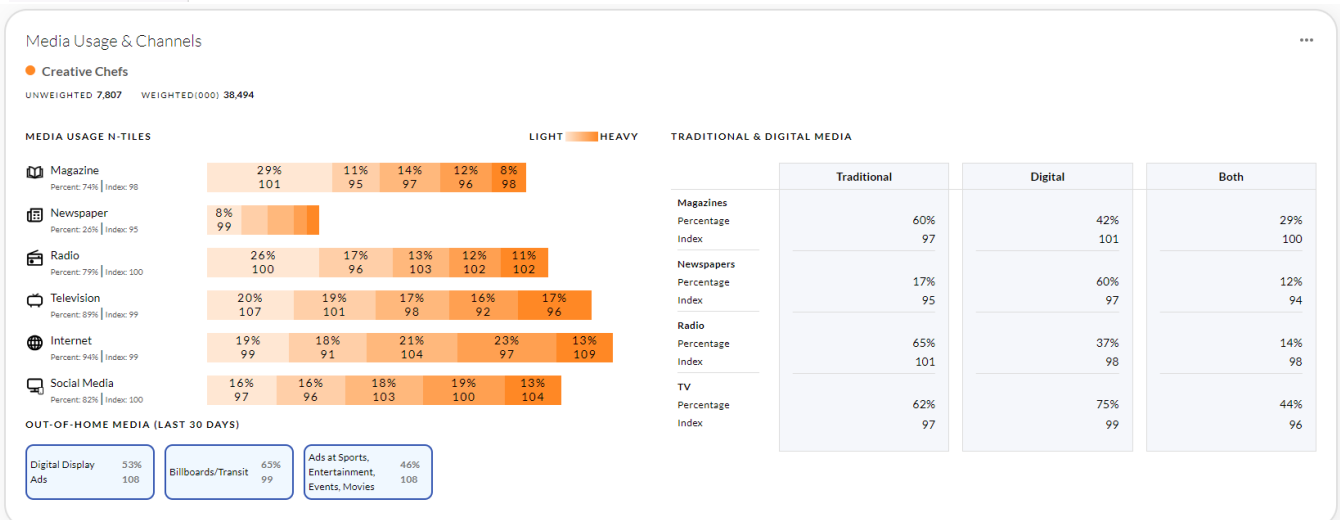


### Chart Settings

The first dropdown allows you to change your Ntiles.

By default, non-users are not included. Toggle them on with this button.

Media can be turned on and off by using these check boxes.



## Quick Reports Module Social Media Usage Report

### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.


The top section shows top 8 social media services, with vertical percent and index.

Also included in this report is the top 5 reasons for using social media; top 3 social media psychographics (any agree), social media activities, and other social media statistics

### Chart Settings

Display values lets you change what is displayed on the psychographics chart, and chart value lets you change the size of the bars, based on index or percentage.

The default response is “Any Agree,” but you can use the radio buttons to change to another response.

Chart Settings 

DISPLAY VALUES

☒ Index

☒ Percentage

CHART VALUE

☐ Index

☒ Percentage

RESPONSE

☒ Any Agree

☐ Agree Completely

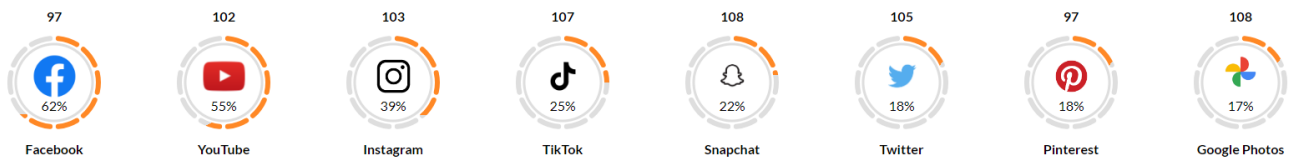
☐ Agree Somewhat

☐ Disagree Somewhat

☐ Disagree Completely

☐ Any Disagree

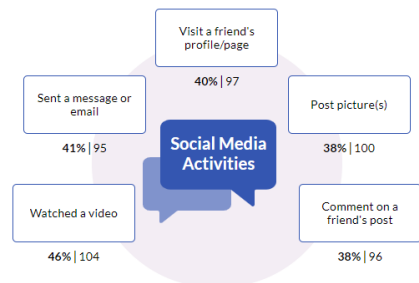
#### TOP 8 SOCIAL MEDIA SERVICES



#### TOP 5 REASONS FOR USING

Keep in touch with family/friends	Percentage	71%
	Index	99
Follow the activities of my friends and family	Percentage	63%
	Index	98
Reconnect with people from my past	Percentage	54%
	Index	98
Find local information	Percentage	50%
	Index	97
Find information about news or other current events	Percentage	45%
	Index	99

#### TOP 5 ACTIVITIES



#### TOP 3 SOCIAL MEDIA STATEMENTS: ANY AGREE



Any social media photo/video sharing services	85%	100	Avg # of activities done using social media	N/A	100
Used mobile phones/tablets/e-readers to use social media	70%	100	Avg # of social media services used last 30 days	N/A	100

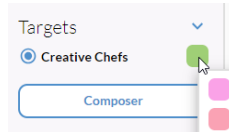
## Quick Reports Module

### Social Media Activity Report (Connect Subscribers Only)

#### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

You can change the chart colors here:



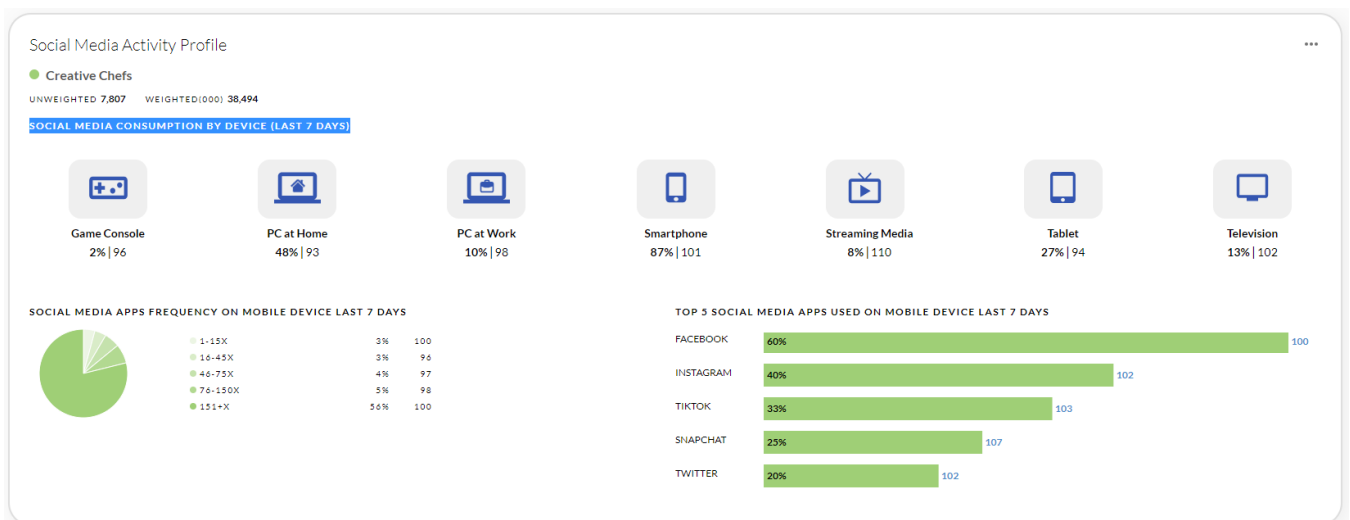
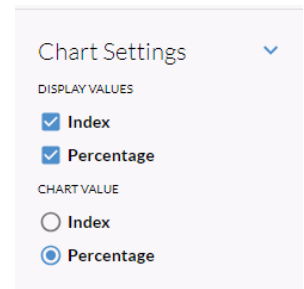
The top section shows the social media consumption by device (last 7 days)

Also included in this report is a chart with frequency of social media apps on a mobile device (last 7 days) and a chart of the top 5 social media apps used on mobile in the last 7 days

#### Chart Settings

Display values lets you change what is displayed on the psychographics chart.

Chart value lets you change the size of the bars, based on index or percentage.

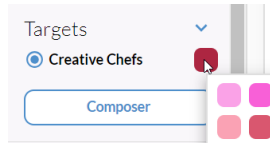


## Quick Reports Module Website Report

### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

You can change the chart colors here:



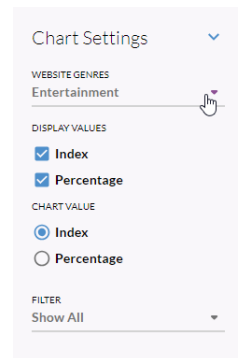
The chart shows website visitation, either by overall category or by sites within a category.

### Chart Settings

The Website Genres dropdown lets you pick the genre to display.

Display values lets you change what is displayed on the chart.

Chart value lets you change the size of the bars, based on index or percentage.



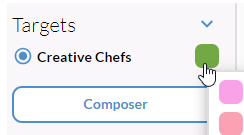
## Quick Reports Module

### Website Visitation Report (Connect Subscribers Only)

#### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

You can change the chart colors here:



The chart shows website visitation by overall category or within a category.

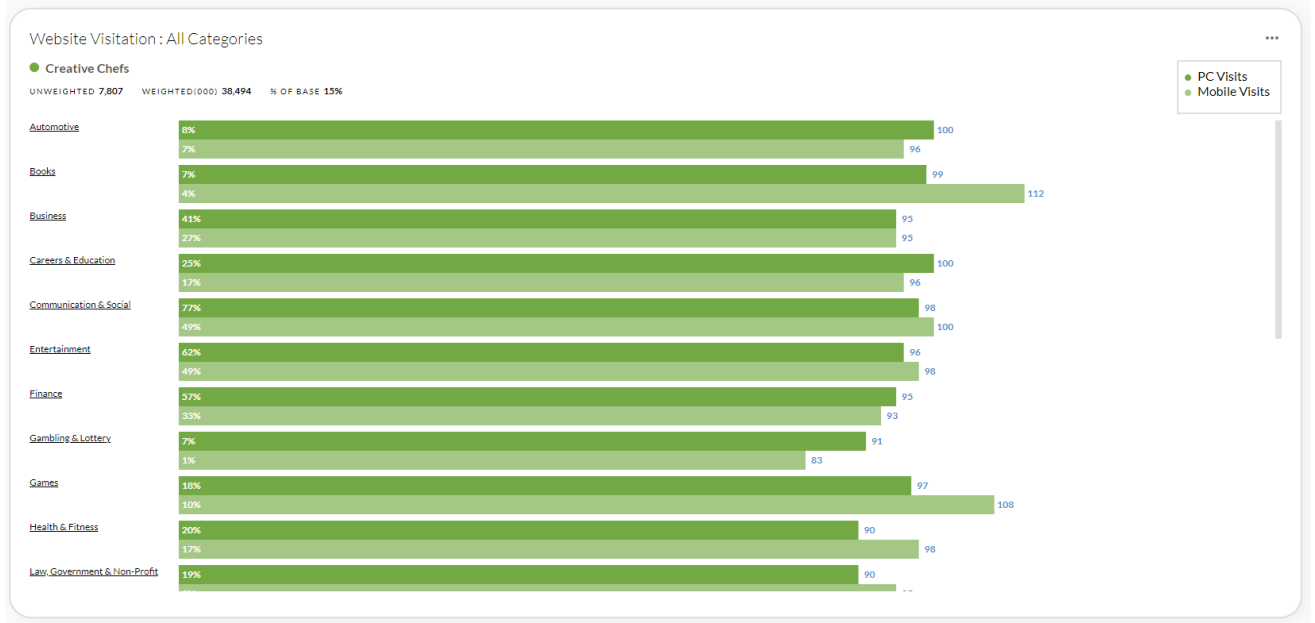
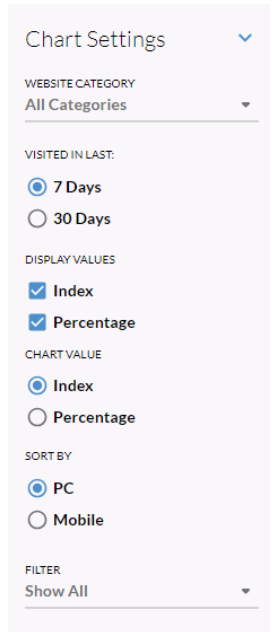
#### Chart Settings

The Website Category dropdown lets you pick the category to display.

You can look at visits in the past 7 days or past 30 days.

Display values lets you change what is displayed on the chart.

Chart value lets you change the size of the bars, based on index or percentage. Sort value lets you sort by PC or mobile visitation.

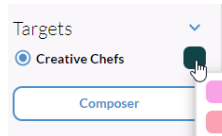


## Quick Reports Module Digital Report

### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

You can change the chart colors here:



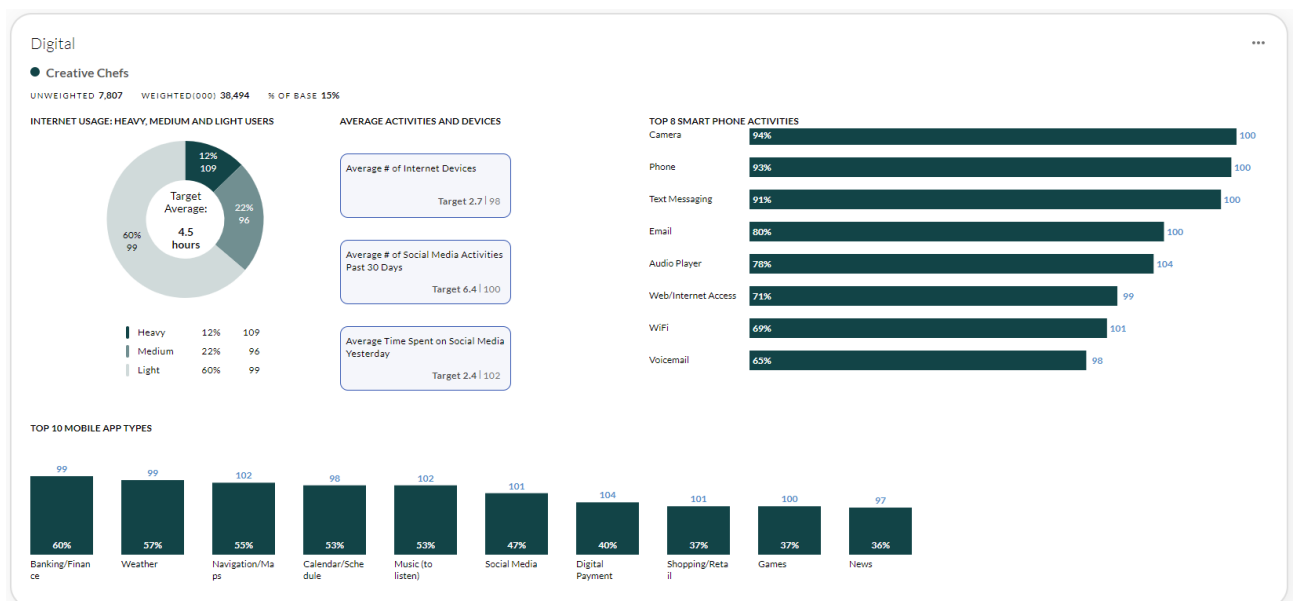
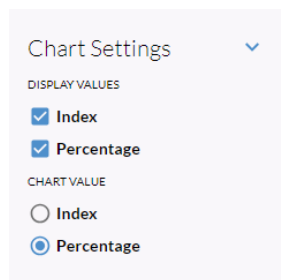
The first chart shows heavy, medium, and light internet usage. Next to that, is average activities and devices.

The bar chart on the right shows the top 8 smart phone activities, and the chart at the bottom shows top 10 mobile app types.

### Chart Settings

Display values lets you change what is displayed on the chart.

Chart value lets you change the size of the bars, based on index or percentage.





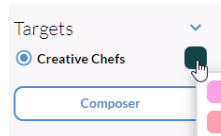
## Quick Reports Module

### Day in the Life Report (Connect Subscribers Only)

#### Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

You can change the chart colors here:



The chart shows hourly usage of smartphone or mobile apps for your target.

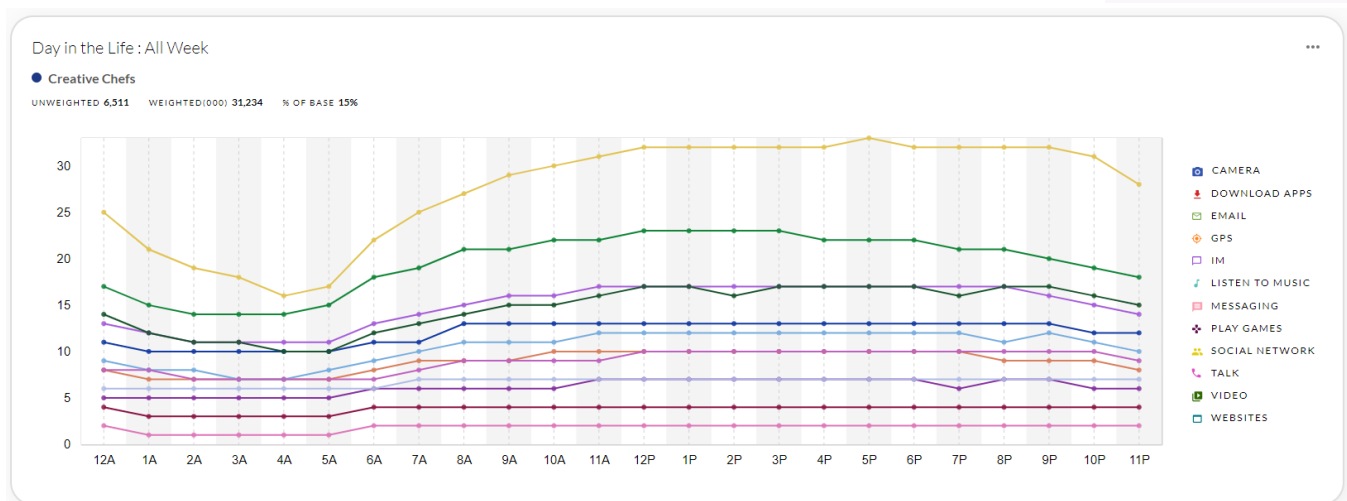
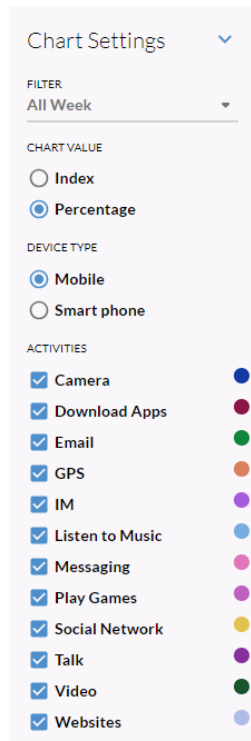
#### Chart Settings

The Filter dropdown lets you change the day of the week for your chart

Chart value will show either index or percentage in the chart.

Device type lets you switch between mobile and smartphone usage.

The Activities section lets you toggle on/off various activities.



Quick Reports Module  
Time Spent with Media Devices Report (Connect Subscribers Only)

Chart Notes

The weighted and unweighted counts for the target are given beneath the target name.

The chart shows time spent with media devices.

Hovering over the bar chart will bring up a pop-up with details.

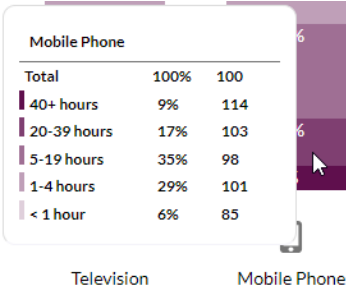
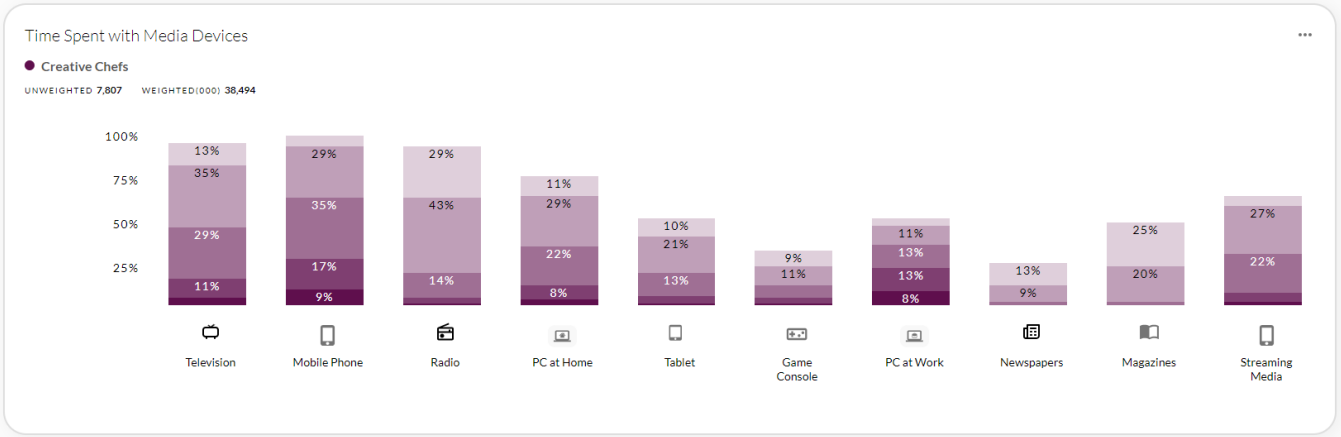
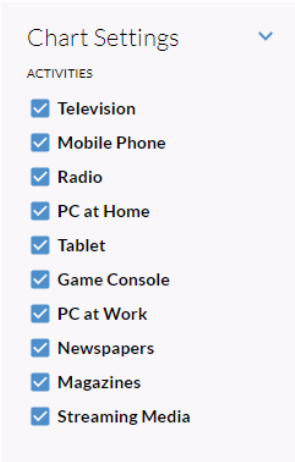


Chart Settings

The Activities section lets you toggle on/off various devices.

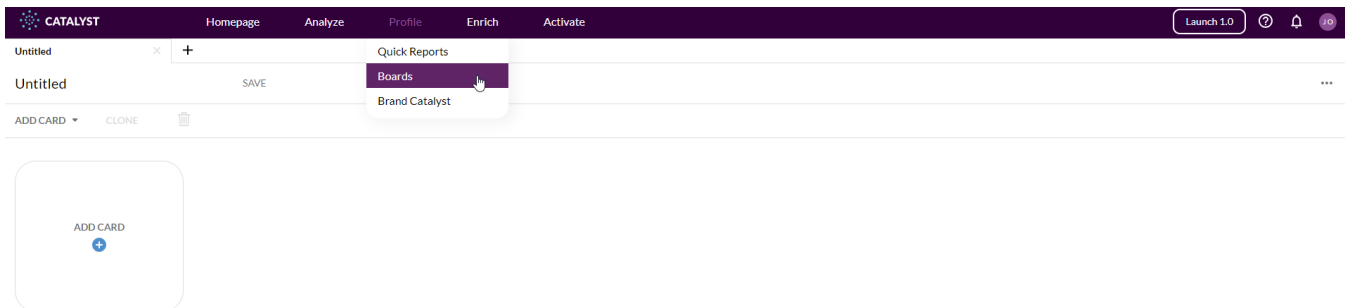


## Boards Module

### Boards Module

Boards enables users to compile individual reports, known as Cards, from the Quick Report 2.0 and Brand Catalyst 2.0 modules into a cohesive set of reports.

The Boards Module can be reached from the Profile section of the main menu.



### Adding Cards to your Board

Cards can be added to Boards in three ways:

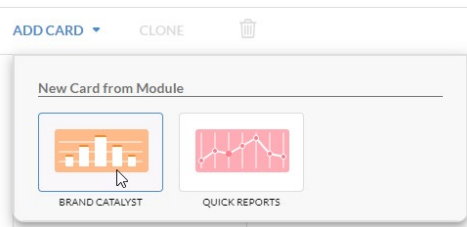
- From the Boards module, users can add Brand Catalyst 2.0 and Quick Reports 2.0 Cards to a Board from the Add Card dropdown in the Boards module. This will bring the user to Boards Mode, where the user can add Cards from other modules (Quick Reports 2.0 and Brand Catalyst 2.0) from within Boards itself. Cards created in Boards Mode are added to the Board without exiting the Boards module.
  - In Boards Mode, any Reporter Card from Brand Catalyst 2.0 that the user adds to the Reporter tab will automatically get added to the existing Board when user clicks “save and return to Board” in the top header.
  - In Boards Mode, any infographic Card from Quick Reports 2.0 that the user adds to the preview presentation and/or has open on the screen will automatically get added to the existing Board when user clicks “save and return to Board” in the top header.
- Brand Catalyst 2.0 cards can be added to a board from the Brand Catalyst 2.0 module by clicking on the “pin to Board” option in the three-dot menu of a Card.
- Quick Reports 2.0 cards can be added to a board from the Quick Reports 2.0 module by clicking on the “pin to Board” option in the three-dot menu of a Card.

These will be explained in further detail on the next pages

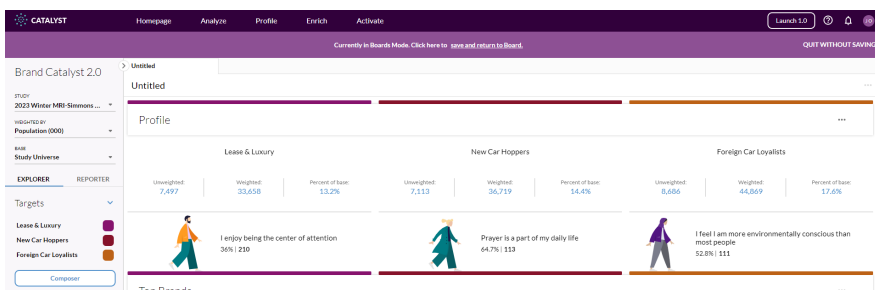
## Boards Module

### Adding Cards to your Boards

- From the Boards module, users can add Brand Catalyst 2.0 and Quick Reports 2.0 Cards to a Board from the Add Card dropdown in the Boards module. This will bring the user to Boards Mode, where the user can add Cards from other modules (Quick Reports 2.0 and Brand Catalyst 2.0) from within Boards itself. Cards created in Boards Mode are added to the Board without exiting the Boards module.



- In Boards Mode, any Reporter Card from Brand Catalyst 2.0 that the user adds to the Reporter tab will automatically get added to the existing Board when user clicks “save and return to Board” in the top header.



- In Boards Mode, any infographic Card from Quick Reports 2.0 that the user adds to the preview presentation and/or has open on the screen will automatically get added to the existing Board when user clicks “save and return to Board” in the top header.



## Boards Module

### Adding Cards to your Boards

- Brand Catalyst 2.0 cards can be added to a board from the Brand Catalyst 2.0 module by clicking on the “pin to Board” option in the three-dot menu of a Card. This can be done from the Explorer or Reporter sections of Brand Catalyst 2.0.

The screenshot shows the Brand Catalyst 2.0 interface. On the left is a sidebar with navigation options: STUDY (2023 Winter MRI-Simmons...), WEIGHTED BY (Population (000)), BASE (Study Universe), EXPLORER, REPORTER (selected), Targets, Dictionary, and Chart Settings (Index and Percentage checked). The main area displays a card titled 'Psychographics / Finance Attitu... Any Agree' with two series: 'Lease & Luxury' (UNWGHTD 7,497) and 'New Car Hoppers' (UNWGHTD 7,113). The card shows three horizontal bar charts with data points. A three-dot menu is open over the card, showing options: SORT, Index, Percentage, Pin To Board, Export as, and Delete. The 'Pin To Board' option is highlighted. To the right, a 'Pin to' dialog box is shown with a search bar and a list of boards: 'Auto Segments Brand Catalyst Profile' and 'Creative Chefs Demographics'. At the bottom of the dialog are 'CREATE NEW' and 'Pin To Board' buttons.

- Quick Reports 2.0 cards can be added to a board from the Quick Reports 2.0 module by clicking on the “pin to Board” option in the three-dot menu of a Card.

The screenshot shows the Quick Reports 2.0 interface. On the left is a sidebar with navigation options: STUDY (2023 Winter MRI-Simmons...), WEIGHTED BY (Population (000)), BASE (Study Universe), Targets (New Car Hoppers selected), and Chart Settings (Index and Percentage checked). The main area displays a card titled 'Social Media Usage' with a series 'New Car Hoppers' (UNWGHTD 7,113, WEIGHTED:000 36,719, % OF BASE 14%). The card shows a row of social media service icons with their respective usage percentages: Facebook (60%), YouTube (50%), Instagram (37%), TikTok (24%), Snapchat (18%), Pinterest (18%), Twitter (16%), and Google Photos (15%). A three-dot menu is open over the card, showing options: SORT, Index, Percentage, Pin To Board, Export as, and Add to Presentation. The 'Pin To Board' option is highlighted. To the right, a 'Pin to' dialog box is shown with a search bar and a list of boards: 'Auto Segments Brand Catalyst Profile' and 'Creative Chefs Demographics'. At the bottom of the dialog are 'CREATE NEW' and 'Pin To Board' buttons.

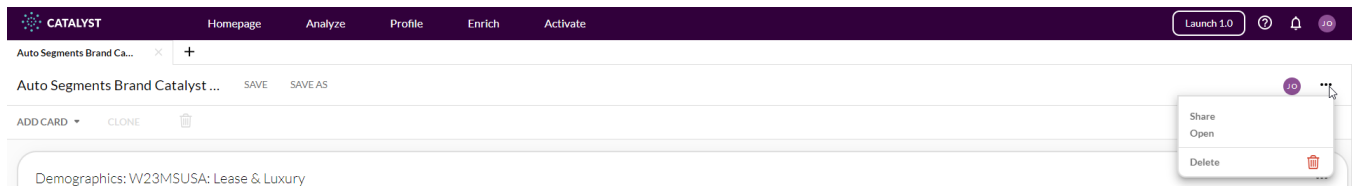
From the pop-up menu, you can add to an existing board or create a new one.

## Boards Module

### Other Board Options

From the 3-dot menu on a Board, you can:

- Share your Board across your team
- Open a previously saved Board
- Delete the current Board

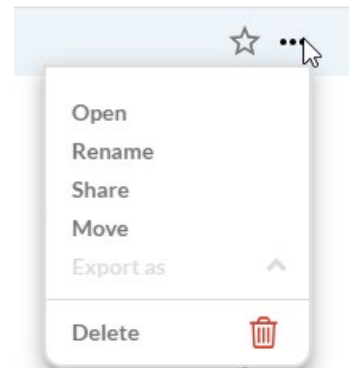


Boards will show up on your Homepage with this icon.



From the Homepage, you can use the 3-dot menu for more options.

Clicking on the ☆ will add this to your favorites.



CATALYST

HomepageAnalyzeProfileEnrichActivate

Launch 1.0

Home

Favorites

Shared

Welcome back, Jennifer.

My Work

NAME	DETAILS	SHARED WITH	UPDATED	
Auto Segments Brand Catalyst Profile	Boards		Jul 05, 2023	
Lease & Luxury Website Visitation	Quick Reports		Jul 03, 2023	
MRI-Simmons_DataHaul_06-26-2023_152233	DataHaul   2023 Winter MRI-Simmons USA		Jun 26, 2023	
Creative Chefs Digital Report	Quick Reports		Jun 23, 2023	
Creative Chefs Demographics	Quick Reports		Jun 22, 2023	
Creative Chefs Digital	Quick Reports		Jun 22, 2023	
Creative Chefs Social Media Usage	Quick Reports		Jun 22, 2023	
Creative Chefs Media Usage & Channels	Quick Reports		Jun 22, 2023	
Brand Catalyst: Cola	Brand Catalyst   2023 Winter MRI-Simmons USA		Jun 22, 2023	
Creative Chefs Demographics	Boards		Jun 15, 2023	
Creative Chef Demographics	Quick Reports		Jun 15, 2023	

Catalyst  
Preferences

Setting Up Your Preferences

Preference settings are available from the drop-down menu when you click on your initials on the upper right-hand side.

Preferences are available for the modules indicated at the right.

Crosstab Preferences

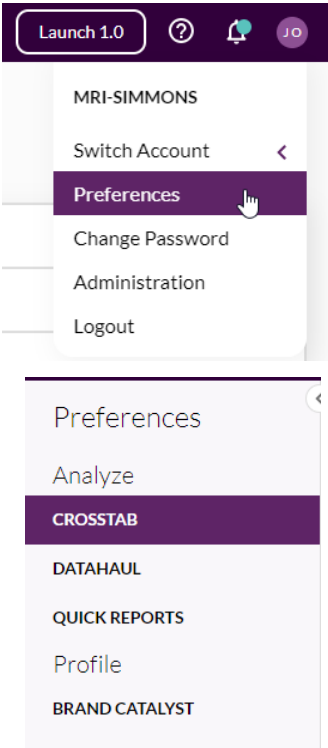
Default settings are at the top of this section. From here, you can set the study that you want to open when you start Catalyst. There is also a toggle to auto-update to the most recent study.

Defaults ▾

Study on Startup	2023 Winter MRI-Simmons USA ▾	<input checked="" type="checkbox"/> Auto Update Study
Weight	Population (000) ▾	
Open Composer on Start-up	<input checked="" type="checkbox"/>	
Partial Measurement Or Incomplete Data	<input checked="" type="checkbox"/> Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter) <input type="checkbox"/> Show Incomplete (=Other) Sample Items (Doublebase)	

The next option sets the weighting for your studies. The Wave options may be different, depending on which study you select.

The last option affects which variables will show up (or not) in your study. The partial measurement variables are turned on by default, so you will see them in your Dictionary.



Population (000)

- Population (000)
- Population (00)
- Household (000)
- Wave 86 (000)
- Wave 87 (000)

Partial Measurement Or  
Incomplete Data

- ☒ Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter)
- ☐ Show Incomplete (=Other) Sample Items (Doublebase)

Catalyst  
Preferences

Setting Up Your Preferences

Report settings affect how your data is shown within the crosstab viewer.

Report Settings ▾

Display Options Percentages	<input checked="" type="radio"/> Percentage: Include 2 decimal places in percentage values <input type="radio"/> Percentage: Include 1 decimal place in percentage values <input type="radio"/> Percentage: Round percentage value to nearest whole number
Display Options Index	<input type="checkbox"/> Index: Include 1 decimal place in Index values <input checked="" type="checkbox"/> Weighted (000): Include comma to group values by thousands <input checked="" type="checkbox"/> Display grey alternating rows in Private Eye View and Crosstab View
View	Private Eye View ▾
Index Indicators	<input checked="" type="checkbox"/>
Standard Variables	<div><input checked="" type="checkbox"/> Unweighted</div> <div><input checked="" type="checkbox"/> Weighted(000)</div> <div><input checked="" type="checkbox"/> Vertical(%)</div> <div><input checked="" type="checkbox"/> Horizontal(%)</div> <div><input checked="" type="checkbox"/> Index</div>

The first options (**Display Options Percentages** and **Display Options Index**) selects how data is shown within your crosstab.

The next option (**View**) selects your default view – either Private Eye (oriented horizontally) or Crosstab (stacked).

The **Index Indicators** option turns on the colored arrows in crosstab.

- Yellow indicates a flat index (between 90 and 110)
  - Red indicates a low index (less than 80)
  - Green indicates a high index (greater than 110)
- 94 ←

83 ↓

112 ↑

The final option (**Standard Variables**) lets you select which variables you will see, and in what order you want to see them. Simply drag variables up or down to change the order in which they will appear in your report.

Click the Save and Apply button to save your preference settings.

Save & Apply



Catalyst  
Preferences

Setting Up Your Preferences

Datahaul Preferences

Datahaul

Defaults

Study on Startup	2023 Spring MRI-Simmons USA	<input checked="" type="checkbox"/> Auto Update Study
Weight	Population (000)	
Partial Measurement Or Incomplete Data	<input checked="" type="checkbox"/> Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter) <input type="checkbox"/> Show Incomplete (=Other) Sample Items (Doublebase)	

Export

Target Format	<input type="checkbox"/>
Index Indicators	<input checked="" type="checkbox"/>

Default settings are at the top of this section. From here, you can set the study that you want to open when you start Catalyst. There is also a toggle to auto-update to the most recent study.

The next option sets the weighting for your studies. The Wave options may be different, depending on which study you select.

The last option affects which variables will show up (or not) in your study. The partial measurement variables are turned on by default, so you will see them in your Dictionary.

Export settings reflect how your data looks when you export it to Excel or other programs.

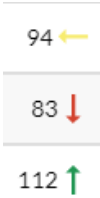
The **Target Format** option has a popup:

Target Format

When using Target Format, targets will be added to the rows instead of columns. Turning this on will limit the amount of targets allowed in the composer window but will help in importing to Data Visualization platforms.

The **Index Indicators** option turns on the colored arrows in crosstab.

- Yellow indicates a flat index (between 90 and 110)
- Red indicates a low index (less than 80)
- Green indicates a high index (greater than 110)



Click to save and apply your preferences.

Save & Apply

Catalyst  
Preferences

Setting Up Your Preferences

Quick Report Preferences

Quick Reports

Defaults

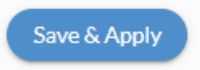
Study on Startup	2023 Spring MRI-Simmons USA	<input checked="" type="checkbox"/> Auto Update Study
Weight	Population (000)	
Partial Measurement Or Incomplete Data	<input checked="" type="radio"/> Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter) <input type="radio"/> Show Incomplete (=Other) Sample Items (Doublebase)	

Default settings are at the top of this section. From here, you can set the study that you want to open when you start Catalyst. There is also a toggle to auto-update to the most recent study.

The next option sets the weighting for your studies. The Wave options may be different, depending on which study you select.

The last option affects which variables will show up (or not) in your study. The partial measurement variables are turned on by default, so you will see them in your Dictionary.

Click to save and apply your preferences.



Catalyst  
Preferences

Setting Up Your Preferences

Brand Catalyst Preferences

Default settings are at the top of this section. From here, you can set the study that you want to open when you start Catalyst. There is also a toggle to auto-update to the most recent study.

Brand Catalyst

Defaults

Study on Startup	2023 Winter MRI-Simmons USA	<input checked="" type="checkbox"/> Auto Update Study
Weight	Population (000)	
Partial Measurement Or Incomplete Data	<input checked="" type="checkbox"/> Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter) <input type="checkbox"/> Show Incomplete (=Other) Sample Items (Doublebase)	

Report Settings

Display Options Percentages	<input checked="" type="radio"/> Percentage: Include 2 decimal places in percentage values <input type="radio"/> Percentage: Include 1 decimal place in percentage values <input type="radio"/> Percentage: Round percentage value to nearest whole number
Display Options Index	<input type="checkbox"/> Index: Include 1 decimal place in Index values <input checked="" type="checkbox"/> Weighted (000): Include comma to group values by thousands
Unstable Sample Size	<input checked="" type="radio"/> Hide unstable sample sizes from charts (less than 50 respondents) <input type="radio"/> Flag unstable sample sizes in charts with asterisk (less than 50 respondents)

The next option sets the weighting for your studies. The Wave options may be different, depending on which study you select.

Population (000)

Population (000)

Population (00)

Household (000)

Wave 86 (000)

Wave 87 (000)

The last option affects which variables will show up (or not) in your study. The partial measurement variables are turned on by default, so you will see them in your Dictionary.

Partial Measurement Or Incomplete Data

☒ Show partial measurement (#) Sample Items (Spring/Summer/Fall/Winter)  
☐ Show Incomplete (=Other) Sample Items (Doublebase)

Catalyst  
Preferences

Setting Up Your Preferences

Report settings affect how your data is shown within the crosstab viewer.

Report Settings ▾

Display Options Percentages	<input checked="" type="radio"/> Percentage: Include 2 decimal places in percentage values <input type="radio"/> Percentage: Include 1 decimal place in percentage values <input type="radio"/> Percentage: Round percentage value to nearest whole number
Display Options Index	<input type="checkbox"/> Index: Include 1 decimal place in Index values <input checked="" type="checkbox"/> Weighted (000): Include comma to group values by thousands <input checked="" type="checkbox"/> Display grey alternating rows in Private Eye View and Crosstab View
View	Private Eye View ▾
Index Indicators	<input checked="" type="checkbox"/>
Standard Variables	<div><input checked="" type="checkbox"/> Unweighted</div> <div><input checked="" type="checkbox"/> Weighted(000)</div> <div><input checked="" type="checkbox"/> Vertical(%)</div> <div><input checked="" type="checkbox"/> Horizontal(%)</div> <div><input checked="" type="checkbox"/> Index</div>

The first options (**Display Options Percentages** and **Display Options Index**) selects how data is shown within your crosstab.

The next option (**View**) selects your default view – either Private Eye (oriented horizontally) or Crosstab (stacked).

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  - Green indicates a high index (greater than 110)
- 94 ←

83 ↓

112 ↑

The final option (**Standard Variables**) lets you select which variables you will see, and in what order you want to see them. Simply drag variables up or down to change the order in which they will appear in your report.

Click the Save and Apply button to save your preference settings.

Save & Apply