



USING THE CASE MEMBER MAGAZINE READERSHIP SURVEY ONLINE REPORTS

Choosing a Question

To view results from different questions on the main page, click on the chart title (preceded by the question number from the survey) and the rest of the question menu will be revealed.

Move the mouse over the new question and click it to see the results for that question.

Selecting a Filter

The default table at the bottom features the results from the consolidated CMMRS database. Selecting a new filter will allow you to make comparisons with other magazines that share the criteria you specify.

To filter the results by specific questions, click "Select New Filter," select the desired filters, and click "Save." The bottom table on the home page will then update with the filtered results.

When using the filter function, please keep in mind that not all the magazines in the database will match the criteria that you specify. The more filters you select, the more you will drill down to smaller cross-sections of the data. If you select too many filters to yield any results, you will need to cancel out of the filter screen and start the filter process again.

Other Options in the "Report" Tab

Mouseover the word "Report" in the upper left hand corner to show the report options including crosstabs, the data exports, and the full publication reports.

Home will take you back to the default screen with the full menu.

Crosstabs allows you to view results within the various levels of variables that you choose. Select 1 variable for the table columns and 1 variable for the table rows, and the results will automatically appear below.

Export Verbatims allows you to download the actual responses to the write-in questions from your surveys.

Export All Data allows you to download all of your survey responses into an Excel file.

View Full Report will generate the consolidated set of results from the entire CMMRS database in tabulated format. Click the red Adobe icon in the upper right to convert to pdf.

Adjusting the Dates of Your Responses

To change the date range of the survey results, simply click in the start date or end date input box and click "View these dates" once you have the dates selected. This will be useful when comparing different survey iterations that you have fielded.

If you have questions, please contact CASE Research at research@case.org or call 202-328-CASE.