What is the GfK MRI Reporter?

The GfK MRI reporter function, available via the MRI+ website (www.mriplus.com), allows students to access actual consumer data gathered via the Survey of the American Consumer™ for a variety of purposes. For example, students will be able to analyze product usage data to develop target market profiles, product category data to determine the composition of brand or category users, media usage information by brand or demographic profile to create media plans, and more!

This comprehensive and reliable source of multi-media audience data is available in several different databases, including:


**(National adults) Product:**

Users can cross-tabulate a variety of product category and purchase related factors against demographics and media usage information.

**(National adults) Media:**

Users can cross-tabulate a variety of demographic with Media information (Individual media, Type of media, media formats, media quintiles)

**(National adults) Magazine Qualitative:**

Magazine Qualitative information related to interest in ads, rating of magazine, days spent reading, special responses (cut out ad, cut out article, cut out coupon, cut out recipe, nothing, sent for info, something else, visited another web site); buyer, primary reader, # issues read, location where read (library, club or school, newsstand or store, beauty parlor or barbershop, doctor or dentist office, word, business reception room, someone else’s home, own home, on airplane, somewhere else.

**(National adults) Magazine Cumulative:**

Magazine 4-Issue Reach & Frequency Cumulative data cross-tabbed by title of publication

**(Teenagers) Teenmark: Demo**

Users can cross-reference variety of product category and purchase related factors against demographics and media usage information.

**(Teenagers) Teenmark: Media**

Users can cross-tabulate a variety of demographic with Media information (Individual media, Type of media, media formats, media quintiles)

**(Affluent Customers) Upper Deck: Product**

Users can cross-tabulate a variety of product category and purchase related factors against demographics and media usage information for the top 10% of the US Households, according to income.
Business to Business:

*Users can cross-tabulate product category information for Electronics, Financial, Insurance, and Travel industries with and purchase related factors against business purchaser demographics and media usage information.*

Local Markets:

*Users can cross-tabulate a variety of product category and purchase related factors against demographics and media usage information by individual market for each of the following cities: Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington D.C.*

**Target Reports**

**Media Reports (Demographics)**
- Head of Household
- Homemaker/Principal Shopper
- Household
-Respondent
- Spouse

**Magazine Qualitative Reports**

**Magazine Cumulative Reports**

**Product Reports** (availability may vary according to whether the National, Teen, Affluent, Local Market or B2B database is selected)
- Apparel/Accessories
- Automotive
- Automotive Aftermarket
- Automotive Miscellaneous
- Beverages
- Candy/Sweets/ Snacks
- Electronics
- Financial
- Health & Beauty Aids
- Home
- Household Products – Baby/Children
- Household Products – Food Products
- Household Products – Non-Food Products
- Household Products – Pets
- Insurance
- Leisure/Sports
- Personal Care
- Personal Items
- Shopping
- Tobacco
- Travel
- Trucks/ATV/Motorcycles
1. Go to www.mriplus.com
2. Create a new account by clicking on “Register for a FREE Account”
3. Enter information – **NOTE:** You MUST USE your LSUS EMAIL ACCOUNT or you will not be able to access the reporter function.
4. E-mail with a validation link will be sent to your LSUS e-mail account (which MUST be used for registration purposes. You must click the validation link in order to get access to Reporter Data.
5. Once you are in the MRI+ website click on “Mediamark Reporter” for access.
Getting Started

1. Begin by choosing a Report Volume (this is the database) Example: Fall 2009 Product
2. Then choose a Report or enter a keyword in the search box (ex. Health and Beauty Aids)

3. A Report Window appears, automatically generating a Report based upon the first Category, Base and Target in the lists.

4. To Change your Report:
   a. Choose by clicking on a new Category
   b. Choose by clicking on a new Base
   c. Choose by clicking on a new Target

A Report is automatically generated with each change. The Product report contains Demographic and Media variables in the Rows and Population estimates across the Columns.
Internet Reporter Options

5. To change variables in the Rows or Columns, click on the **Options** button. An Options Window will appear.

6. Select or de-select Column variables by checking the boxes across the top (ex. Total (000), Index, etc.)

7. Selecting or De-selecting Rows:
   a. “Media and Demo Types” box contains data groups.
      i. Select a row type – select by clicking (asterisk (*) will appear next to title) and click the Add button. Asterisks are automatically added to the individual rows.
      ii. De-Select a row type – click to de-select (asterisk is removed) and click the Remove button. Asterisks are automatically removed from the individual rows.
   b. “Rows” box contains Individual rows.
      i. Select an individual row - select by clicking on each row title. Asterisks are automatically added to the individual rows.
      ii. De-Select an individual row – click to de-select and the asterisks are automatically removed.

8. Choose “Modify” to have any changes saved/accepted to Report. This will automatically return you back to the Report Window.
9. To Sort:
   In the Report Window, click on one of the blue highlighted Columns and the system will automatically sort that column in descending order.

10. In the Options Window, use the Pull Down Menu to select a Column on which to sort. Click on the Modify button and the report will in descending order.
Saving or Downloading to Excel Reports

11. To Save: Click “Add to Your Reports” button.
12. To create a Spreadsheet: Click on the “Excel Spreadsheet” link.
13. To Print: Click on the “Print” button.
14. To View Saved Reports: Click on “View Report List” link.
Standard Internet Reporter Reports

15. The Main Report screen has a link to standard product category reports. Click on the View Summary link to view product category only reports.

16 – View Summary Report (Product Categories Only)
Notes

If your Internet Reporter session is inactive for 20 minutes or longer, you must log on again.
How to Read an Internet Reporter Report

Below is a screen capture of a Reporter Report, complete with explanations of key numbers. Please note that all the numbers are based on the 2002 Fall MRI study, and that the projected numbers (000) are expressed in thousands.

Base counts: in the MRI Fall 2002 study weighted to Total '000, there were 64,715,000 Adults 18-34 in the 48 contiguous United States

Projected Count (000): projected to the full population, 46,006,000 Adults 18-34 have drank a Regular Cola Drink, Not Diet in the Last 6 Months.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Regular Cola Drinks, Not Diet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Drank in Last 6 Months Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Adults 18+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total '000</td>
<td>Proj '000</td>
<td>Pct Across</td>
<td>Pct Down</td>
<td>Index</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>204964</td>
<td>119291</td>
<td>58.2</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td>Adults 18-34</td>
<td>64715</td>
<td>46006</td>
<td>71.1</td>
<td>38.6</td>
<td>122</td>
</tr>
<tr>
<td>9</td>
<td>Adults 18-49</td>
<td>130165</td>
<td>84623</td>
<td>65</td>
<td>70.9</td>
<td>112</td>
</tr>
<tr>
<td>10</td>
<td>Adults 25-54</td>
<td>120777</td>
<td>74669</td>
<td>61.8</td>
<td>62.6</td>
<td>106</td>
</tr>
</tbody>
</table>

Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in Last 6 months.

Percent Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34.

Index: people who drank Regular Cola Drinks, Not Diet, are (122-100=) 22% more likely than the general population to be Adults 18-34; also, Adults 18-34 are 22% more likely than the general population to drink Regular Cola Drinks, Not Diet.

" * " Sign: If there is an asterisk sign, that means the sample size is less than 50 respondents and the numbers are unstable and should not be used.

How the Numbers are Derived

<table>
<thead>
<tr>
<th></th>
<th>Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pct. Across= 71.1</td>
<td>The percent calculated by dividing the Proj '000 value in the row by the Total '000 value in the base column = 46006/64715 = 71.1%.</td>
</tr>
<tr>
<td>Pct. Down= 38.6</td>
<td>The percent calculated by dividing the Proj' 000 value in the row by the Proj. '000 value in the base row = 46006/119291 = 38.6%.</td>
</tr>
<tr>
<td>Index=122</td>
<td>The percent calculated by dividing the Pct. Across in the row by the Pct. Across in the base row (71.1/58.2).</td>
</tr>
</tbody>
</table>