UNIVERSITY INTERNET REPORTER

Tutorial

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1 GfK MRI University Internet Reporter (UIR)

1.1 Description

GfK MRI's University Internet Reporter is a profiling system used by students and instructors for academic purposes to gain insights and define targets to better understand consumer's media and product usage.

1.2 Survey of the American Consumer®

The Survey of the American Consumer® generates the country's largest and most current consumer database. Media choices. Demographics. Lifestyles and attitudes. Consumption of over 6,500 products and services in nearly 600 categories. Ratings data for almost all national print campaigns in the United States.

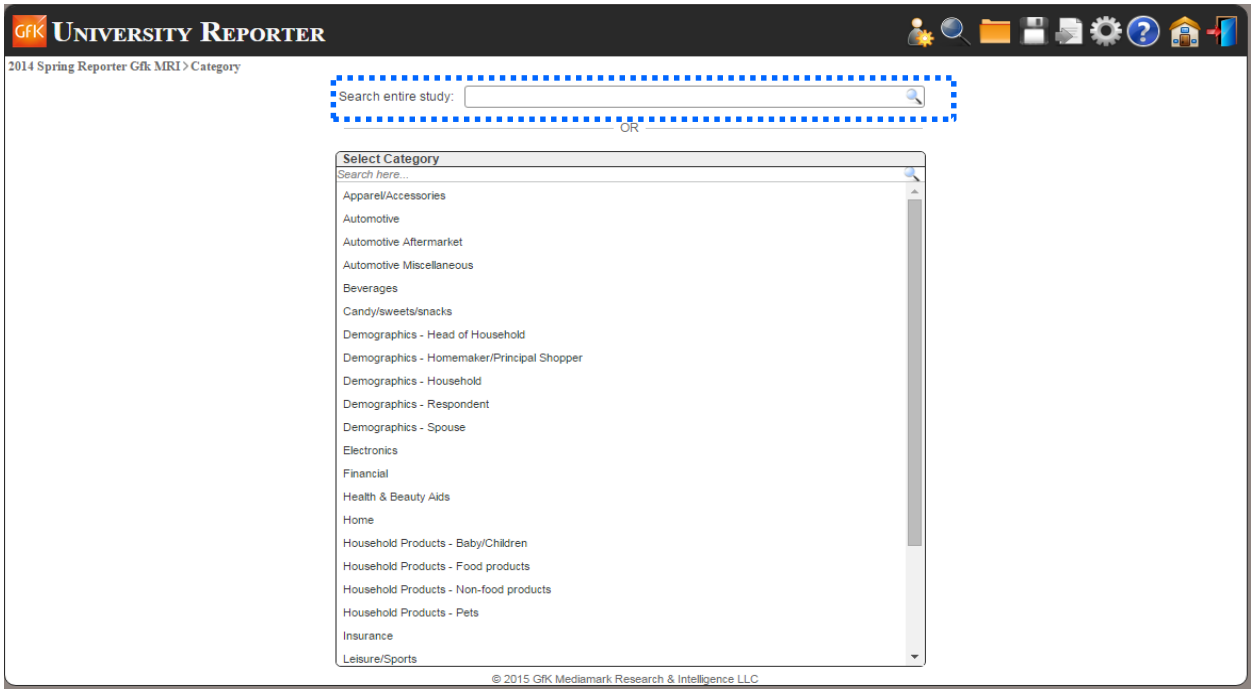
To learn more about GfK MRI and The Survey of the American Consumer® please visit our website www.mri.gfk.com

2 Getting Started

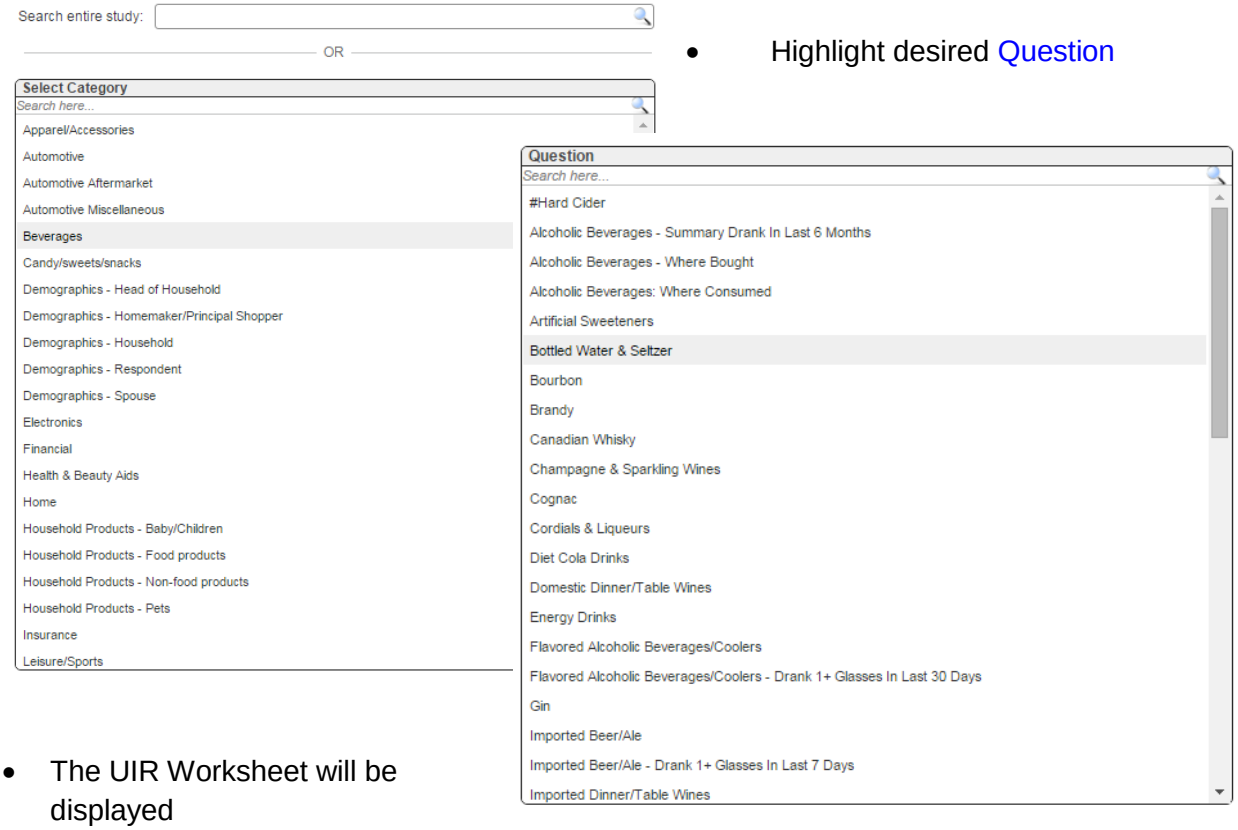
Go to www.gfkmrismartsystem.com and click on the 'University Reporter' icon

to launch the online program and get started. The opening window displayed.

2.1 University Reporter opening page



- The categories available are listed in alphabetical order.
    - You may wish to keyword search the database to find a particular brand or product.
        - Use 'Search entire study' to search by keyword.
- Select the desired Category to be used by highlighting/clicking on the category.
- Once you highlight the Category you wish to use, the next step will be to select a Question (one might define this as the sub-category).



- Highlight desired Question

- The UIR Worksheet will be displayed

- If at any time you want to go back and change your Category or Question, you can either click on the area you want at top left of the reporting screen, 'Bread Crumb Trail'. This shows you what study and category you are using (in our example it says, '2014 Spring Reporter GfK MRI > Beverages > Bottled Water & Seltzer > Report' OR you can click on the icon of the House on the top right, to return to the main apps screen, and re-launch University Reporter.

2.2 UIR Worksheet

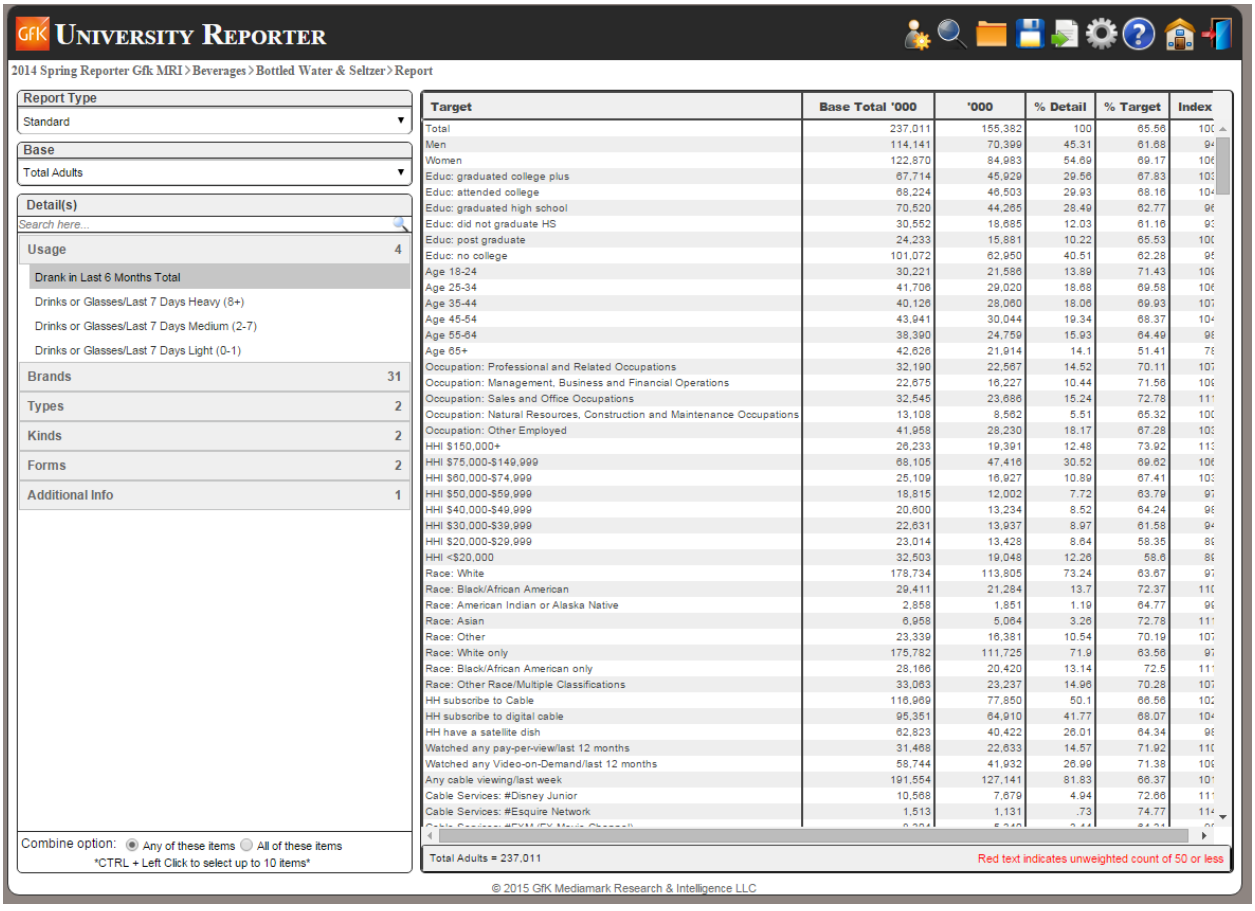
In this example we are analyzing *Bottled Water & Seltzer*. On the top left of the intial UIR worksheet, the 'Bread Crumb Trail' shows you exactly what category and question (sub-category) we are working in. The worksheet defaults are as follows:

- Report Type: Standard
- Base: Total Adults (18+)
- Detail(s): Target

In this example our Target is Bottled Water & Seltzer Usage: Drank in Last 6 months

Note: You can change any of the above.

The numbers shown on the right half of the screen reflect the total number of people who used *Bottled Water & Seltzer* in the last 6 months.



2.3 How to read a UIR Worksheet

The numbers shown below are the number of people who used *Bottled Water & Seltzer* in the last 6 months.

Base Total '000: in the GfK MRI Spring 2014 study the Base Total (projected population) is **237,011**, when calculated in thousands represents **237,011,000** Adults 18+ (Base: All).

'000: projected to population is **84,983,000** Women (18+) drank Bottled Water & Seltzer in the Last 6 Months.

% Detail: 54.69% of Adults 18+ who drank Bottled Water & Seltzer in the Last 6 Months are Women

% Target: 69.17% of Women 18+ drank Bottled Water & Seltzer in the Last 6 Months.

Target	Base Total '000	'000	% Detail	% Target	Index
Total	237,011	155,382	100	65.56	100
Men	114,141	70,399	45.31	61.68	94
Women	122,870	84,983	54.69	69.17	106
Educ: graduated college plus	67,714	45,929	29.56	67.83	103
Educ: attended college	68,224	46,503	29.93	68.16	104
Educ: graduated high school	70,520	44,265	28.49	62.77	96
Educ: did not graduate HS	30,552	18,685	12.03	61.16	93
Educ: post graduate	24,233	15,881	10.22	65.53	100
Educ: no college	101,072	62,950	40.51	62.28	95
Age 18-24	30,221	21,586	13.89	71.43	109
Age 25-34	41,706	29,020	18.68	69.58	106
Age 35-44	40,126	28,060	18.06	69.93	107
Age 45-54	43,941	30,044	19.34	68.37	104
Age 55-64	38,390	24,759	15.93	64.49	98
Age 65+	42,626	21,914	14.1	51.41	78
Occupation: Professional and Related Occupations	32,190	22,567	14.52	70.11	107
Occupation: Management, Business and Financial Operations	22,675	16,227	10.44	71.56	109
Occupation: Sales and Office Occupations	32,545	23,686	15.24	72.78	111

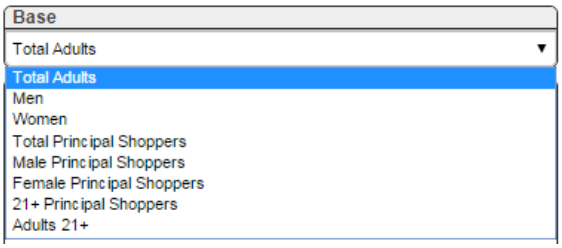
Index: Women 18+ are 6% more likely than the general population 18+ to drink Bottled Water & Seltzer in the Last 6 Months.

3 Base and Target

3.1 Base (Universe)

The default base (universe) displayed is **Total Adults**.

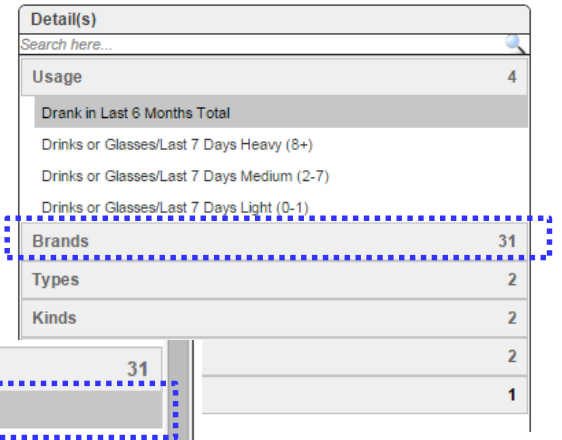
- Selecting a **Base**: Click on any of the standard **Bases** shown in the drop down window. All reported data will be calculated on the selected **Base**.

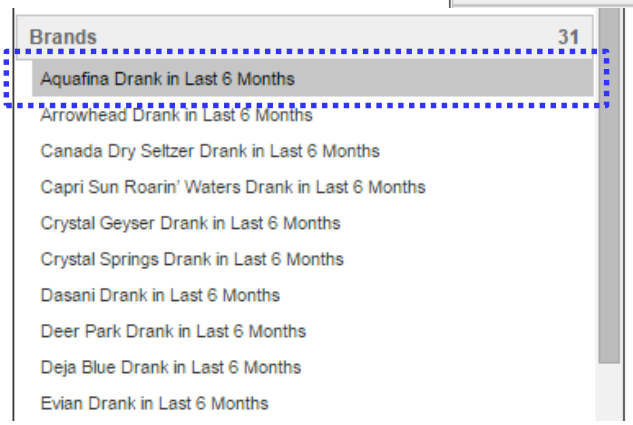


3.2 Target

- Selecting a **Target:** Highlight desired data point in the **Details** window. Worksheet will display that target. In this example, the Standard report defaulted to the Target of Bottled Water & Seltzer category usage for drinks in last 6 months.

- If you would like to select a **Brand** for your target.
- Click on the **Brands** Detail bar to expand the list of **Brands** available for selection.
- Highlight desired brand, worksheet will display that target.
    - In this example we selected **Aquafina Drank in Last 6 Months**.



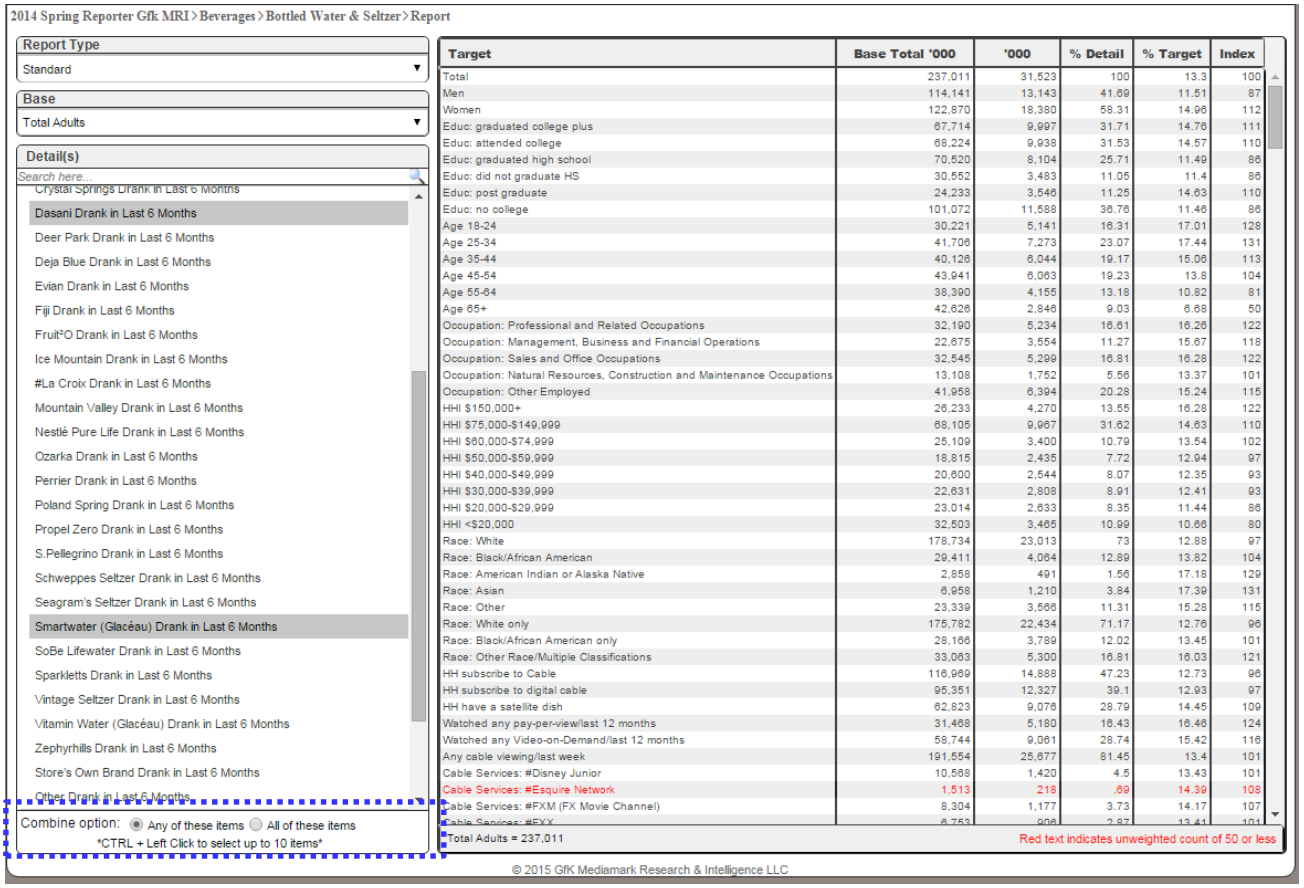


3.3 Creating a Custom Target

Custom targets can be created using binary logic.

In this example we will combine two (2) brands of bottled water.

- Select the first brand *Dasani,* by clicking/highlighting Dasani
- Scrolling down we find Smartwater
- Select the ***CTRL*** key on your keyboard and left **Click** on *Smartwater*
- Select **Combine option**: found at the bottom left of the report page.
    - ***Any of These Items*** (will **OR** your selections)
    - ***All of These Items*** (will **AND** your selections)
- Note that ***Any of These Items*** is the default Combine option.
- Worksheet will display new **Target** data, see UIR worksheet below.



Target	Base Total '000	'000	% Detail	% Target	Index
Total	237,011	31,523	100	13.3	100
Men	114,141	13,143	41.69	11.51	87
Women	122,870	18,380	58.31	14.96	112
Educ: graduated college plus	67,714	9,997	31.71	14.76	111
Educ: attended college	68,224	9,938	31.53	14.57	110
Educ: graduated high school	70,520	8,104	25.71	11.49	86
Educ: did not graduate HS	30,552	3,483	11.05	11.4	86
Educ: post graduate	24,233	3,546	11.25	14.63	110
Educ: no college	101,072	11,588	36.76	11.46	86
Age 18-24	30,221	5,141	16.31	17.01	128
Age 25-34	41,706	7,273	23.07	17.44	131
Age 35-44	40,126	6,044	19.17	15.06	113
Age 45-54	43,941	6,063	19.23	13.8	104
Age 55-64	38,390	4,155	13.18	10.82	81
Age 65+	42,626	2,846	9.03	6.68	50
Occupation: Professional and Related Occupations	32,190	5,234	16.61	16.26	122
Occupation: Management, Business and Financial Operations	22,675	3,554	11.27	15.67	118
Occupation: Sales and Office Occupations	32,545	5,299	16.81	16.28	122
Occupation: Natural Resources, Construction and Maintenance Occupations	13,108	1,752	5.56	13.37	101
Occupation: Other Employed	41,958	6,394	20.28	15.24	115
HHI $150,000+	26,233	4,270	13.55	16.28	122
HHI $75,000-$149,999	68,105	9,967	31.62	14.63	110
HHI $60,000-$74,999	25,109	3,400	10.79	13.54	102
HHI $50,000-$59,999	18,815	2,435	7.72	12.94	97
HHI $40,000-$49,999	20,600	2,544	8.07	12.35	93
HHI $30,000-$39,999	22,631	2,808	8.91	12.41	93
HHI $20,000-$29,999	23,014	2,633	8.35	11.44	86
HHI <$20,000	32,503	3,465	10.99	10.66	80
Race: White	178,734	23,013	73	12.88	97
Race: Black/African American	29,411	4,064	12.89	13.82	104
Race: American Indian or Alaska Native	2,858	491	1.56	17.18	129
Race: Asian	6,958	1,210	3.84	17.39	131
Race: Other	23,339	3,566	11.31	15.28	115
Race: White only	175,782	22,434	71.17	12.76	96
Race: Black/African American only	28,166	3,789	12.02	13.45	101
Race: Other Race/Multiple Classifications	33,063	5,300	16.81	16.03	121
HH subscribe to Cable	116,969	14,888	47.23	12.73	96
HH subscribe to digital cable	95,351	12,327	39.1	12.93	97
HH have a satellite dish	62,823	9,076	28.79	14.45	109
Watched any pay-per-view/last 12 months	31,468	5,180	16.43	16.46	124
Watched any Video-on-Demand/last 12 months	58,744	9,061	28.74	15.42	116
Any cable viewing/last week	191,554	25,677	81.45	13.4	101
Cable Services: #Disney Junior	10,568	1,420	4.5	13.43	101
Cable Services: #Esquire Network	1,513	218	.69	14.39	108
Cable Services: #FXM (FX Movie Channel)	8,304	1,177	3.73	14.17	107
Cable Services: #FXX	6,753	906	2.87	13.41	101

3.4 Sorting Data

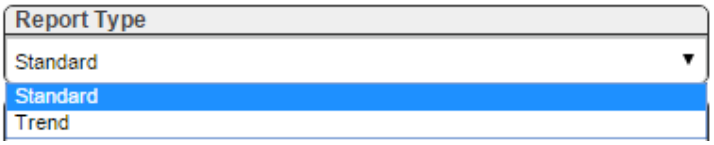
Data can be sorted or ranked on the Target and any of the data variables included in the UIR Worksheet.

- Click on a **Column Header** to indicate which variable sorting you wish to sort by.
  - One click = Ascending order
  - Two clicks = Descending order
  - Three click = Default order

4 Report Type

UIR gives you the ability to either look at your worksheet over one report (**Standard**) or over a 3 year trend (**Trend**). UIR will default to Standard Report Type

Selecting Report Type: Click **Trend** to look at worksheet over a 3 year period



5 University Reporter Toolbar

Search

Open Saved Report

Save Report

Export Report to Microsoft Excel

Report Options

Help

Home (return to main apps screen)

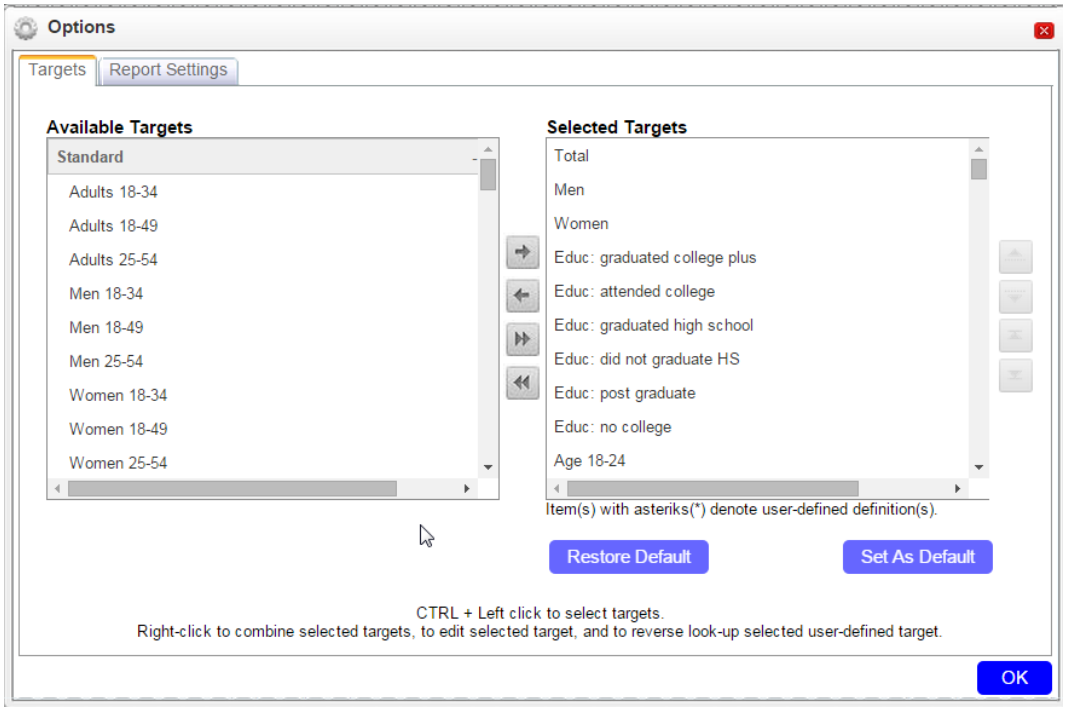
Log out

6 Report Options

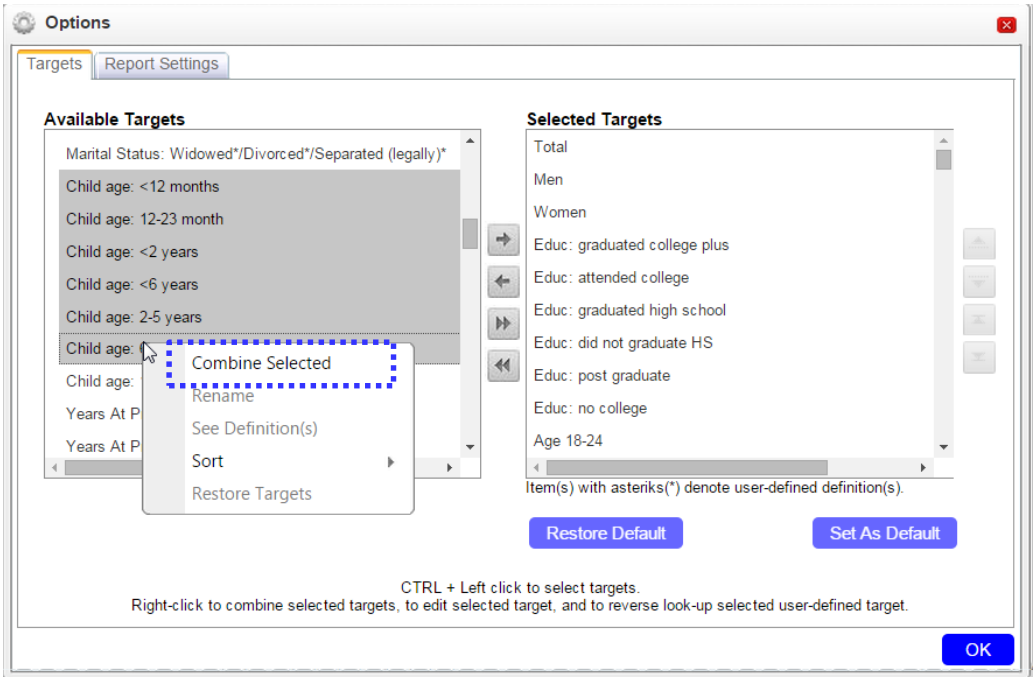
UIR allows you to customize your report

6.1 Targets – customize what data points will be displayed in UIR Worksheet

- Select **Report Options** icon in Toolbar
- Targets tab allows you to select which data points will appear in your worksheet
- Highlight items from **Available Targets** and click center arrow to bring them in to **Selected Targets**.
    - You can remove items from **Selected Targets** window by highlighting them and using the center remove arrows.
- Items in **Selected Targets** will be displayed in UIR Worksheet.

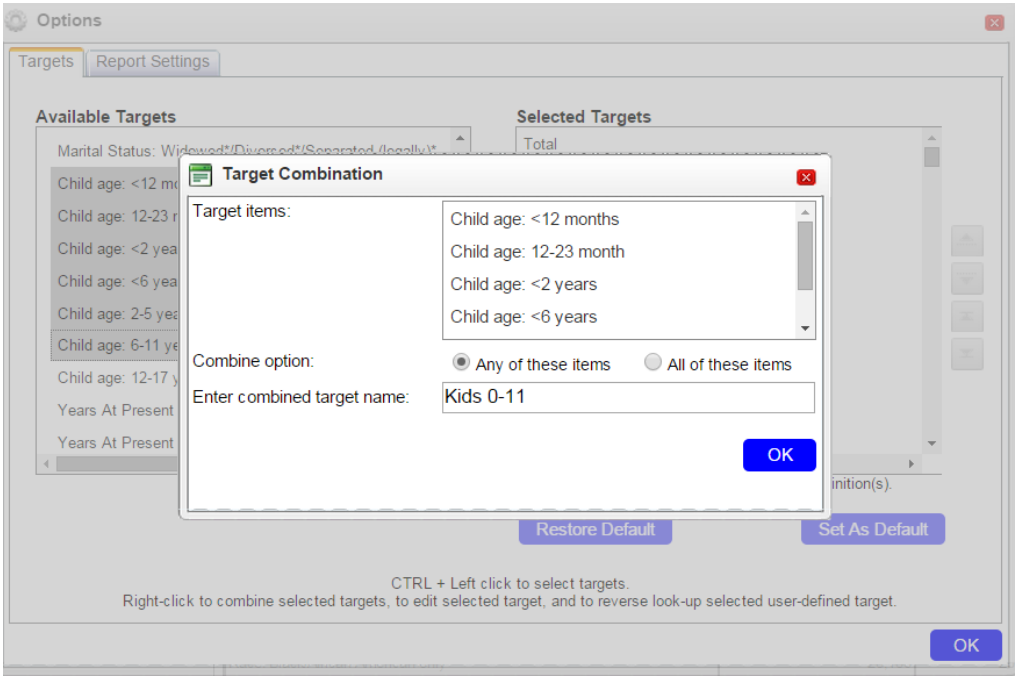


- Available targets may be combined and renamed by **CTRL + left clicking** to select and then **right clicking** to define.

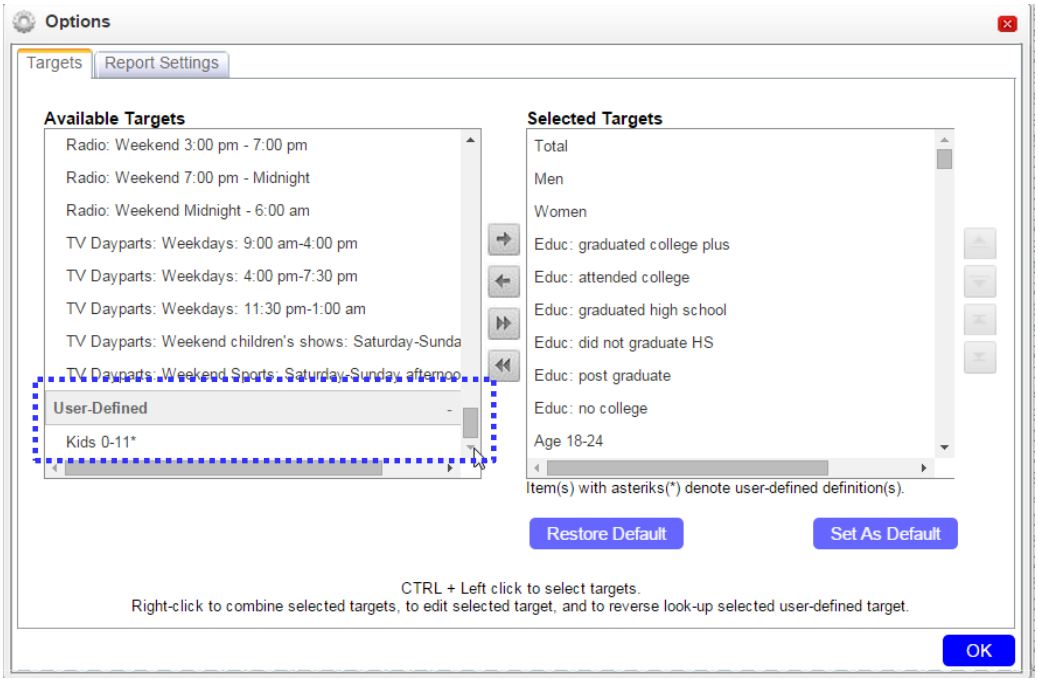


6.2 Target Combination window

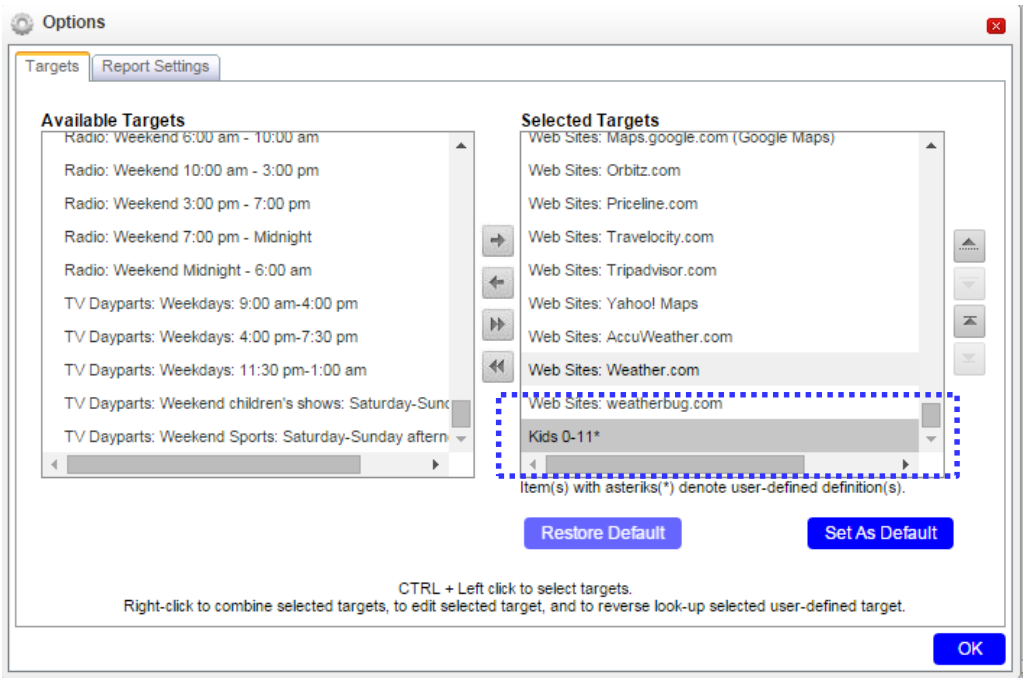
- Enter the combined target name you wish then **click OK**



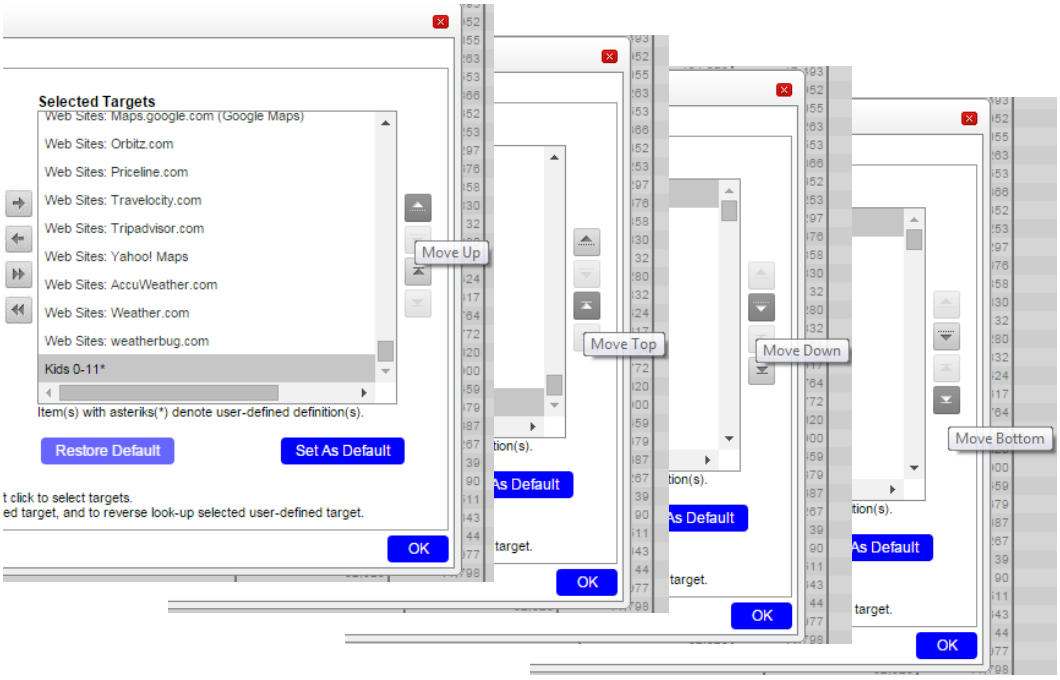
- The combined target appears at the bottom of the **Available Targets** as a **User-Defined** target and can now be added to the Selected Targets.



- The targets highlighted and selected will appear at the **bottom** of the Selected Targets.

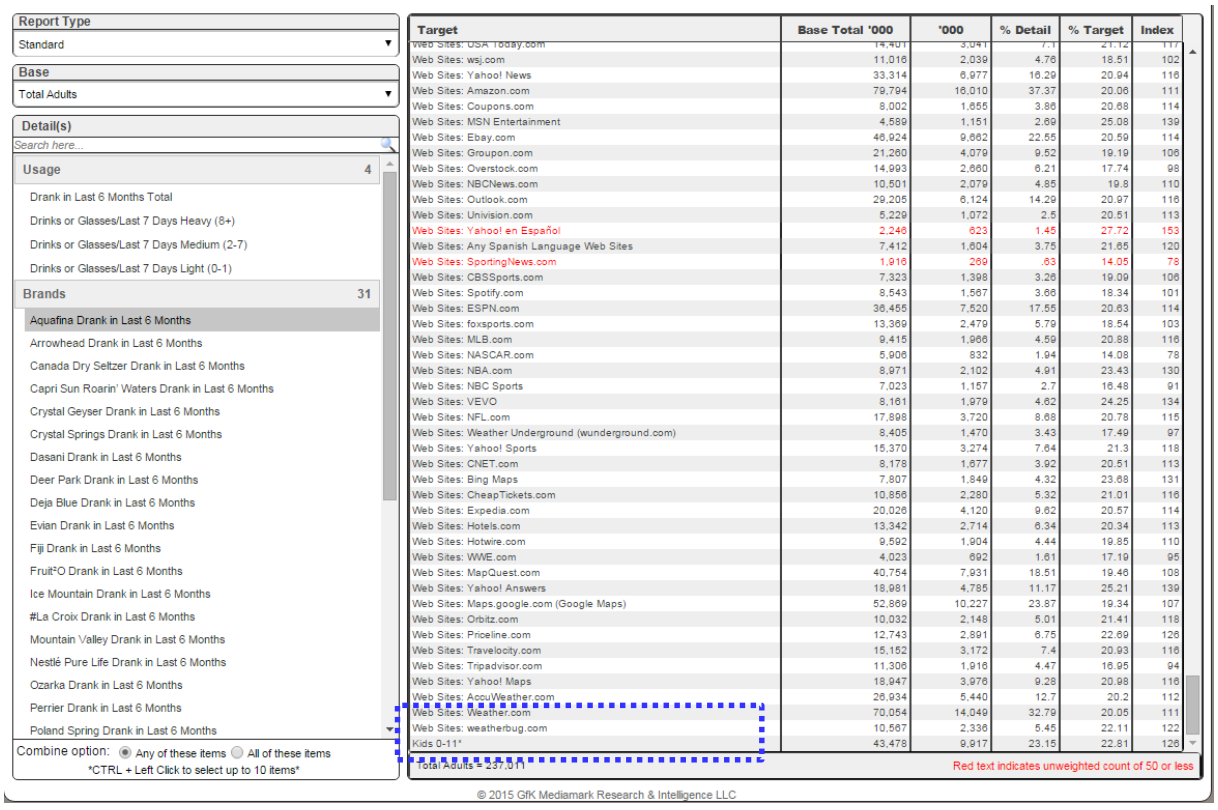


- Targets can be moved up or down by clicking the buttons below up/down buttons.

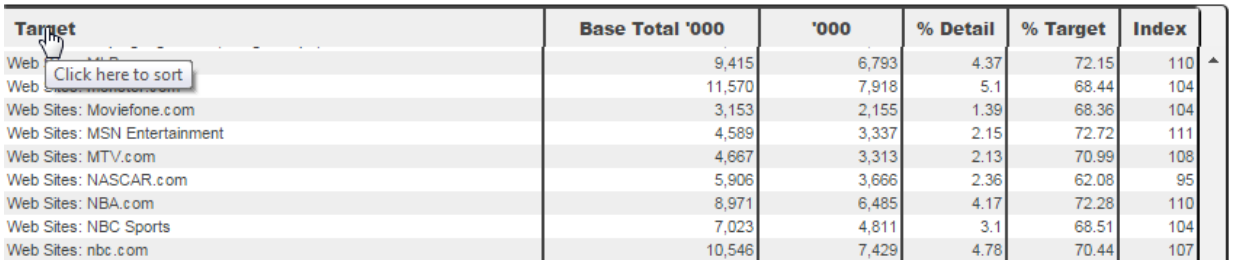


- You may also move all the way to the top or bottom
- Multiple targets can be moved at once, first select the targets using CTRL+ left clicking.

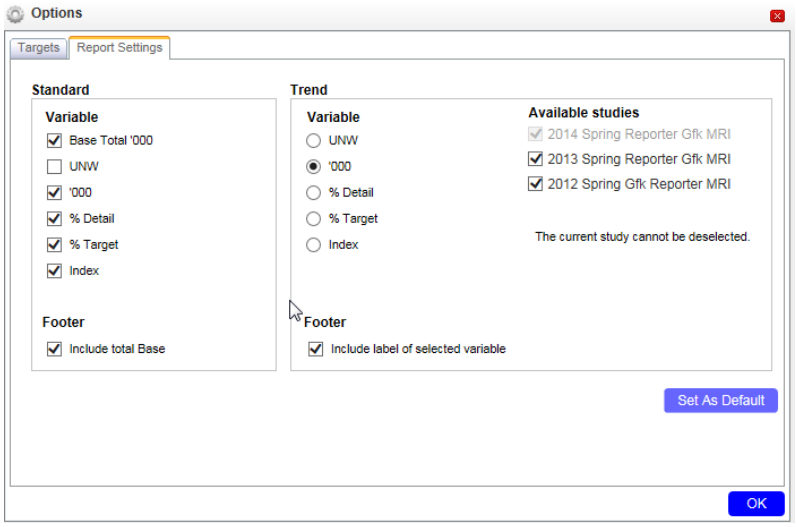
- The newly added targets will now also appear at the bottom of the UIR Worksheet.



- There are three (3) ways to sort the list: click on the **Target** column header
  - One click = Ascending order
  - Two clicks = Descending order
  - Three click = Default order



6.3 Report Settings Tab

Data variables can be specified by the user and optionally saved as the default reporting variables.

- Check and uncheck data variables to be reported in worksheet.
- Click OK to save changes