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 initial 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.

<table>
<thead>
<tr>
<th>Base Total '000:</th>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td>'000:</td>
<td>projected to population is 84,983,000 Women (18+) drank Bottled Water &amp; Seltzer in the Last 6 Months.</td>
</tr>
<tr>
<td>% Detail:</td>
<td>54.69% of Adults 18+ who drank Bottled Water &amp; Seltzer in the Last 6 Months are Women</td>
</tr>
<tr>
<td>% Target:</td>
<td>69.17% of Women 18+ drank Bottled Water &amp; Seltzer in the Last 6 Months.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Total</th>
<th>Base Total '000</th>
<th>'000</th>
<th>% Detail</th>
<th>% Target</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>237,011</td>
<td>165,342</td>
<td>100</td>
<td>69.17%</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>114,141</td>
<td>70,399</td>
<td>61.31%</td>
<td>46.06%</td>
<td>100</td>
</tr>
<tr>
<td>Women</td>
<td>122,870</td>
<td>95,943</td>
<td>69.77%</td>
<td>49.11%</td>
<td>100</td>
</tr>
<tr>
<td>Graduated college plus</td>
<td>97,114</td>
<td>65,703</td>
<td>56.29%</td>
<td>42.65%</td>
<td>100</td>
</tr>
<tr>
<td>Attended college</td>
<td>68,224</td>
<td>47,085</td>
<td>59.26%</td>
<td>43.93%</td>
<td>100</td>
</tr>
<tr>
<td>Graduated high school</td>
<td>70,620</td>
<td>47,523</td>
<td>54.19%</td>
<td>40.44%</td>
<td>100</td>
</tr>
<tr>
<td>Did not graduate HS</td>
<td>28,552</td>
<td>20,032</td>
<td>59.52%</td>
<td>41.94%</td>
<td>100</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>24,333</td>
<td>16,781</td>
<td>56.68%</td>
<td>38.63%</td>
<td>100</td>
</tr>
<tr>
<td>No college</td>
<td>101,072</td>
<td>69,350</td>
<td>58.44%</td>
<td>44.73%</td>
<td>100</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>30,221</td>
<td>21,866</td>
<td>59.10%</td>
<td>44.95%</td>
<td>100</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>41,706</td>
<td>29,020</td>
<td>53.95%</td>
<td>39.10%</td>
<td>100</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>40,926</td>
<td>28,069</td>
<td>59.73%</td>
<td>45.14%</td>
<td>100</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>43,941</td>
<td>30,044</td>
<td>59.61%</td>
<td>44.89%</td>
<td>100</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>38,360</td>
<td>25,759</td>
<td>50.71%</td>
<td>39.86%</td>
<td>100</td>
</tr>
<tr>
<td>Age 65+</td>
<td>43,625</td>
<td>29,914</td>
<td>68.89%</td>
<td>55.71%</td>
<td>100</td>
</tr>
<tr>
<td>Occupation: Professional and Related Occupations</td>
<td>32,190</td>
<td>22,567</td>
<td>55.05%</td>
<td>39.43%</td>
<td>100</td>
</tr>
<tr>
<td>Occupation: Management, Business and Financial Operations</td>
<td>27,075</td>
<td>18,227</td>
<td>54.06%</td>
<td>37.49%</td>
<td>100</td>
</tr>
<tr>
<td>Education, Social and Community Service Occupations</td>
<td>29,665</td>
<td>19,293</td>
<td>62.48%</td>
<td>44.15%</td>
<td>100</td>
</tr>
</tbody>
</table>
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.
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 clicks = 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

<table>
<thead>
<tr>
<th>Report Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
</tr>
<tr>
<td>Trend</td>
</tr>
</tbody>
</table>

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