


University Internet Reporter Tutorial

GfK MRI University Internet Reporter

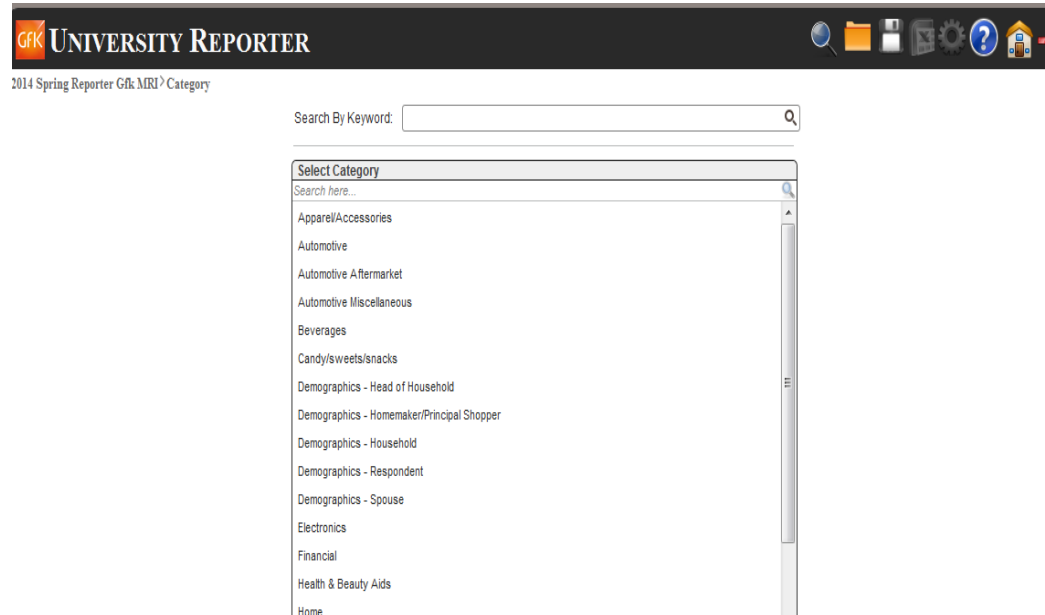
Description

University Internet Reporter is a profiling system used to define targets in order to gain insights and better understand markets and/or the media used to reach those markets.

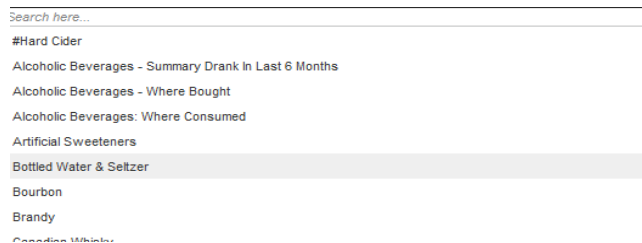
Getting Started

Go to www.gfkmrismartssystem.com and click on the Reporter icon  to get started. The Opening Window will be displayed.

UIR OPENING WINDOW:



- Highlight/Click on the desired Category to be used. Or use the Search by Keyword option to search for particular datapoint.
- Click on the desired Sub-Category



- UIR Worksheet will be displayed

UIR WORKSHEET:

2014 Spring Reporter Gfk MRI > Beverages > Bottled Water & Seltzer > Report

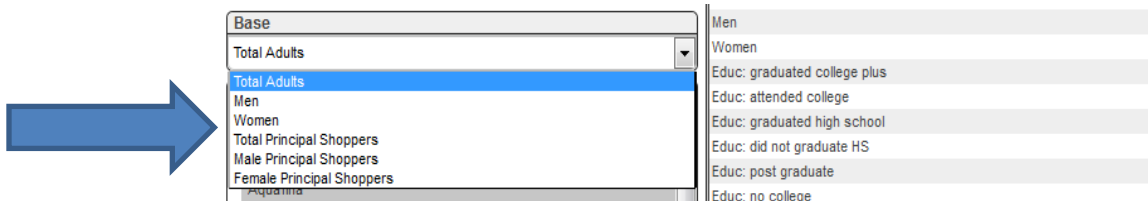
Report Type	Target	UNW	'000	Vert%	Horz%	Index
Standard	Total	4,050	42,840	100	18.08	100
Base	Men	1,969	19,435	45.37	17.03	94
Total Adults	Women	2,081	23,405	54.63	19.05	105
Details	Educ: graduated college plus	1,462	11,830	27.61	17.47	97
Search here...	Educ: attended college	923	9,217	21.52	20.3	112
Brands	Educ: graduated high school	851	12,156	28.38	17.24	95
Aquafina	Educ: did not graduate HS	336	5,336	12.46	17.47	97
Arrowhead	Educ: post graduate	525	3,912	9.13	16.14	89
Canada Dry Seltzer	Educ: no college	1,187	17,493	40.83	17.31	96
Capri Sun Roarin' Waters	Age 18-24	492	7,952	18.56	26.31	146
Crystal Geysler	Age 25-34	871	9,055	21.14	21.71	120
Crystal Springs	Age 35-44	862	8,263	19.29	20.59	114
Dasani	Age 45-54	826	8,553	19.97	19.46	108
Deer Park	Age 55-64	560	5,366	12.53	13.98	77
Deja Blue	Age 65+	439	3,652	8.52	8.57	47
Evian	Occupation: Professional and Related Occupations	689	6,253	14.6	19.43	107
Fiji	Occupation: Management, Business and Financial Operations	567	4,297	10.03	18.95	105
FruitPO	Occupation: Sales and Office Occupations	619	7,676	17.92	23.59	130
Ice Mountain	Occupation: Natural Resources, Construction and Maintenance Occupations	255	2,858	6.67	21.8	121
#La Croix	Occupation: Other Employed	804	8,830	20.61	21.04	116
Mountain Valley	HHI \$150,000+	565	5,132	11.98	19.56	108
Nestlé Pure Life	HHI \$75,000-\$149,999	1,216	13,280	31	19.5	108
	HHI \$60,000-\$74,999	438	4,832	11.28	19.24	106
	HHI \$50,000-\$59,999	307	3,424	7.99	18.2	101
	HHI \$40,000-\$49,999	380	3,617	8.44	17.56	97
	HHI \$30,000-\$39,999	371	3,764	8.79	16.63	92
	HHI \$20,000-\$29,999	343	3,772	8.8	16.39	91
	HHI <\$20,000	430	5,020	11.72	15.44	85

BASE/UNIVERSE

The default base/universe to be displayed is Total Adults.

Defining/Changing the Base(s):

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

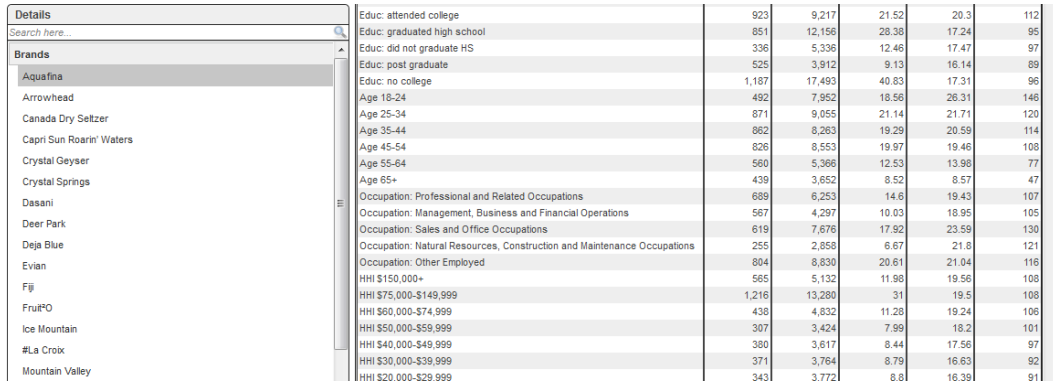


The screenshot shows a dropdown menu titled 'Base' with the following options: Total Adults, Men, Women, Total Principal Shoppers, Male Principal Shoppers, Female Principal Shoppers, and Aquafina. A blue arrow points to the 'Total Adults' option, which is currently selected. To the right of the dropdown, a list of demographic categories is visible, including Men, Women, and various education levels.

TARGETS

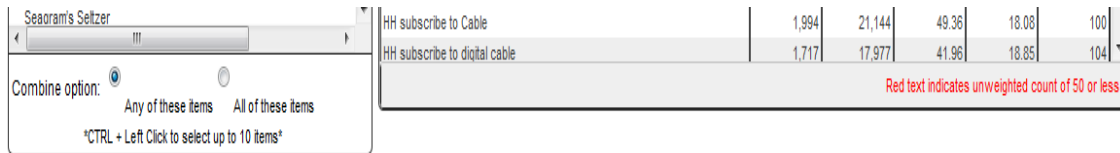
Defining/Creating Targets:

- **Selecting a Target:** Highlight desired datapoint in Details Window. Worksheet will display that target.



Brands						
Aquafina	Educ: attended college	923	9,217	21.52	20.3	112
Arrowhead	Educ: graduated high school	851	12,156	28.38	17.24	85
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- **Creating Custom Target using Binary Logic:** To combine 2 or more datapoints within Details Window – highlight desired datapoints, and scroll down to the bottom of Details Window. Select Combine Option: Any of These Items (which will OR your selections) or All of These Items (which will AND your selections).



Seagram's Seltzer					
HH subscribe to Cable	1,994	21,144	49.36	18.08	100
HH subscribe to digital cable	1,717	17,977	41.96	18.85	104

Combine option: Any of these items All of these items
 CTRL + Left Click to select up to 10 items

Red text indicates unweighted count of 50 or less

- Worksheet will display new Target

SORTING DATA

Data can be sorted or ranked based on any target and data variable included in the UIR Worksheet.

- Click on a Column Header to indicate which variable sorting should be based on. All rows will instantly be sorted in descending order.
- Clicking an additional time on the same Column Header will reverse the sort order, i.e. From descending to ascending or vice versa.

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



Report Type	Target (Blue text denotes non-trendable item.)	Spring		
		2014	2013	2012
Trend				
Standard				
Trend				
Total Adults				
Details				
Search here...				
Brands				
	Magazine Types: Health	3,199	3,059	3,045
	Magazine Types: Home Service	4,855	5,149	4,439
	Magazine Types: Men	2,885	2,772	3,428
	Magazine Types: Motorcycle	415	573	591
	Magazine Types: Music	1,150	947	1,208
	Magazine Types: News and Entertainment Weekly	5,037	5,522	6,156

UNIVERSITY REPORTER TOOLBAR



Search



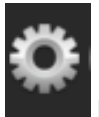
Open Saved Report



Save Report



Export Report to Microsoft Excel



Report Options

REPORT OPTIONS

UIR allows you to customize your report

Targets – customize what datapoints will be displayed in UIR Worksheet

- Select Options icon in Toolbar
- Targets tab allows you to select which datapoints will appear in your worksheet
- Highlight items from Target Window and click arrow to bring them in to Standard Targets Window.
- Items in Standard Targets Window will be displayed in Worksheet

OPTIONS WINDOW

Vert%	Horz%	Index
100	4.42	100
48.18	4.42	100
51.82	4.42	100
24.95	3.86	87
18.64	4.3	97
29.37	4.37	99
15.74	5.4	122
9.45	4.09	92
45.1	4.88	106
11.92	4.13	93
13.89	3.49	79
18.1	4.73	107
20.84	4.97	112
18.57	5.07	115
16.69	4.1	93
14.08	4.59	104
9.27	4.28	97
12.65	4.08	92
3.27	2.61	59
16.53	4.13	93
10.26	4.1	93
24.54	3.78	85
9.98	4.17	94

Report Settings - Data variables to be reported 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

REPORT OPTIONS WINDOW

Standard

Variable

- UNW
- '000
- Vert%
- Horz%
- Index

Footer

- Include total N

Footer

- Include label of selected variable

Available studies

- 2014 Spring Reporter Gfk MRI
- 2013 Spring Reporter Gfk MRI
- 2012 Spring Gfk Reporter MRI

The current study cannot be deselected.