

# Internet Reporter

## Report Volume Types

**Media** - Demos with Media (Individual/Type/Formats/Quintiles)

**Magazine Qualitative** - Magazine Qualitative

**Magazine Cumulative** - Magazine 4-Issue Reach & Frequency Cume

**Product** - Demos & Media against Product Categories

## Target Reports

### **Media Reports (Demographics)**

- Head of Household
- Homemaker/Principal Shopper
- Household
- Respondent
- Spouse

### **Magazine Qualitative Reports**

### **Magazine Cumulative Reports**

### **Product Reports**

- 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

# Accessing Reporter

1. Go to [www.mriplus.com](http://www.mriplus.com)
2. Create a new account by clicking on "Register for a FREE Account"

3. Enter information:

4. E-mail with a validation link will be sent to your e-mail account, which you must click in order to get access to Reporter Data.
5. Once you are in the MRI+ website click on "Internet Reporter" for access.

## Getting Started

1. Begin by choosing a Report Volume (ex. Fall 2002 Product) or Type in a Keyword Search
2. Choose a Report (ex. Health and Beauty Aids)

### Choose a Report Volume

Spring 2003 Media  
 Spring 2003 Magazine Qualitative  
 Spring 2003 Magazine Cumulative  
**Fall 2002 Product**  
 Spring 2002 Product  
 Fall 2001 Product

### Choose a Report

Apparel/Accessories  
 Automotive  
 Automotive Aftermarket  
 Automotive Miscellaneous  
 Beverages  
 Candy/Sweets/Snacks  
 Electronics  
 Financial  
 Health & Beauty Aids  
 Home

**Or Search by Keyword**

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

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[Log out](#)

#### Category

Adhesive Bandages  
 Aftershave Lotion & Cologne For Men  
 Ailments/Remedies - Used prescrip  
 Asthma Relief Remedies (Nonpresc  
 Athlete's Foot/Foot Care Products  
 Bath/Shower Additives (Women)  
 Blusher (Women)

#### Base

Adults 18+  
 Men 18+  
 Women 18+

#### Target

**Used in last 6 months Total**  
 Used in last 6 months Heavy (4+)

## Fall 2002 Product Health & Beauty Aids

Adhesive Bandages  
Used in last 6 months Total  
Base: Adults 18+

Stub	Total '000	Proj '000	Pct Across	Dc
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5
Adults 25-54	120,777	66,801	56.9	5
Age 18-24	27,099	14,774	12.6	5
Age 25-34	37,615	20,493	17.4	5
Age 35-44	44,983	25,054	21.3	5
Age 45-54	38,179	21,254	18.1	5
Age 55-64	23,914	14,294	12.2	5
Age 65+	33,174	21,630	18.4	6
Men	98,303	50,424	42.9	5
Men 18-34	31,990	15,082	12.8	4
Men 18-49	64,214	30,720	26.1	4

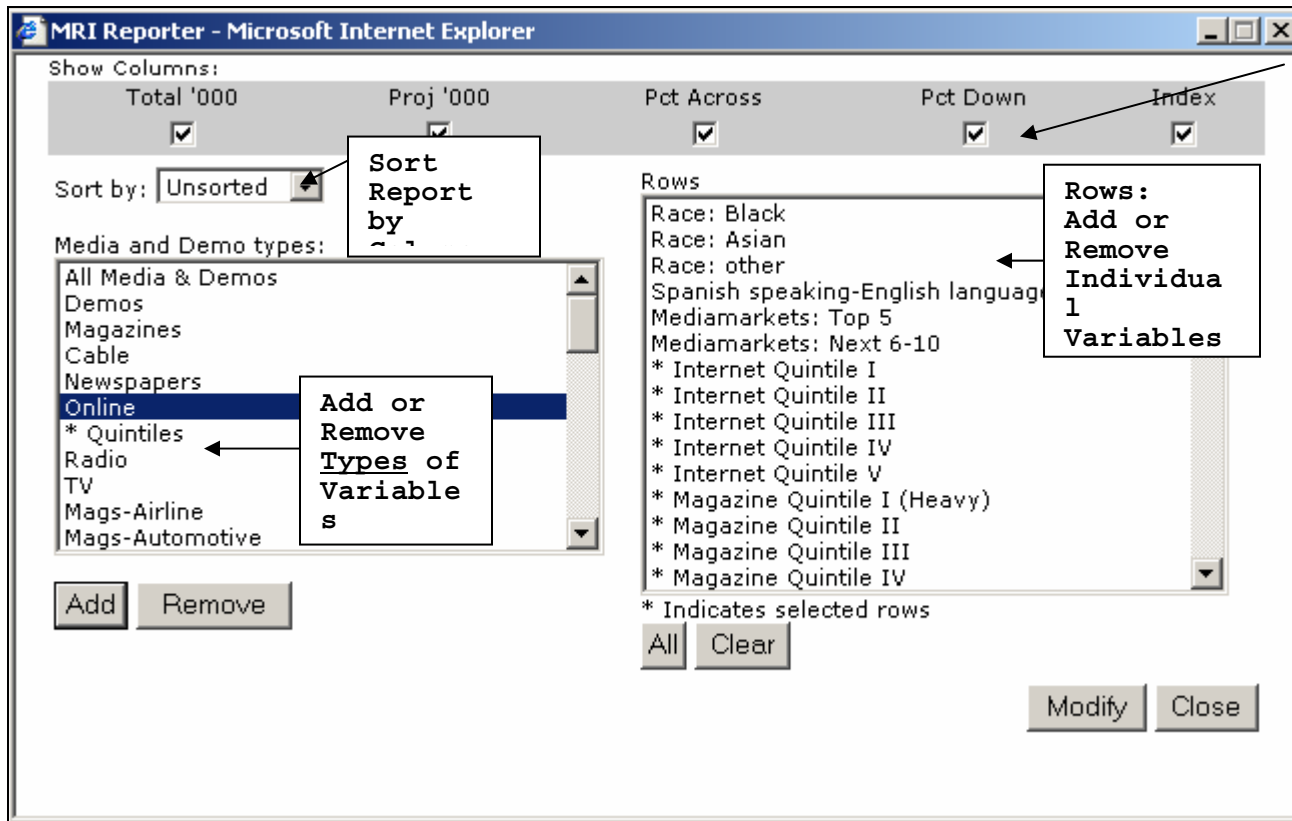
4. To Change your Report:
  - a. Choose by clicking on a new Category
  - b. Choose by clicking on a new Base
  - c. Choose by clicking on a new Target

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.

**Columns:**  
Add or  
Remove



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.

## Sorting

9. To Sort:

a. In the Report Window, click on one of the blue highlighted Columns and the system will automatically sort that column in descending order.

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**Category**  
Adhesive Bandages  
Aftershave Lotion & Cologne For Men  
Ailments/Remedies - Used prescription remedy for  
Asthma Relief Remedies (Nonprescription)  
Athlete's Foot/Foot Care Products  
Bath/Shower Additives (Women)  
Blusher (Women)

**Base**  
Adults 18+  
Men 18+  
Women 18+

**Fall 2002 Product Health & Beauty Aids**  
Adhesive Bandages  
Used in last 6 months Total  
Base: Adults 18+  
[Spreadsheet](#)

Stub	Total '000	Proj '000	Pct Across Dc
Total	204,964	117,499	100.0
Adults 18-34	64,715	35,267	30.0
Adults 18-49	130,165	71,772	61.1

Click on Blue Highlighted Columns to Sort

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.

Show Columns:  
Total '000    Proj '000    Pct Across    Pct Down    Index

Sort by: Unsorted

Options Window - Sort Pulldown Menu

Media and Demographics:  
All Media  
Demos  
Magazines  
Cable  
Newspapers  
Online  
Quintiles  
Radio  
TV  
Mags-Airline  
Mags-Automotive

Selected Rows:  
\* Adults 18-34  
\* Adults 18-49  
\* Adults 25-54  
Age 18-24  
Age 25-34  
Age 35-44  
Age 45-54  
Age 55-64  
Age 65+  
Men  
Men 18-34  
Men 18-49  
Men 25-54  
Women

\* Indicates selected rows

[Add](#)   [Remove](#)   [All](#)   [Clear](#)   [Modify](#)   [Close](#)

**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.
  - a. Report Volume "Magazine Cumulative" cannot be added to your Report List.

The screenshot shows the MRI Reporter interface with the following sections and callouts:

- Category:** Mouthwash (selected)
- Base:** Adults 18+ (selected)
- Target:** Used in last 6 months Listerine (Yellow) (selected)
- Product:** Health & Beauty Aids
- Table:**

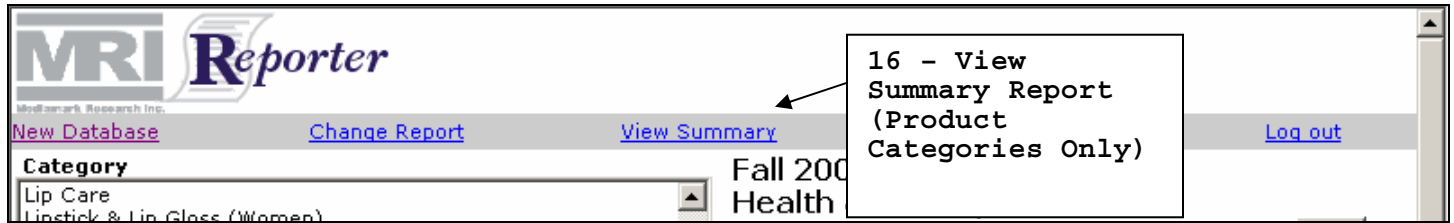
Stub	Total '000	Proj '000	Pct Across	Pct Down	Index
Adults 18-34	64,715	4,516	24.8	7.0	79
Adults 18-49	130,165	9,393	51.6	7.2	81
Adults 25-54	120,777	9,485	52.1	7.9	88

Callout boxes and their actions:

- 15 - View Saved Report List:** Points to the "View Report List" link at the top.
- 14 - Print Report:** Points to the "Print" button on the right.
- 13 - Download report to Microsoft Excel:** Points to the "Spreadsheet" button.
- 12 - Save Report by Clicking on Add to your reports button:** Points to the "Add to your reports" button at the bottom.

**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.



### Fall 2002 Product Summary

- [Accessories: Costume Jewelry](#)
- [Accessories: Fine Jewelry](#)
- [Accessories: Watches](#)
- [Alcohol: Beer, Domestic, Low Calorie](#)
- [Alcohol: Beer/Ale, Domestic, Popular](#)
- [Alcohol: Beer/Ale, Domestic, Premium](#)
- [Alcohol: Beer/Ale, Domestic, Regular](#)
- [Alcohol: Beer/Ale, Domestic, Super Premium](#)
- [Alcohol: Beer/Ale, Imported](#)
- [Alcohol: Beer, Low/No Alcohol](#)
- [Alcohol: Beer/Ale, Total](#)
- [Alcohol: Bourbon](#)
- [Alcohol: Brandy](#)
- [Alcohol: Canadian Whisky](#)
- [Alcohol: Champagne, Cold Duck & Sparkling Wines](#)
- [Alcohol: Cognac](#)
- [Alcohol: Cordials & Liqueurs](#)
- [Alcohol: Gin](#)
- [Alcohol: Irish Whiskey](#)
- [Alcohol: Malt Liquor](#)
- [Alcohol: Mixed Drinks](#)
- [Alcohol: Mixed Drinks, Prepared With Liquor](#)
- [Alcohol: Mixed Drinks, Prepared Without Liquor](#)
- [Alcohol: Port, Sherry & Dessert Wines](#)
- [Alcohol: Rum](#)
- [Alcohol: Rye or Blended Whiskey](#)

MRI Reporter - Microsoft Internet Explorer

### Fall 2002 Product Summary

[Back](#)

Alcohol: Beer/Ale, Domestic, Premium  
Base: Adults (204,964,000)

	ALL			SHARE OF USERS	SHARE OF VOLUME	VOL US IN
	'000	%	UNWGT			
Total Drank in Last 6 Months	46101	22.5	6175			
Brands:						
Budweiser	24790	12.1	3207	35.9	53.4	
Bud Dry	1620	.8	180	2.3	2.6	
Bud Ice	3704	1.8	425	5.4	3.8	
Coors Extra Gold	1319	.6	191	1.9	1.5	
Coors-Original	6781	3.3	912	9.8	8.2	
Icehouse	2971	1.4	337	4.3	2.9	
Leinenkugels	1675	.8	227	2.4	.9	
Michelob Amber Bock	2029	1.0	223	2.9	2.2	
Michelob Golden Draft	1506	.7	166	2.2	.9	
Miller Genuine Draft	9382	4.6	1354	13.6	9.2	
Miller High Life	6174	3.0	778	9.0	8.6	
Old Style	603	.3	105	.9	1.1	
Pete's Wicked	1666	.8	267	2.4	.3	
Red Dog	2081	1.0	267	3.0	1.9	
Red Hook	1017	.5	135	1.5	.2	
Shiner Bock	1198	.6	182	1.7	1.9	
Stroh's	449	.2	68	.7	.4	
Glasses/Last 7 Days						
L None	17708	8.6	2474			
L 1	4463	2.2	614			
L 2	5505	2.7	720			

Print Close

**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.

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

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.

“ \* ” 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.

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.

<u>How the Numbers are Derived</u>	
<b>Pct. Across= 71.1</b>	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%.
<b>Pct. Down= 38.6</b>	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%.
<b>Index=122</b>	The percent calculated by dividing the Pct. Across in the row by the Pct. Across in the base row (71.1/58.2).