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></th>
<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>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Regular Cola Drinks, Not Diet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></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></td>
<td>Adults 18+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></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>Total</td>
<td>204964</td>
<td>119291</td>
<td>58.2</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Adults 18-34</td>
<td>64715</td>
<td>46006</td>
<td>71.1</td>
<td>38.6</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Adults 18-49</td>
<td>130165</td>
<td>84623</td>
<td>65</td>
<td>70.9</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Adults 25-54</td>
<td>120777</td>
<td>74669</td>
<td>61.8</td>
<td>62.6</td>
<td>106</td>
<td></td>
</tr>
</tbody>
</table>

" * " 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.

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.

How the Numbers are Derived

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></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 either the Pct. Across in the row by the Pct. Across in the base row (71.1/58.2).</td>
</tr>
</tbody>
</table>
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
2. Create a new account by clicking on “Register for a FREE Account”
3. Enter information:
   - New User?
   - Register for a FREE Account
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.
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)

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.
**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.

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.
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.
Notes

If your Internet Reporter session is inactive for 20 minutes or longer, you must log on again.