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
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**

<table>
<thead>
<tr>
<th>Spring 2003 Media</th>
<th>Spring 2003 Magazine Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2002 Product</td>
<td>Fall 2001 Product</td>
</tr>
</tbody>
</table>

**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.

**Internet Reporter Options**

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.

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.
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.

16 – View Summary Report (Product Categories Only)

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 Whiskey
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: Whiskey or Blended Whiskey

Fall 2002 Product Summary

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

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>SHARE OF</th>
<th>SHARE OF</th>
<th>VOLUME</th>
<th>IF</th>
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<tr>
<td></td>
<td>0'000</td>
<td>%</td>
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Notes

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