Using GfK MRI University Internet Reporter

1. On the first screen, click on the University Reporter icon in the center of the page.

2. On the next page select “2017 Spring Reporter GfK MRI” and then on the following page, select a category from the drop down list (e.g., “Electronics”) from the list, or type a product category or brand in the search box at the top.
3. Scroll through drop down list on the next page to select a subcategory and question. For example, “Tablets & E-Readers – Activities”:

4. Modify the Report Window by selecting the Report Type (standard 1 yr. vs. 3 year trend), sample base (e.g., total adults vs. female principle shoppers, etc.) and the Details (desired brand and/or subcategory). Note that some categories also include frequency of use.
5. Brands, activities, or other items listed in the Detail column may be combined into one report by selecting “all of these items” and then CTRL + left clicking on the items you want to group together.

6. Each report may be saved (A) or downloaded into a Microsoft Excel spreadsheet (B). Saved reports may be retrieved from the folder (C).
7. Tips for reading University Reporter reports:

GfK surveys adults (≥ 18) in 25,000+ households and reports projected findings for the entire United States.

A. “BaseTotal” column lists the number of people in the U.S. in the selected Base group (e.g., 245,907,000 adults in Spring 2017), as well as subgroups of the Base group described in the row headings in the “Target” column (e.g., 74,377,000 adults with college degrees, including some with education beyond an undergraduate degree).

B. The next column, labeled “000” shows the projected number of people in the Base group who meet the selected Category and Target criteria (e.g., 15,313,000 adults over the age of 18 used a tablet or e-reader to obtain financial information, and 7,909,000 were women).

C. If a group is highlighted in red, it means the Projected number is based on a survey sample size of less than 50 and should therefore be disregarded or used with extreme caution.

D. “% Detail” is the percentage of the Base Total (i.e., all people meeting the Base, Category and Target criteria) who fall within each row heading group. (e.g., 48.4% of all adults using a tablet or e-reader to obtain financial information were male and only 5.4% of adults using a tablet or e-reader to obtain financial information were in the 18 to 24 age group).

E. “% Target” is the percentage of the group described in the row heading who meet the selected Category and Target criteria (e.g., 6.2% of adults with college educations, used a tablet or e-reader to obtain financial information).

F. “Index” indicates the likelihood that a person in the row heading subgroup will meet the selected Category and Target criteria relative to the total adult population. (e.g., Only 6.23% of all adults used a tablet or e-reader to obtain financial information, but 8.14% of those in the 35-44 age group obtained financial information via a tablet or e-reader. Thus, this age group has a 131 index ((8.14/6.23) x 100 = 131) and is 31% more likely than the total adult population to use a tablet or e-reader to obtain financial information.)