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.gfkmrismartsystem.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:**

**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.
TARGETS

Defining/Creating Targets:

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

- **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).

- **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

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

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