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## QUICK REPORTS – APPENDIX

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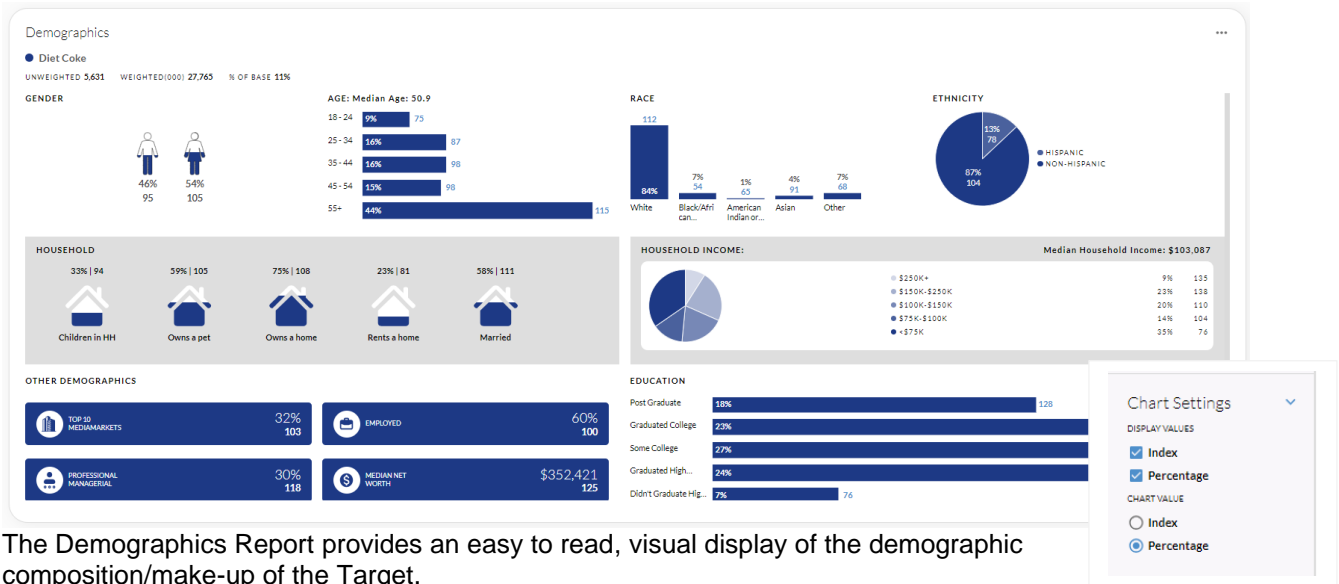
### Description

Quick Reports is a simple to use tool providing visual displays highlighting relevant consumers insights. Several reports are available focusing on different aspects/traits and behaviors of the American Consumer. Quick Report Users can easily identify:

- **Demographics:** Demographic composition of consumers/targets
- **Geographics:** Where consumers/targets are likely to be found
- **Psychographics:** Attitudes/opinions consumers/targets relate to
- **Segmentations:** General habits, attitudes, and lifestyles of consumers/targets
- **Lifestyles:** General lifestyle traits, characteristics, and behaviors engaged in throughout the day
- **Day in the Life:** Digital activities reported on an hourly basis throughout the course of the day
- **Media Exposure (General):** Types of media consumers/targets are exposed to and their levels of usage
  - **Media N-Tiles by Media Type:** Provides insights on overall exposure to general media types including levels of exposure to each media type
  - **Traditional/Digital Media Exposure:** How consumers/targets are engaging with media, either using the traditional form of the media, the digital form, or both
  - **Time Spent with Media Devices:** Provides insights on consumers/targets engagement with media devices
- **Media Exposure (Specific):**
  - **Digital Media:** Reports levels of Internet usage, average number of devices used, smart phone activities and app types used by consumers/targets
  - **Podcasts:** Provides insights related to the Targets engagement with Podcasts including levels of listening, devices used to listen, genres listened to, and podcast attitudes
  - **Radio:** Provides insights related to the Targets engagement with Radio including audio services, formats listened to, devices used to listen, and radio attitudes
  - **Social Media:** Provides insights into what consumers/targets are doing with social media, what services they use and their reasons for using
  - **Streaming Video Services:** Consumers/Targets attitudes, services subscribed to, and average time spent streaming
  - **Television:** Provides insights into Target's television viewing including channels/networks viewed, show types viewed, and levels of viewing
  - **Websites:** Provides insights into Target's engagement with websites including options to view exposure by genre or details/websites within genres
- **Product Usage:** Product Usage by product category and product category details including levels of usage and brand usage

The following provides a description of each Quick Report including the reporting items used in each report, report settings and options available to users, and studies available within each report.

## DEMOGRAPHICS REPORT



The Demographics Report provides an easy to read, visual display of the demographic composition/make-up of the Target.

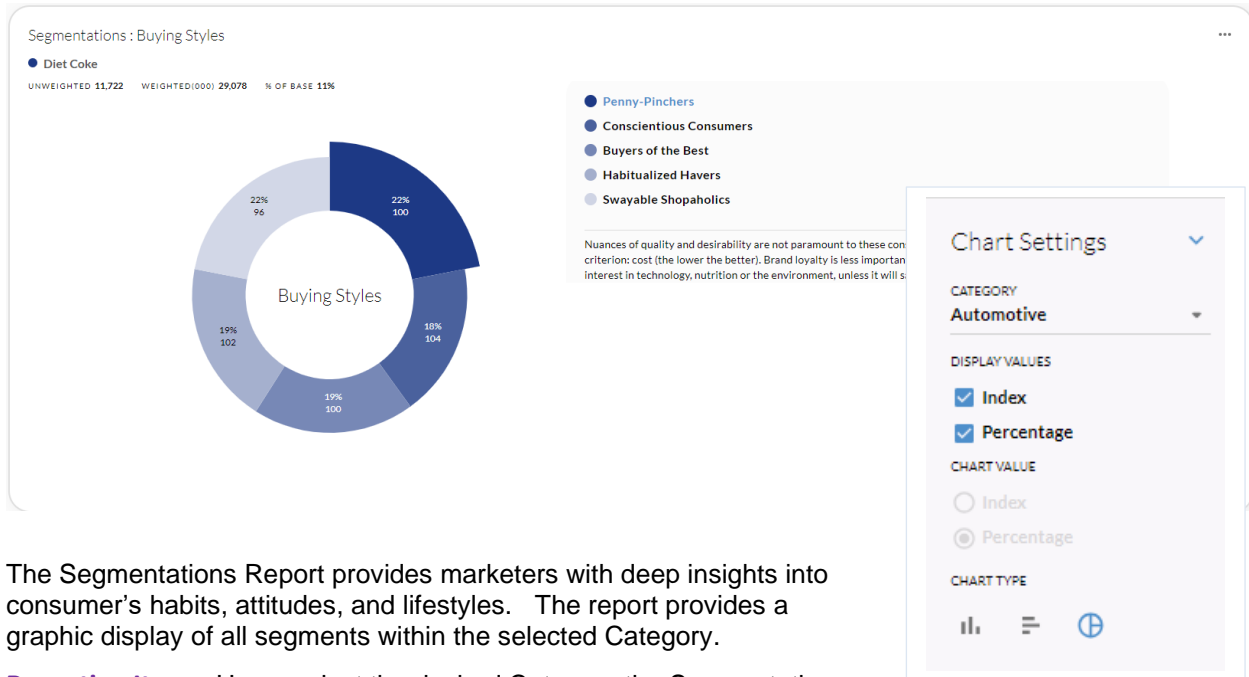
**Reporting Items:** All reporting items in the Demographics Report are standard demographic breaks and include the following:

- **Gender:** Women, Men
- **Age:** 5 Mutually Exclusive Age Segments and Median Age
- **Race:** 5 Not Mutually Exclusive Segments
- **Ethnicity:** Hispanic, Non-Hispanic
- **Household Composition:** Presence of Children, Owns a Pet, Owns a Home, Rents a Home, Married
- **Household Income:** 5 Mutually Exclusive Segments and Median Household Income
- **Other Demographics:** Top 10 Mediamarkets, Employed, Professional/Managerial, Median Net Worth
- **Education:** (5 Mutually Exclusive Segments)

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the height or width of bar charts.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.

## SEGMENTATIONS REPORT



The Segmentations Report provides marketers with deep insights into consumer’s habits, attitudes, and lifestyles. The report provides a graphic display of all segments within the selected Category.

**Reporting Items:** Users select the desired Category the Segmentations Report is based on. The report includes a brief description of each segment within the selected category.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the type of chart to be displayed. By default, Segmentations are displayed in a Donut Chart.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.

PSYCHOGRAPHICS REPORT

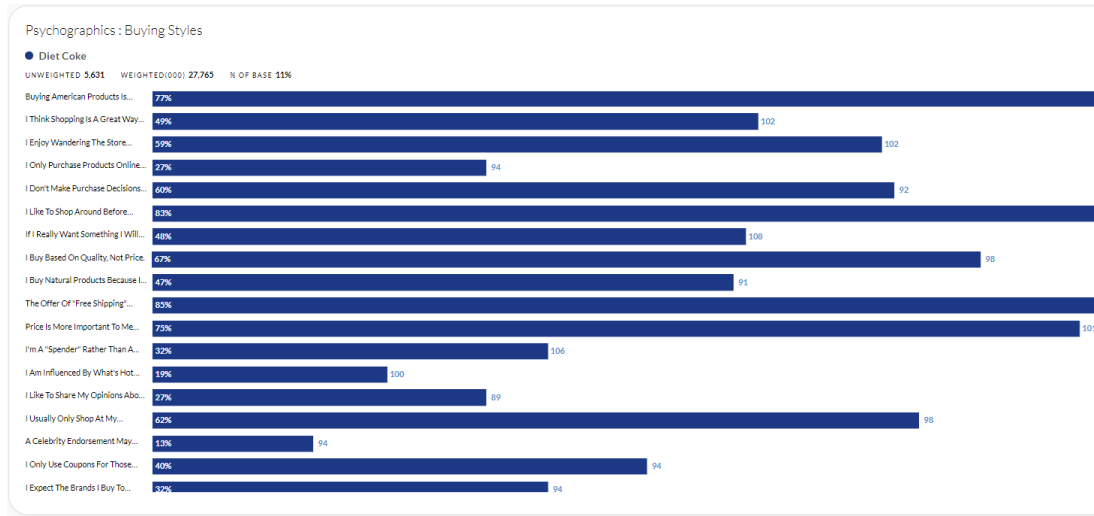


Chart Settings

CATEGORY  
Buying Styles

DISPLAY VALUES

Index

Percentage

CHART VALUE

Index

Percentage

RESPONSE

Any Agree

Agree Completely

Agree Somewhat

Disagree Somewhat

Disagree Completely

Any Disagree

FILTER  
Show All

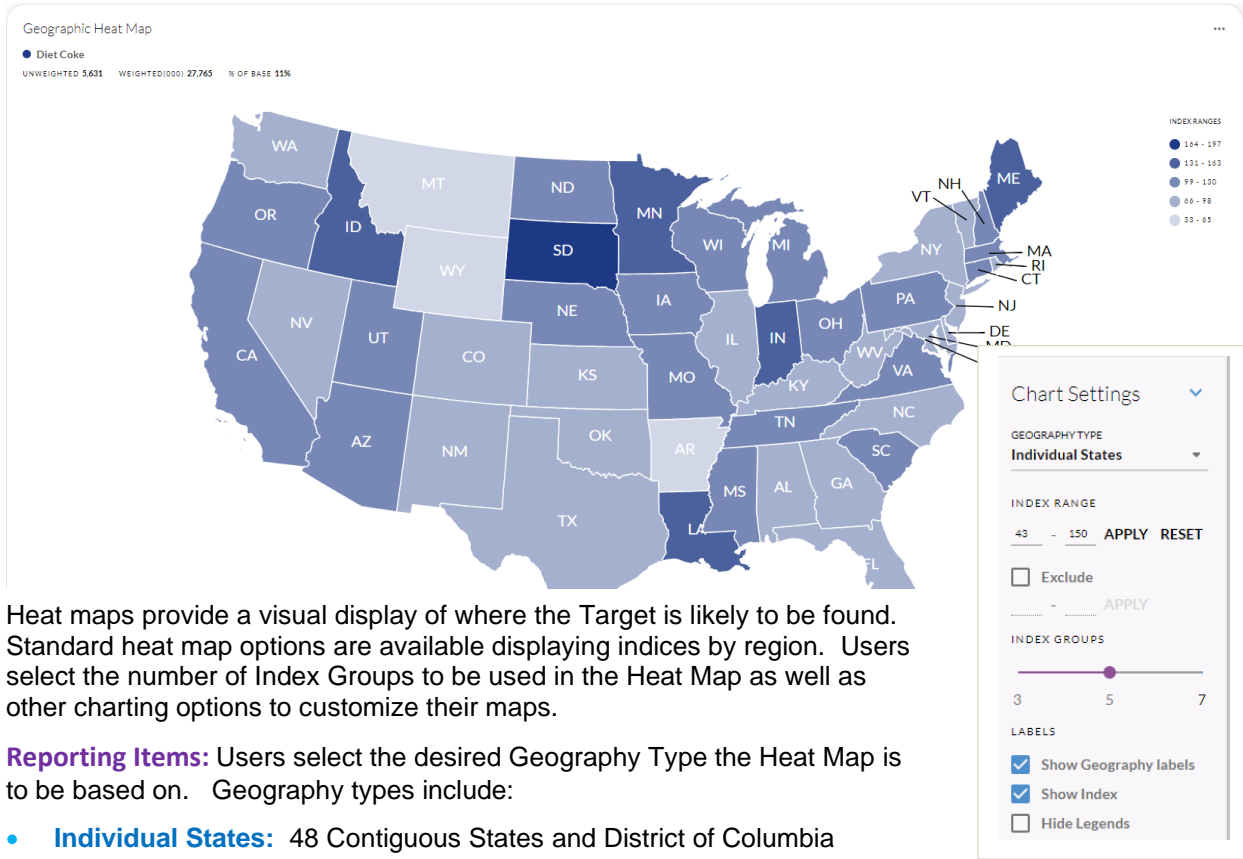
The Psychographic Report creates simple flag charts using Likert Scale data, providing insights into the target’s attitudes, values, interests, and more. Users select the Psychographic Battery to base the report on as well as the desired agree/disagree level to be reported.

**Reporting Items:** Users select the desired Psychographic Battery to be reported. All measured Batteries are available for selection.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width of the bars/flags within the chart. Also available for selection is the agree level to be applied to the psychographic statements and the filter to be applied to the report (i.e., show all statements within the selected Battery or show Top N statements).

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.

**GEOGRAPHIC HEAT MAP**



Heat maps provide a visual display of where the Target is likely to be found. Standard heat map options are available displaying indices by region. Users select the number of Index Groups to be used in the Heat Map as well as other charting options to customize their maps.

**Reporting Items:** Users select the desired Geography Type the Heat Map is to be based on. Geography types include:

- **Individual States:** 48 Contiguous States and District of Columbia
- **Marketing Regions**

**New England:**

- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

**Middle Atlantic:**

- New York
- New Jersey
- Pennsylvania \*
- Delaware
- Maryland
- Virginia \*\*
- District of Columbia

**East Central:**

- Michigan
- Pennsylvania \*
- Ohio
- Kentucky
- West Virginia
- Indiana

**West Central:**

- Illinois
- Wisconsin
- Minnesota
- Iowa
- Missouri
- North Dakota
- South Dakota
- Nebraska
- Kansas
- Montana
- Wyoming
- Colorado

**South East:**

- Virginia \*\*
- North Carolina
- South Carolina
- Georgia
- Florida
- Tennessee
- Mississippi
- Alabama

**South West:**

- Arkansas
- Louisiana
- Oklahoma
- Texas
- New Mexico

**Pacific:**

- Washington
- Idaho
- Utah
- Arizona
- Nevada
- Oregon
- California

**GEOGRAPHIC HEAT MAP, Continued**

\*The following Pennsylvania counties are in the East Central region:

Allegheny	Butler	Erie	Greene	Lawrence	Warren
Armstrong	Clarion	Fayette	Indiana	Mercer	Washington
Beaver	Crawford	Forest	Jefferson	Venango	Westmoreland

All other Pennsylvania counties are in the Middle Atlantic region.

\*\*The following Virginia counties are in the Mid-Atlantic region:

Arlington (including Alexandria City)	Loudon
Fairfax (including Falls Church)	Prince William

All others are in the South East region.

- **Census Sub-Regions:** 9 Census Sub-Regions including:

**New England:**

Maine  
New Hampshire  
Vermont  
Massachusetts  
Rhode Island  
Connecticut

**Middle Atlantic:**

New York  
New Jersey  
Pennsylvania

**South Atlantic:**

Delaware  
Maryland  
District of Columbia  
Virginia  
West Virginia  
North Carolina  
South Carolina  
Georgia  
Florida

**East South Central:**

Kentucky  
Tennessee  
Alabama  
Mississippi

**West South Central:**

Arkansas  
Louisiana  
Oklahoma  
Texas

**East North Central:**

Ohio  
Indiana  
Illinois  
Michigan  
Wisconsin

**West North Central:**

Minnesota  
Iowa  
Missouri  
North Dakota  
South Dakota  
Nebraska  
Kansas

**Mountain:**

Montana  
Idaho  
Wyoming  
Colorado  
New Mexico  
Arizona  
Utah  
Nevada

**Pacific:**

Washington  
Oregon  
California

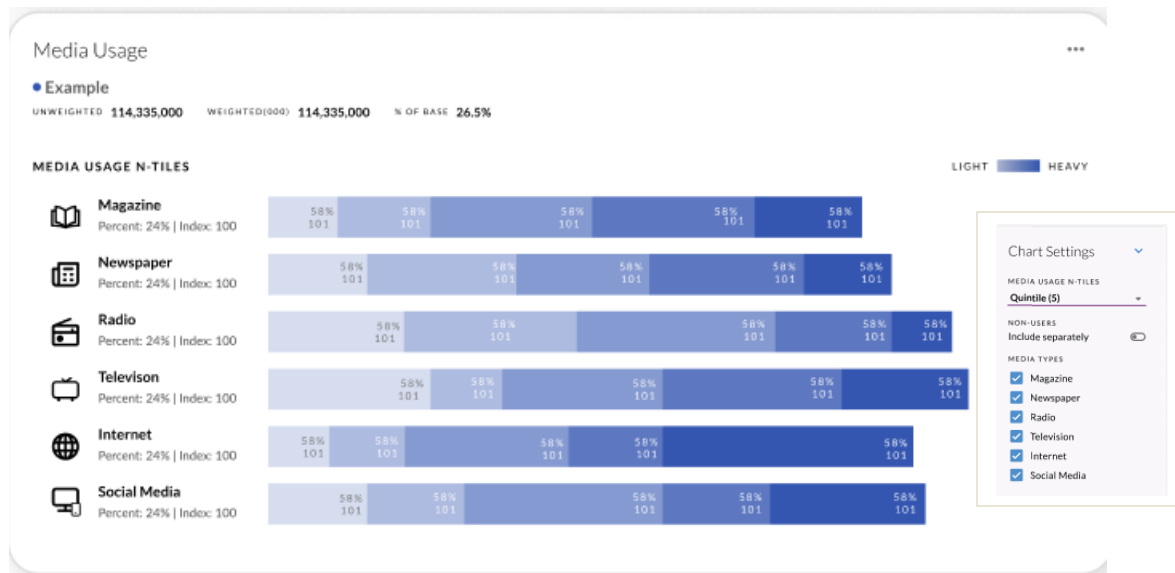
**Chart Settings:** Chart settings allow Users to select the Geography Type to be used in the Heat Map, the number of Index Groups the Map is to be grouped by, and labels to include/exclude from the Map.

**GEOGRAPHIC HEAT MAP, Continued**

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA Studies.

**Excluded Studies:** Excluded from the available studies are Market-by-Market Studies and Flex Studies.

## MEDIA USAGE



The Media Usage Report provides a visual display of media usage levels for individual media types, ranging from light users to heavy users. Media Usage scores, a volumetric measure, are used to calculate N-Tiles, representing usage levels for each media type.

**Reporting Items:** Users select the desired Media Types to be included in the Media Usage Report. Available Media Types and the volumetric measure used in each media usage score are:

- **Magazines:** Number of issues read in a month
- **Newspapers:** Number of newspapers read in a 28-day period
- **Radio:** Number of half-hours listened to in a week, Monday-Friday
- **Television:** Total number of half-hours viewed in a week
- **Internet:** Number of hours spent in an average week
- **Social Media:** Number of hours spent in an average week

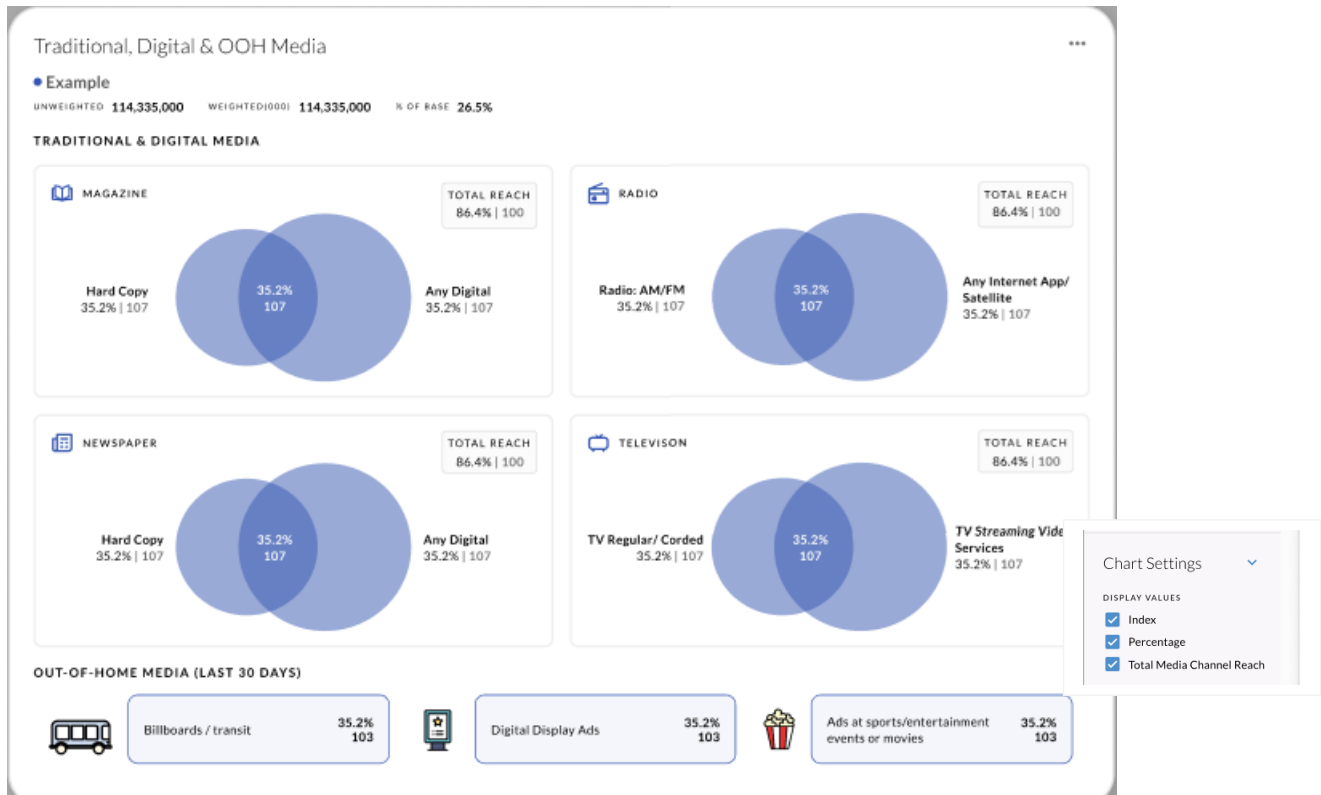
**Chart Settings:** Chart settings allow Users to select the Media Types to include in the report, if Non-Users of each Media Type should be reported separately and the N-Tiles/Usage Levels to be created. Available N-Tiles/Usage Levels include:

- **Quintiles:** For each selected media type, total media consumption is arrayed into five usage levels or tiles. Uneven split N-tiles are used.
- **Quartiles:** For each media type, total media consumption is arrayed into four usage levels or tiles. Uneven split N-tiles are used.
- **Terciles:** For each media type, total media consumption is arrayed into three usage levels or tiles. Uneven split N-tiles are used.
- **Hi-Lo:** For each media kind, total media consumption is arrayed into two usage levels or tiles. Uneven split N-tiles are used.
- **Non-Users:** Non-Users of each media type can be displayed in the Media Usage chart in a separate tile.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.



TRADITIONAL, DIGITAL & OOH MEDIA



This report summarizes the Target’s relationship between Traditional and Digital media and also provides basic audience metrics for Out-of-Home Media.

**Traditional vs. Digital Media Usage**

**Reporting Items:** The audience metrics in the Venn Diagrams displayed in this report are based on

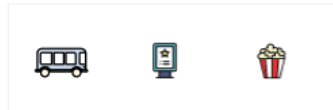
- **Magazines:**
  - **Hard Copy (Traditional):** Represents the net print/paper/hard copy average audience across all measured magazines and major newspapers.
  - **Any Digital:** Represents a net across all measured Magazine Websites.
- **Radio:**
  - **AM/FM (Traditional):** Represents a net across any AM listening or any FM listening
  - **Internet/App or Satellite Listening (Digital):** Represents a net across any internet/app or satellite listening.
- **Newspapers:**
  - **Hard Copy (Traditional):** Represents the net print/paper/hard copy audience across "read any daily newspaper" or "read any Sunday newspaper".
  - **Any Digital:** Represents a net across 3 digital measurements:
    - Newspaper cell/mobile app personally used last 30 days
    - Tablets and E-Readers Apps, personally Used newspaper app , last 30 days
    - Read or looked into any electronic version of a newspaper, including website: In last 30 days

## TRADITIONAL, DIGITAL & OOH MEDIA, Continued

- **Television**

- **Regular/Corded (Traditional):** Represents households who subscribe to Cable, Satellite or Fiber Optic TV; or, own and use a TV antenna (OTA (Over-the-Air) Antenna). Note, “Households who own and use a TV antenna” was added to the definition of “Regular/Corded” Television in the 2020 Spring National Study.
- **Streaming/Video Services (Digital):** Represents a net across measured streaming video services used in the last 30 days.

### Out-of-Home Media Usage:



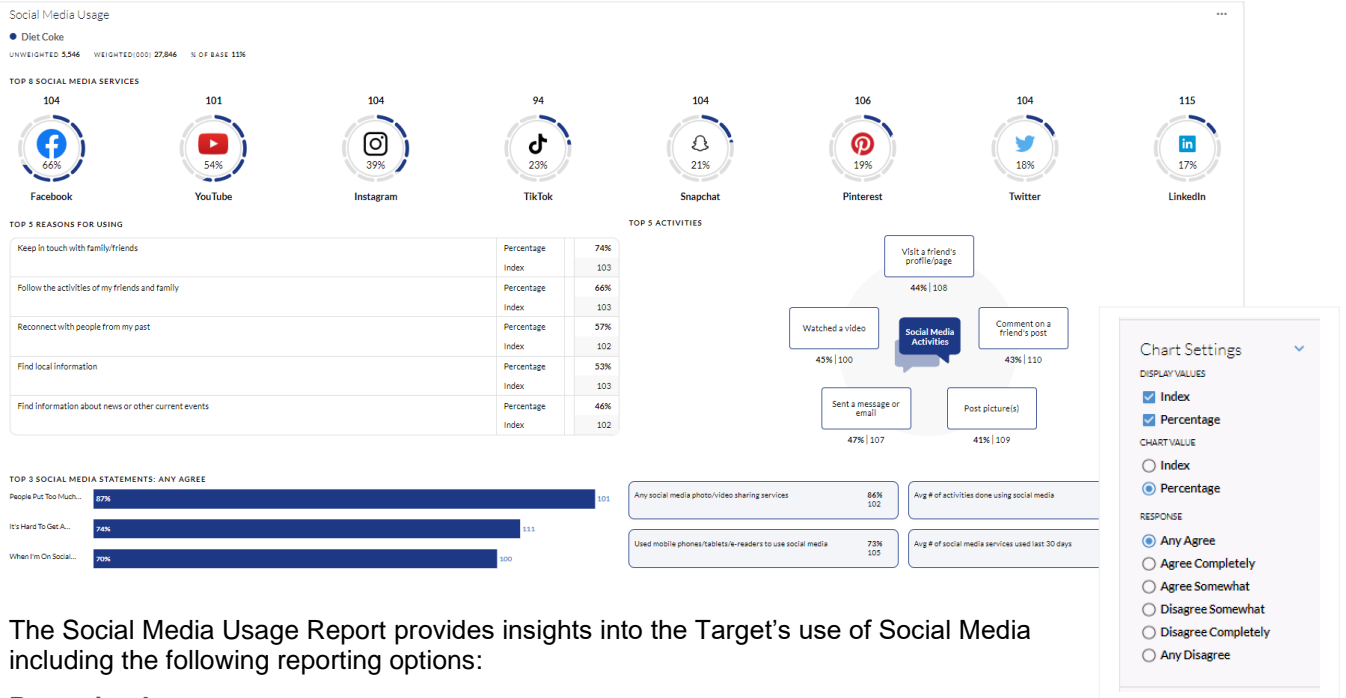
**Reporting Items:** The following Out-of-Home Media types and their audience metrics are included in the report:

- **Billboards/Transit:** Represents a net across the following seen in the last 30 days:
  - Billboards
  - Ads on buses
  - Ads at bus stops or train stations
  - Ads inside taxis
  - Ads on top of taxis
- **Digital Display Ads:** Represents a net across measured video ads seen in the last 30 days.
- **Ads at Sports, Entertainment, Events, Movies:** Represents a net across the following seen in the last 30 days:
  - Ads at sports or entertainment events
  - Ads on posters at movie theaters
  - Ads shown on-screen before the start of a movie
  - Product placement in movies

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.

## SOCIAL MEDIA USAGE



The Social Media Usage Report provides insights into the Target's use of Social Media including the following reporting options:

### Reporting Items:

- Top 8 Social Media Services Used:** The reporting items in this chart are based on “Social media, photo or video-sharing services visited or used in the last 30 days”. All services are considered and the top 8, based on Percentage of Target are displayed in the report.
- Top 5 Reasons for Using:** The reporting items in this table are retrieved from the category, “Psychographics > Social Media > How Important to You”. For each available reason listed in this category, a net across “Somewhat Important” or Very Important” was used. All reasons are considered and the top 5, based on Percentage of Target are displayed in the table.
- Top 5 Activities:** The reporting items in this chart are retrieved from the category, “Media > Internet > Activities Done Using a Social Media, Photo or Video Sharing Service in the Last 30 Days”. All activities are considered and the top 5, based on Percentage of Target are displayed in the chart.
- Top 3 Social Media Statements:** The reporting items in this chart are retrieved from the category, “Psychographics>Social Media Attitudes”. All attitudes are considered based on the Agreement Level selected. The top 3 Statements, based on Percentage of Target are displayed in the chart.
- Social Media Blocks:**
  - Any Social Media Photo/Video Sharing Services:** This reporting item is retrieved from the category, “Media > Internet > Social media, photo or video-sharing services visited or used in the last 30 days>Any Social Media/Photo/Video-sharing services”.
  - Avg # of Activities Done Using Social Media:** This average is retrieved from the Category, “Media > Internet: Activities Done Using A Social Media, Photo Or Video-Sharing Service In The Last 30 Days in last 30 days”. All activities are used in the expression and the mean function is applied to calculate the average number of activities.
  - Used Mobile Phones/Tablets/E-Readers to Use Social Media:** This reporting item is retrieved from the category, “Electronics > Mobile Phones/Tablets/E-Readers > Activities Last 30 Days > Visited or Used Social Media”

### **SOCIAL MEDIA USAGE, Continued**

- **Avg # Of Social Media Services Used Last 30 Days:** This average is retrieved from the Category, “Media > Internet > Social media, photo or video-sharing services visited or used in the last 30 days”. All services are used in the expression and the mean function is applied to calculate the average number of services used.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width of the bars/flags within the chart. Also available for selection is the agree level to be applied to the Social Media Psychographic Statements.

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA Studies.

**Excluded Studies:** comScore Fusion Studies **and** Connect Studies are not available in this report as some of the Social Media Reporting items in the report are blocked in both.

WEBSITES REPORT



The Websites Report provides insights into the types of Websites (Genres) the Target is visiting along with details within any selected Genre, showing the Target’s exposure to specific websites within the genre. Both the Genre Report and the Detailed Report include the same chart/reporting options.

**Reporting Items:**

The reporting items for the Websites report are based on either genres or specific websites within genre.

- **Genres:** The genres included in the report are retrieved from the Category, “Media > Internet > Websites Visited or Apps Used in Last 30 Days”. For each Genre a net is created across the individual websites within the Genre.
- **Websites within Genre:** The detailed websites within the selected Genre are retrieved from the Category, “Media > Internet > Websites Visited or Apps Used in Last 30 Days”. Each measured website within the selected genre is considered in the detailed report.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width of bar/flags in the chart. Users can also select a filter to apply to their report to show all genres/websites or the Top N.

**WEBSITES REPORT, Continued**

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA Studies.

**Excluded Studies:** comScore Studies and Connect Studies are not available in this report as MRI-Simmons USA measured websites are blocked in both.

DIGITAL REPORT



The Digital report provides insights into the Target’s digital lives. This report explores time spent on the internet, average number of internet devices and average number of social media activities, time spent with social media, smart phone activities as well as the top 10 mobile apps used. A lot can be learned about the Target’s digital lives through the multiple charts displayed in this report.

Reporting Items:

- Internet Usage: Heavy/Medium/Light and Average Time:** Heavy/Medium/Light Internet Users and the average time spent are based on total time spent using the Internet *yesterday*. The data retrieved is a volumetric measure and is split into un-even spilt n-tiles. Additionally, mean hours are calculated against the volumetric measure. See details below regarding the measurement of the time spent using the Internet yesterday.
- Internet, Average Number of Devices:** This average is based on the following devices used to look at or use the Internet in the last 30 days:

- Desktop Computer
- Laptop or Netbook Computer
- iPad or other Tablet
- Cellphone or Smartphone
- E-reader
- iPod or other MP3 Player
- Video game console
- Television

- Social Media Average Number of Activities:** The average number of activities is based on the following activities done using a social media, photo or video-sharing service in the last 30 days:

- |  |  |
|--|--|
| Updated your status                    | Sent a message or e-mail                             |
| Updated your profile                   | Used IM  |
| Posted a picture                       | Played a game  |
| Used a filter on a picture             | Invited people to an event                           |
| Posted a video                         | Sent a real or virtual gift                          |
| Posted a website link                  | Posted that you “Like” something                     |
| Visited a friend’s profile or page     | “Followed” or became a “fan of” something or someone |
| Commented on a friend’s post           | Clicked on an advertisement                          |
| Posted a blog entry                    | Watched a video                                      |
| Rated or reviewed a product or service | Posted your current location                         |
|  | Re-post or share a post created by someone else      |

**DIGITAL REPORT, Continued**

- **Average Time Spent on Social Media Yesterday:** This average is based on “Social Media: Total Time Spent using Yesterday. See details below regarding the measurement of the time spent using Social Media Yesterday.
  
- **Top 8 Smart Phone Activities:** The reporting items in this chart are retrieved from the Category, “Electronics > Mobile Phone/Tablet > Features” including the three sets of features listed below. All Smart Phone Activities are considered, and the top 8 Activities are reported based on percentage of Target. The three sets of features activities are retrieved from include:
  - Communication Features
  - Media Features
  - Other Features
  
- **Top Ten Mobile App Types:** The reporting items in this chart are retrieved from the Category, “Electronics > Mobile Phone/Tablet > Apps > Personally Used in the last 30 Days” and includes the app types listed below. All Mobile App Types are considered and the top 10 App Types reported are based on percentage of Target.

Banking/Finance	Games	News	TV/Cable
Books	Healthcare	Newspaper	Travel
Calendar/Schedule	Local Information	Photography	Video (e.g. short clips)
Daily Deal	Magazine	Reference	Weather
Dating	Movies	Rideshare/Taxi	Other Entertainment
Education	Music (to listen)	Shopping/Retail	
Fitness	Music Store (to purchase)	Sports	
Food/Cooking	Navigation/Maps	Social Media	



DIGITAL REPORT, Continued

DETAILS ON THE MEASUREMENT OF TIME SPENT ON INTERNET AND SOCIAL MEDIA:

- Amount of Time Spent Using the Internet:** Respondents were asked how much time was spent using the Internet Yesterday. If the survey was conducted on a Sunday or Monday, the respondent was asked about Friday's usage. Respondents were asked to **include** time spent using social media, but to **exclude** time spent using email.
- Amount of Time Spent Using Social Media:** If the respondent indicated any time was spent using the Internet yesterday they were presented with a follow-up question regarding how much time was spent using Social Media. Those respondents who used the Internet yesterday were asked, "**OF THAT TIME**, how much time, if any, did you spend using Social Media?" If the survey was conducted on a Sunday or Monday, the respondent was asked about *Friday's usage*.

View a summary or create a printout or page  
 Share a meme or GIF  
 Other  
 None of the above

7.17 IN\_0555\_INTY

Thinking of [IF CURRENT DAY OF THE WEEK IS ANY DAY FROM TUESDAY THRU SATURDAY, ASKED ABOUT YESTERDAY; IF DAY OF THE WEEK IS SUNDAY OR MONDAY, ASKED ABOUT FRIDAY], how much time in total did you spend using the Internet? Please include time spent on social media, but do not include time spent using email.

- 10 hours or more
- 5 hours to less than 10 hours
- 2 hours to less than 5 hours
- 1 hour to less than 2 hours
- ½ hour to less than 1 hour
- Less than ½ hour
- None

**Amount of Time Spent on Internet Yesterday:**  
 The amount of time in total spent on the Internet yesterday is based on this question in the survey. Note: If survey was conducted on a Sunday or Monday the Amount of time spent was asked about *Friday*.

[PRESENTED IF ANY TIME SPENT USING INTERNET YESTERDAY/FRIDAY; RESPONDENT SELECTED ANY OPTION, EXCEPT "NONE" IN IN\_0555\_INTY; ONLY OPTIONS EQUAL TO AND LESS THAN TIME SELECTED IN IN\_0555\_INTY ARE SHOWN]

7.18 IN\_0555\_SOCM

Of that time, how much time, if any, did you spend using social media [IF CURRENT DAY OF THE WEEK IS ANY DAY FROM TUESDAY THRU SATURDAY, ASKED ABOUT YESTERDAY; IF DAY OF THE WEEK IS SUNDAY OR MONDAY, ASKED ABOUT FRIDAY]?

- 10 hours or more
- 5 hours to less than 10 hours
- 2 hours to less than 5 hours
- 1 hour to less than 2 hours
- ½ hour to less than 1 hour
- Less than ½ hour
- None

**Amount of Time Spent on Social Media Yesterday:**  
 Following the question regarding how much time was spent on Internet yesterday, the next question in the survey asks, "**OF THAT TIME**, how much time, if any, did you spend using Social Media?" Note: If survey was conducted on a Sunday or Monday the Amount of time spent was asked about *Friday*.

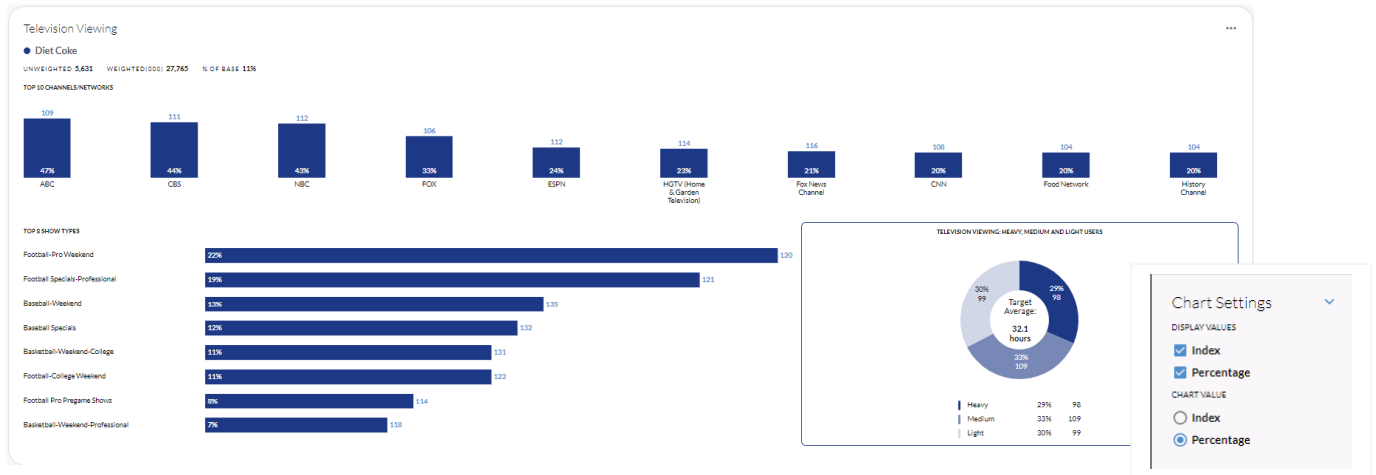
7.19 IN\_0556\_INTS

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart.

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA Studies.

**Excluded Studies:** comScore Fusion Studies and Connect Studies are not available in this report as some/all MRI-Simmons USA measured digital reporting items are blocked in both.

TELEVISION VIEWING REPORT



The Television Viewing Report provides insights into the Target’s Television viewing habits, highlighting the top 10 Channels/Networks viewed, Top 8 Show Types Viewed and level of viewership including average hours watched.

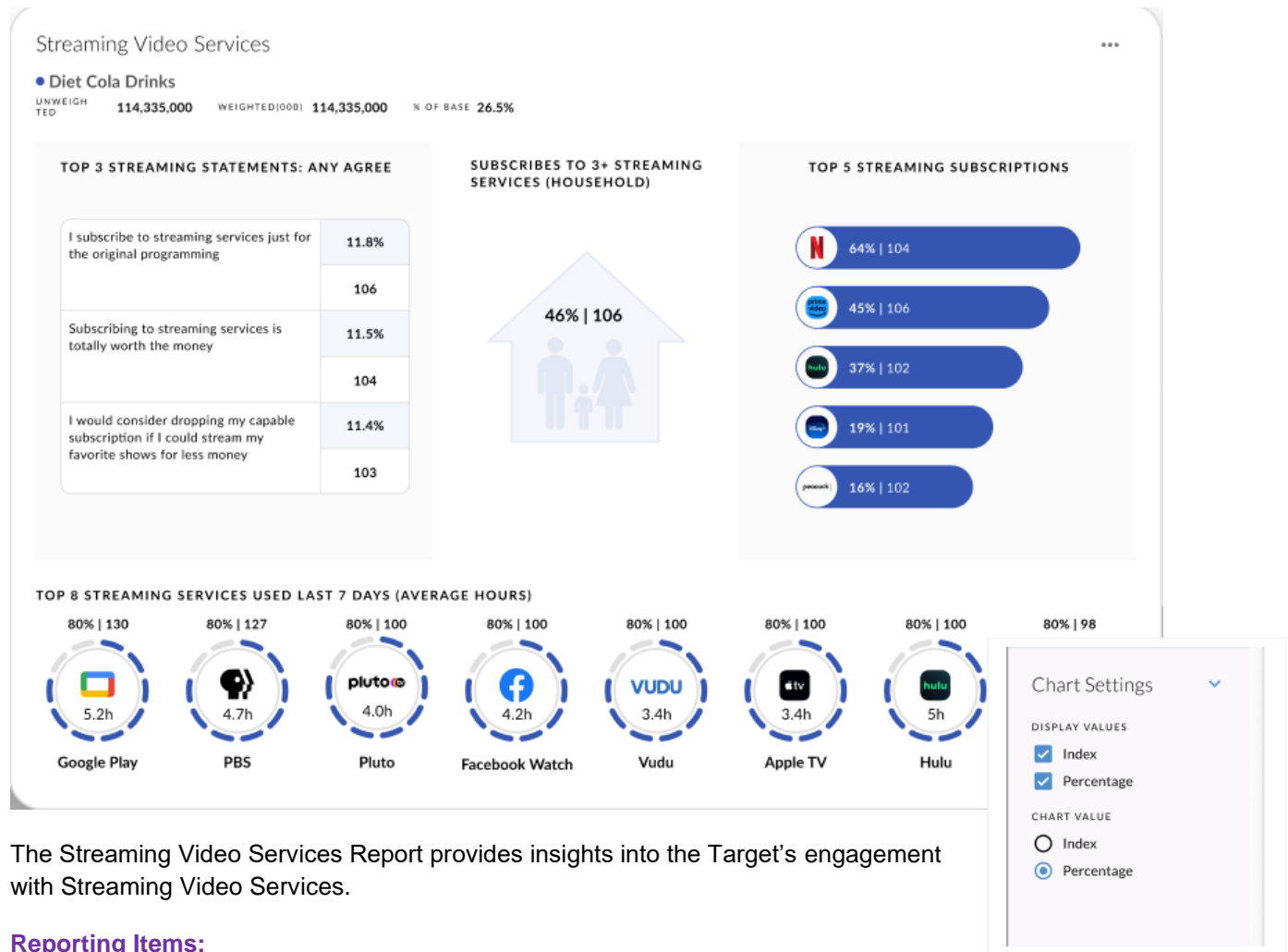
**Reporting Items:**

- **Top 10 Channels or Networks:** The reporting items for this chart are retrieved from the Category, “Media > Television > Television Channels or Networks in Last 7 Days: Any Watching”. All Channels/Networks are considered and the top 10 Channels/Networks are reported based on percentage of Target.
- **Top 8 Show Types:** The reporting items for this chart are retrieved from the Category, “Media > Television > TV Show Types”. All Show Types are considered and the top 8 Show Types are reported based on percentage of Target.
- **Television Viewing: Heavy, Medium and Light Users and Average Hours:** The reporting items for this chart are retrieved from the Category, “Media > Summaries > Media Usage > TV Viewers Total. (Volume:). The data retrieved is a volumetric measure and is split into un-even split n-tiles. Additionally, mean hours is calculated against the volumetric measure.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA Studies.

STREAMING VIDEO SERVICES



The Streaming Video Services Report provides insights into the Target's engagement with Streaming Video Services.

Reporting Items:

- **Top 3 Streaming Statements:** The reporting items for this chart are retrieved from the Category, "Psychographics > More TV Viewing". Within this category, all statements are filtered by the search string "stream" to retrieve only the statements related to Streaming. The Agree Level set for the report is "Any Agree".
- **HH Subscribes to 3+ Streaming Services:** The reporting items for this chart are retrieved from the Category, "Media > Television > Streaming Video Services > Household Subscribes To (HH)". All reporting items within the category are considered and a count function, set to a minimum of 3, is applied.
- **Top 5 Streaming Subscriptions:** The reporting items for this chart are retrieved from the Category, "Media > Television > Streaming Video Services > Household Subscribes To (HH)". All reporting items within the category are considered and the top 5 services are selected based on percentage of Target.
- **Top 8 Streaming Services Used Based on Average Hours Last 7 Days:** The reporting items for this chart are retrieved from the Category, Media > Television > Streaming Video Services > Number of Hours Watched Last 7 Days.

## STREAMING VIDEO SERVICES, Continued

- **Top 8 Streaming Services Used, Continued**

- **Average Hours:**
  - The Mean hours for each service are calculated by taking all breakouts for the number of hours and applying the MEANNOZERO Function to the group of hours.
  - The MEANNOZERO Function must be created for each Streaming Service
  - The top 8 will be determined based on the weighted value for Average Number of Hours
- **Percentage and Index:**
  - The percentages and indices for the top 8 Streaming Services (Based on Average Hours Last 7 Days) are retrieved from the Category, "Media > Television > Streaming Video Services > Any Watching Past 7 Days."
  - The percentage and Index for each of the top 8 Services are retrieved separately from the Average Hours used to report the top 8 services based on Average Hours.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart.

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA

**Excluded Studies:** Connect Studies are not available in this report as MRI-Simmons USA measured streaming video reporting items are blocked in the Connect Studies.

PRODUCT CATEGORY SUMMARY



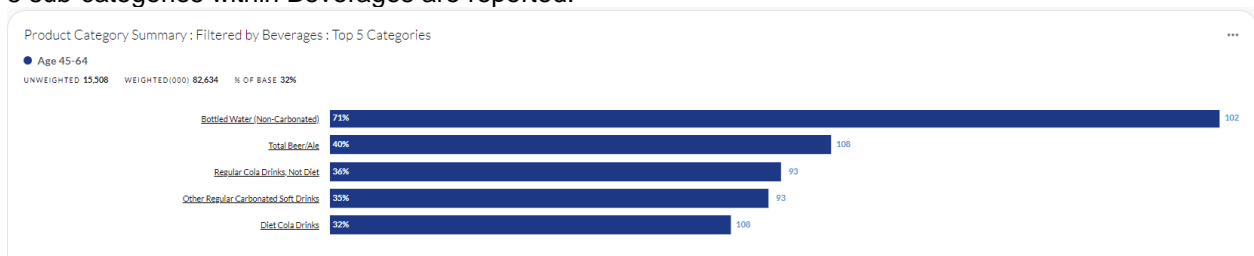
The Product Summary Report provides insights into the standard product categories the target is using/more likely to use. Reported standard product categories are grouped into the following product category groups:

- |                                    |   |
|------------------------------------|---|
| Apparel/Accessories                | Household Products – Food/Drink Products          |
| Automotive Aftermarket             | Household Products – Non-food Products            |
| Automotive Miscellaneous           | Household Products – Pets                         |
| Beverages                          | Leisure/Sports: Family Restaurants & Steak Houses |
| Candy/Sweets/Snacks                | Media – Radio/Audio: Podcasts                     |
| Electronics                        | Personal Care                                     |
| Health & Beauty Aids               | Personal Items                                    |
| Home                               | Shopping  |
| Household Products – Baby/Children | Tobacco   |

**Reporting Items:**

The reporting items shown in the Product Summary report are Product Categories. Users have the option of reporting all product categories; or, filtering the report by a selected super-product category.

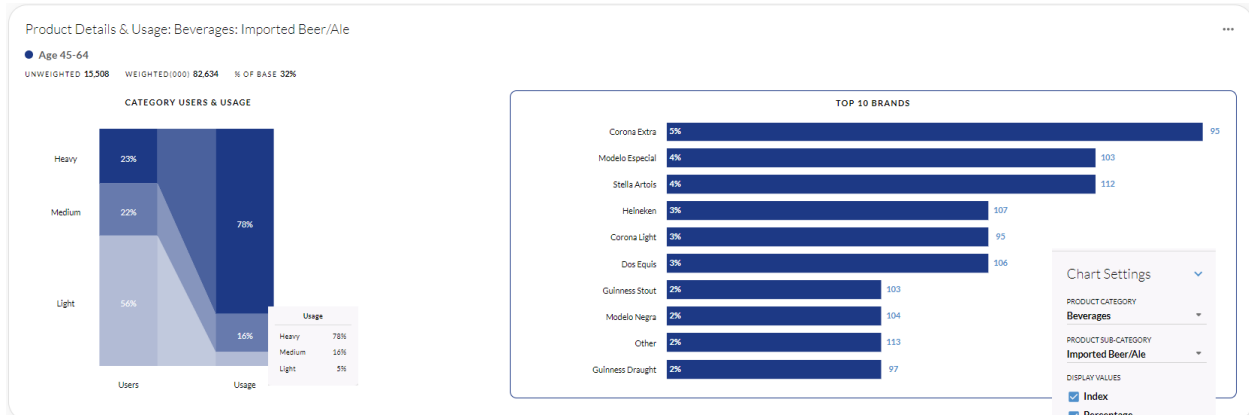
- e.g. A super-product category, such as Beverages, can be selected as the filter for the report.
- Once a super-product category is selected, only sub-categories within the Super-Category will be reported.
- The screenshot below provides an example of a report filtered by “Beverages”. In this report the top 5 sub-categories within Beverages are reported.



**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart. Users can also select a general filter to apply to their report to show all categories or the Top N.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA studies.

PRODUCT DETAILS & USAGE



The Product Details & Usage report provides insights into the target’s usage and levels of consumption of the selected product category. Users, levels of usage and brand details are reported.

Reporting Items:

- **Category Users & Usage:** The Category Users and Usage chart compares User segments (Heavy/Medium and Light Users) to the usage/volume each segment accounts for. Users and Usage are based on the selected target.
  - **Users:** On the left side of the chart, Heavy, Medium and Light Users are shown as a percentage of the Target.
    - Users of the category are defined by those who used the category in the broader usage period. In the example illustrated here, Users are those Adults 45-64 who drank imported beer/ale in the last 6 months.
  - **Usage:** On the right side of the chart the percentage of total usage/consumption each user group accounts for is displayed.
    - Usage is based on consumption during the recent reporting period. In the example illustrated here, usage is based on the number of glasses drank in the last 7 days.

**How to Read Category Users & Usage Chart:** The chart provides a visual display comparing Users (Heavy/Medium and Light Users) to their levels of total consumption. The chart is based on the selected target and product category and is read as follows:

- **Users:**
  - **Heavy Users:** 23% of Adults 45-64 are Heavy Users of Imported Beer.
  - **Light Users:** 56% of Adults 45-64 are Light Users of Imported Beer.
    - Note: Light Users include those who used the category in the last 6 months but not within the recent reporting period.
    - In this example, Light Users include those who drank imported beer/ale in the last 6 months; and, drank 0-1 glasses in the last 7 days.

PRODUCT DETAILS & USAGE, Continued

- **Usage:** The percentage of total consumption each User Group accounts for is reported.
  - **Usage/Consumption by Heavy Users:** In this example, Heavy Users account for 78% of the total consumption (usage/volume) of imported beer/ale. The comparison is striking as *only 23% of Imported Beer Drinkers Age 45-64 are Heavy Users.*
    - Looking at Users alone it would appear the Heavy User Group *is not significant.*
    - Considering Heavy Users account for nearly 80% of total consumption, *they are, in fact, an extraordinarily significant segment.*
  - **Usage/Consumption by Light Users:** In this example, Light Users account for only 5% of the total consumption (usage/volume) of imported beer/ale. Again, the comparison is striking as more than half (56%) of *Imported Beer Drinkers Age 45-64 are Light Users.*
    - Looking at Users alone it would appear the Light User Group *is very significant.*
    - Considering Light Users account for only 5% of total consumption, *they are, in fact, not nearly as significant as the user group implied.*
- **Top 10 Brands:** The top 10 brands for the selected product category are displayed in this chart and are based on both the selected target and product category.

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart. Users can also select the product category and sub-category the report should be based on.

**Available Studies:** MRI-Simmons USA Studies, and Studies Fused with MRI-Simmons USA studies.

**How the Data is Collected:** Shown below is a partial page from our Product Booklet showing how data is collected for the category, Imported Beer/Ale. For this category, respondents are asked about personal usage during last 6 months and usage levels are based on number of glasses in the last 7 days.

The image shows a survey form titled "BEVERAGES" with a page number of 22. It is divided into several sections for different beverage categories. Each section includes a "TOTAL" line, "KINDS" (Bottles, Cans, Draft), and "BRANDS" list. A red box highlights the "IMPORTED BEER/ALE" section, which has a total of 144. The "BRANDS" list for Imported Beer/Ale includes: Lager (light color), Dark, Amstel Light, Bass, Beck's, Corona Extra, Corona Light, Corona Premier, Dos Equis, Foster's, Grolsch, Guinness Draught, Guinness Stout, Harp, Heineken, Heineken Light, Hoegaarden, Kirin, Labatt Blue, Leffe, Modelo Especial, Modelo Negra, Molson Canada/San, Moosehead, Newcastle Brown Ale, Pacifico, Pilsner Urquell, Pilsener, Red Stripe, Samuel Adams, Shock Top, Sierra Nevada, Stone, Tsingting, and Other Small/Regional Brand. Other sections include "REGULAR DOMESTIC BEER/ALE" (total 142), "DOMESTIC WINES" (total 147), "LOW CALORIE DOMESTIC BEER" (total 141), and "NO ALCOHOL/LOW-ALCOHOL BEER (LESS THAN 2% ALCOHOL)" (total 136).

## RADIO LISTENING



The Radio Listening Report provides insights into the Target’s engagement with Radio and Audio Services.

### Reporting Items:

- **Radio Formats:** The reporting items for this chart are retrieved from the Category, “Media > Radio/Audio > Radio Formats”. All reporting items within the category are considered and the top 5 Radio Formats are selected based on percentage of Target.
- **Top 8 Music/Audio Services Listened to Last 30 Days:** The reporting items for this chart are retrieved from the Category, “Media > Radio/Audio > Music/Audio Services > Listened to or Used in Last 30”. All reporting items within the category are considered and the top 8 Music/Audio Services are selected based on percentage of Target.
- **Top 5 Devices Used to Listen to Radio:** The reporting items for this chart are retrieved from the Category, “Media > Radio/Audio > Devices Used to Listen to or Hear Radio or Audio Services in the Last 30 Days”. All reporting items within the category are considered and the top 5 Devices Used to Listen to Radio are selected based on percentage of Target.
- **Top 8 Psychographic Radio Attitudes:** The reporting items for this chart are retrieved from the Category, “Psychographics > Media Attitudes > Radio”. All reporting items within the category are considered and the top 8 Radio Attitudes are selected based on percentage of Target.

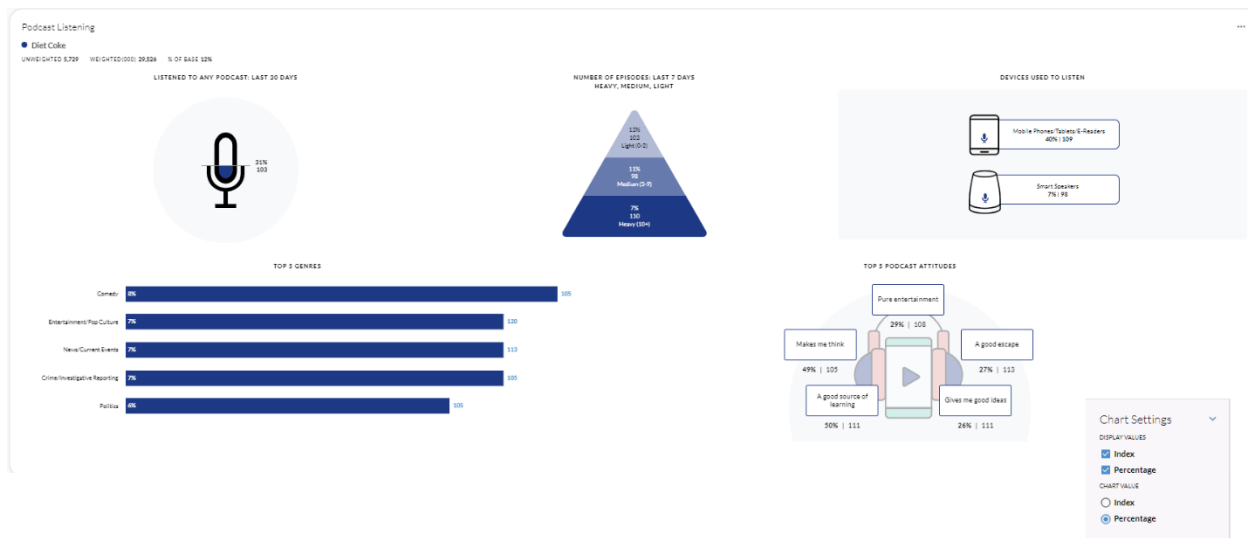
**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart.

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA.

**Excluded Studies:** Connect Studies are not available in this report as MRI-Simmons USA measured Radio reporting items are blocked in the Connect Studies.



## PODCAST LISTENING



The Podcast Listening Report provides insights into the Target's engagement with Podcasts.

### Reporting Items:

- **Listened to Any Podcast in Last 30 Days:** The single reporting item for this chart is retrieved from the Category, "Media > Radio/Audio > Podcasts > Listened to Any in the Last 30 Days".
- **Number of Episodes Last 7 Days: Heavy/Medium/Light:** The reporting items for this chart are retrieved from the Category, "Media > Radio/Audio > Music/Audio Services > Listened to or Used in Last 30".
- **Devices Used to Listen:** The reporting items for this chart are retrieved from the Categories, "Electronics > Mobile Phones/Tablets/E-Readers > Activities in last 30 days > Listened to a Podcast"; and, "Electronics > Smart Speakers > Activities Done > Listened to a Podcast".
- **Top 5 Genres:** The reporting items for this chart are retrieved from the Category, "Media > Radio/Audio > Podcasts > Type". All reporting items within the category are considered and the top 5 Genres/Types are selected based on percentage of Target.
- **Top 5 Podcast Attitudes:** The reporting items for this chart are retrieved from the Category, "Psychographics > Media Attitudes > Podcasts". All reporting items within the category are considered and the top 5 Podcast Attitudes are selected based on percentage of Target.
- **Top 8 Music/Audio Services Listened to Last 30 Days:** The reporting items for this chart are retrieved from the Category, "Media > Radio/Audio > Music/Audio Services > Listened to or Used in Last 30". All reporting items within the category are considered and the top 8 Music/Audio Services are selected based on percentage of Target.
- **Top 5 Devices Used to Listen to Radio:** The reporting items for this chart are retrieved from the Category, "Media > Radio/Audio > Devices Used to Listen to or Hear Radio or Audio Services in the Last 30 Days". All reporting items within the category are considered and the top 5 Devices Used to Listen to Radio are selected based on percentage of Target.
- **Top 8 Psychographic Radio Attitudes:** The reporting items for this chart are retrieved from the Category, "Psychographics > Media Attitudes > Radio". All reporting items within the category are considered and the top 8 Radio Attitudes are selected based on percentage of Target.

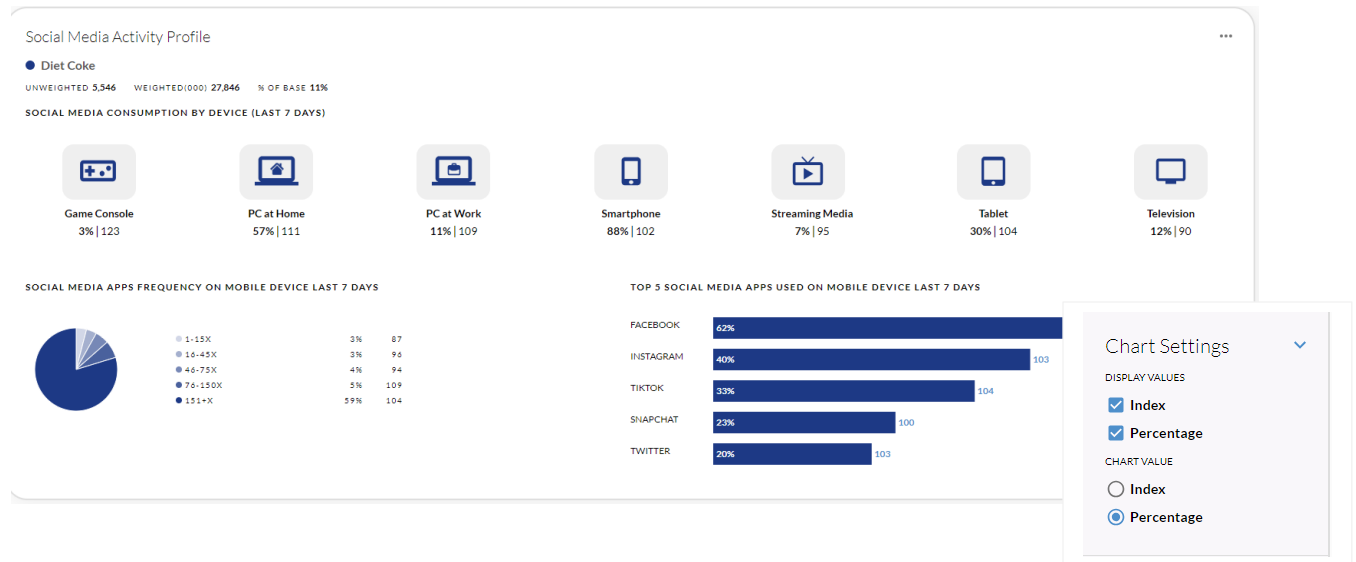
## **PODCAST LISTENING, Continued**

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width or height of bars/flags in the chart.

**Available Studies:** MRI-Simmons USA Studies, and most Studies Fused with MRI-Simmons USA.

**Excluded Studies:** Connect Studies are not available in this report as MRI-Simmons USA measured Podcast reporting items are blocked in the Connect Studies.

## SOCIAL MEDIA ACTIVITY PROFILE



The Social Media Activity Profile Report uses Connect Data and provides insights into the Target’s use of Social Media by Device. The report includes frequency of using Social Media Apps on a mobile device as well as the top 5 social media apps used on a mobile device.

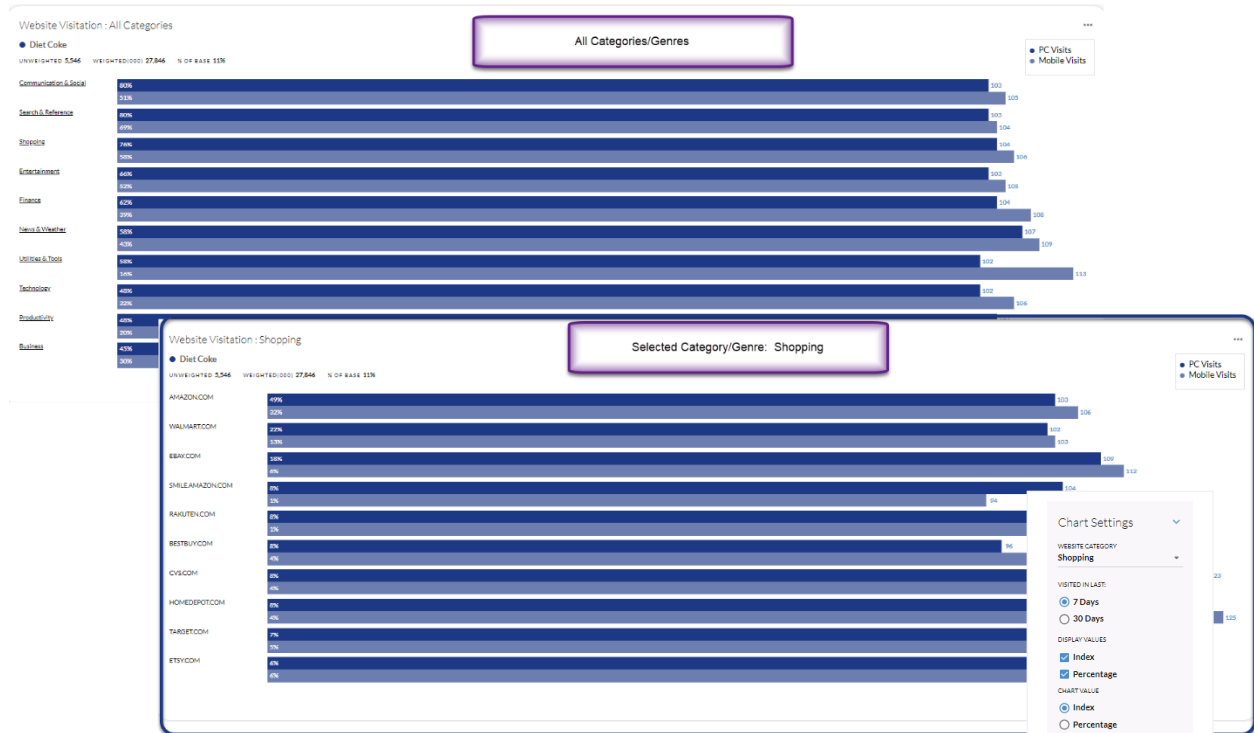
### Reporting Items:

- **Social Media Consumption by Device (Last 7 Days):** The reporting items for this chart are retrieved from the Category, “Media Activities Cross Platform > Specific Device > Activities – Social Network/Blog”.
- **Social Media Apps, Frequency on Mobile Device Last 7 Days:** The reporting items for this chart are retrieved from the Category, “Mobile > Mobile Application Categories > Mobile App Cat Frequency – 7 Day”. Five frequency levels are reported including:
  - Social Media 7 Day: 1 – 15 times
  - Social Media 7 Day: 16 - 45 times
  - Social Media 7 Day: 46 - 75 times
  - Social Media 7 Day: 76 - 150 times
  - Social Media 7 Day: 150+ times
- **Top 5 Social Media Apps Used on Mobile Device Last 7 Days:** The reporting items for this chart are retrieved from the Category, “Mobile > Mobile Individual Apps Used 7 Day > Social Media MOB App 7D”

**Chart Settings:** Chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width of the bars/flags within the chart.

**Available Studies:** Connect Studies

WEBSITE VISITATION



This report uses Connect Data and provides insights into the types of Websites (Genres) the Target is visiting along with details within any selected Genre, showing the Target’s exposure to specific websites within the genre. Both the Genre Report and the Detailed report include the same Chart/reporting options. Reporting options within this report allow Users to consider website visits in last 7/30 days as well the option to distinguish PC from Mobile visits.

**Reporting Items:**

The reporting items for the Website Visitation report are based on either genres or specific websites within genre. Both genres and specific websites audience metrics are reported for PC and Mobile visits as well as when visited (Last 7/30 Days).

- **Genres:** The genres included in the report are retrieved from the Categories listed below. Categories shown correspond to the PC/Mobile visits as well as when visited.
  - “PC at Home > PC Website Categories > PC Website Cat Used 7 Day”
  - “PC at Home > PC Website Categories > PC Website Cat Used 30 Day”
  - “Mobile > Mobile Website Categories > Mobile Website Cat Used 7 Day”
  - “Mobile > Mobile Website Categories > Mobile Website Cat Used 30 Day”
- **Websites within Genre:** The detailed websites within the selected Genre are retrieved from the Categories listed below.
  - “PC at Home > PC Ind Websites Used 7 Day > Genre Name (e.g., Shopping) PC Web 7D”
  - “PC at Home > PC Ind Websites Used 30 Day > Genre Name (e.g., Shopping) PC Web 30D”
  - “Mobile > Mobile Individual Websites Used 7 Day > Genre Name (e.g., Shopping) MOB Web 7D”
  - “Mobile > Mobile Individual Websites Used 30 Day > Genre Name (e.g., Shopping) MOB Web 30D”

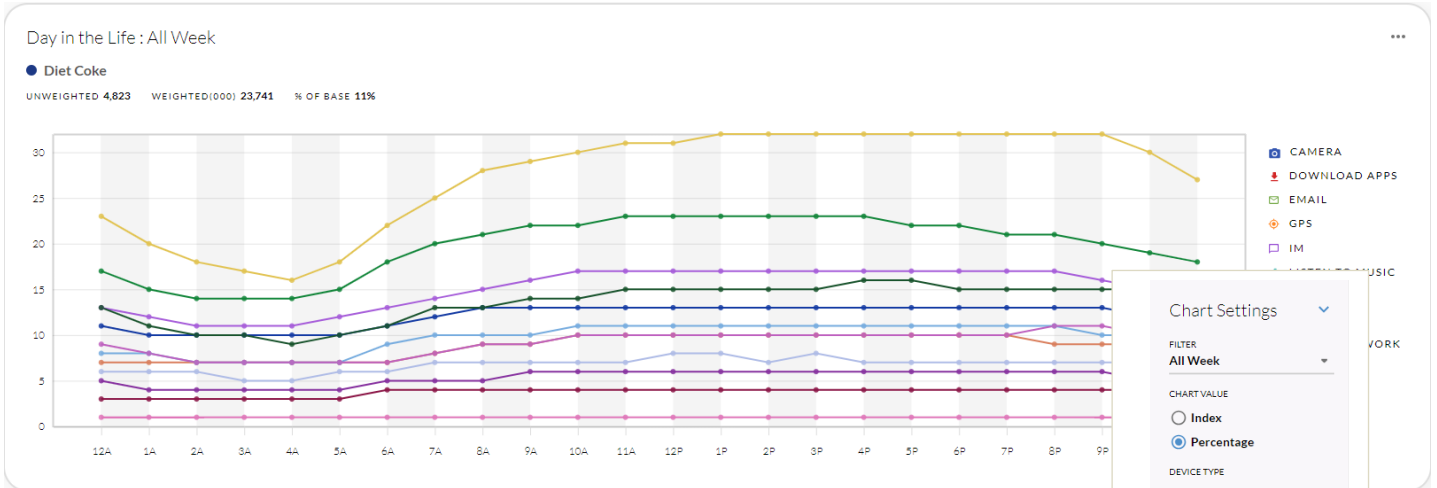
## **WEBSITE VISITATION, Continued**

**Chart Settings:** Within Chart Settings, Users of the Website Visitation can select Visited in Last 7 or Last 30 Days. Other standard chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the width of bars/flags in the chart. Users can also select a filter to apply to their report to show all genres/websites or the Top N.

**Available Studies:** Connect Studies

## DAY IN THE LIFE

The Day in the Life Report uses Connect Data and provides insights into the digital activities the Target is engaged in during the course of a day. Reporting options allow users to select the device used to engage in activities. Also available as a reporting filter is Day of Week or Day Type (Weekday vs. Weekend) allowing Users to determine if digital activities vary by day/day type.



### Reporting Items:

The reporting items for the Day in the Life report are retrieved from the following categories, dependent on the device type selected:

- **Mobile Users:** Reporting items are retrieved from the category, “Digital Day in Life – Mobile (Cell/Tablet) > Day of Week”
- **Smartphone Users:** Reporting items are retrieved from the category, “Digital Day in Life – Smartphone) > Day of Week”

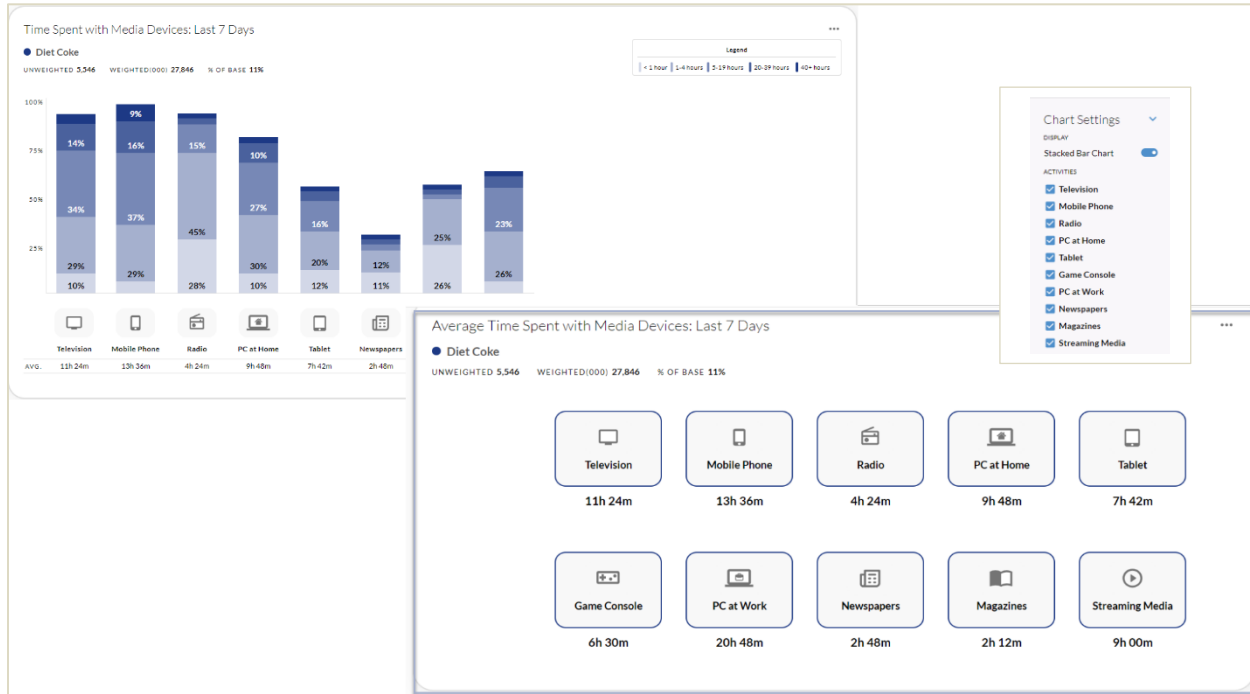
**Chart Settings:** Chart settings allow Users to control which variables are to be used in reporting the Daily Activities the Target is engaged in. These variables include:

- **Weekly Filter:** This filter allows Users to focus on when the Target is engaging in activities and determine if day of the week influences when and what the Target is doing. Users can filter their report by a specific day of the week, weekdays, weekends, or all week.
- **Device Type:** This filter allows Users to filter their report by the device type being used, either Mobile (cell/tablet) or Smart Phone. Note the device type selected is also used as the Base (Mobile Users or Smartphone Users) for the report.
- **Activities:** By default, all activities are toggled on and will be reported in the chart. Users have the option of toggling activities on/off.
- **Chart Value:** The chart value allows the User to select the metric used to control where each data point is plotted in the line charts.

**Available Studies:** Connect Studies

## TIME SPENT WITH MEDIA DEVICES

The Time Spent with Media Devices Report provides insights into what media devices the Target is most likely to be using and the extent to which they are using each device. Data is presented in a stacked bar chart providing a visual display of how much time is spent with each device. Included in the stacked bar chart is the average amount of time spent with each device. A separate summary report showing the average time spent with each media device is also available. In this summary report, the stacked bar chart is eliminated so Users can focus solely on the average time the Target is spending with each media device.



**Reporting Items:** The reporting items for the Time Spent with Media Devices Report are retrieved from the following category, “Media Activities Cross Platform > Platform Time Spent - Last 7 Days. Note: Time spent on each media device is retrieved from the sub-category for each specific media. e.g. Media Activities Cross Platform > Platform Time Spent - Last 7 Days > Television Time Spent – Last 7 Days

**Chart Settings:** Chart settings allow Users to select which media platform/device is to be included in the chart as well as the type of report to be displayed. Report types include the default stacked bar chart; or,

**Available Studies:** Connect Studies

## MEDIA CHANNEL REACH REPORT

The Media Channel Reach Report provides insights into the Target’s engagement/exposure with media channels over the last day, 7 days or 30 days. Data is presented in a vertical bar chart with each bar representing a specific Media Channel. Users have the option to combine Media Channels



**Reporting Items:** The reporting items for the Time Spent with Media Channel Reach Report are retrieved from the following category, “Media Activities Cross Platform > Platform Usage > Yesterday (or Last 7 Days or Last 30 Days). Not: While in the report, Users have the option of combining Media Channels by using the <Right-Click> to select and combine Media Channels.

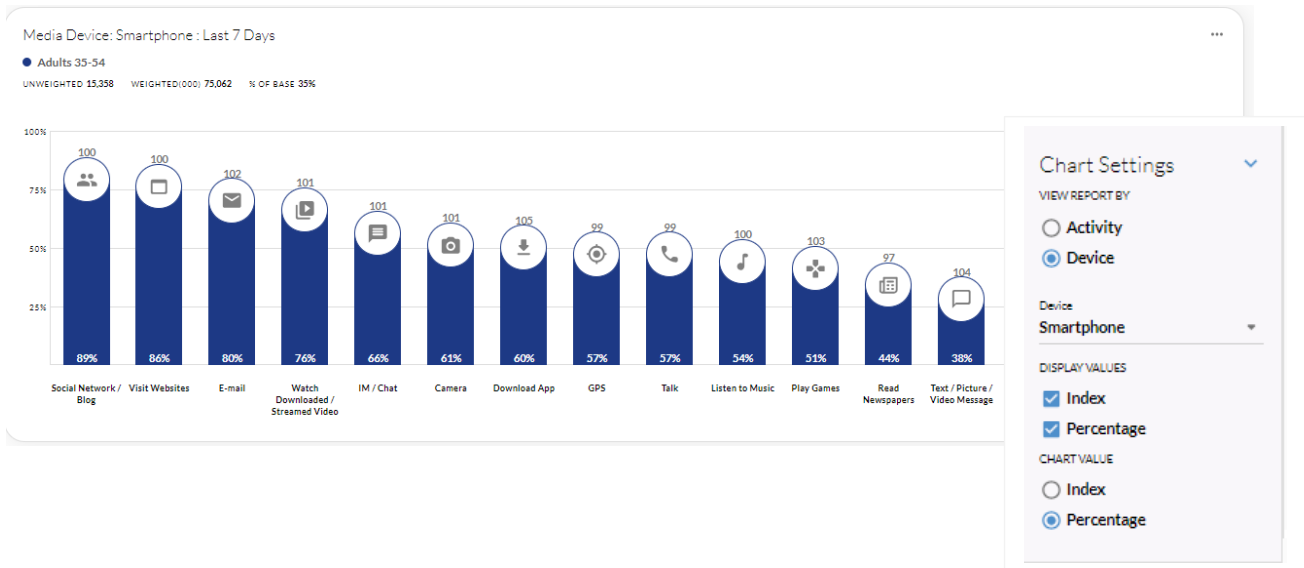
**Chart Settings:** Within Chart Settings Media Channel Reach Users can select when the Media Channels were last used (Last Day, Last 7 Days or Last 30 Days). Other standard chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the height of bars in the chart.

**Available Studies:** Connect Studies



## MEDIA ACTIVITIES REPORT

The Media Activities Report provides insights into the Target's media activities as well as the devices used by the Target.



**Reporting Items:** The reporting items for the Media Activities Report are retrieved from the following category, Media Activities Cross Platform >>Platform Activities - Last 7 Days>> “Device” Activities - Last 7 Days>> “Device” - Activities

“Media Activities Cross Platform > Platform Usage > Yesterday (or Last 7 Days or Last 30 Days). Not: While in the report, Users have the option of combining Media Channels by using the <Right-Click> to select and combine Media Channels.

**Chart Settings:** Within Chart Settings Media Channel Reach Users can select when the Media Channels were last used (Last Day, Last 7 Days or Last 30 Days). Other standard chart settings allow Users to control which metrics are displayed on the report as well as the metric used to control the height of bars in the chart.

**Available Studies:** Connect Studies