How to: MRI University Reporter

MRI University Reporter does a survey of tens of thousands of Americans and provides indexes on national consumer and lifestyle choices.

Visit our guide at libguides.wmich.edu/business to explore more resources for business, entrepreneurship, company, industry and market demographics.

The Registration Code asked for is available with the database description on the library website. Make sure to use your Bronco email. The validation email typically arrives in 5-10 minutes. If you register more than once, only the validation link from the latest attempt will work.

Once you have validated the registration and set up a password, go back to the library page and click on the database again to login to your account.

When you first use MRI University Reporter click on the Register link.
Click on the University Reporter application icon.

You can browse by category or do a keyword search.

Under report type you could select Standard to look at the latest report, or Trend to see indexes for the last few years.

Selecting different categories under Details allows you to look at indexes for different brands, usage groups, and other segments within the report.

You can click the Save icon to save this report to your folder and then click the Folder icon to access it later.

You can also click the export icon to save the report as a pdf or spreadsheet.

Scroll through the Target demographics to find your likely market.

The Index is based at 100, so Women are 6% more likely than the average to be heavy drinkers of bottled water and Men are 7% less likely than the average.