

MRI-Simmons Data Sourcing Guidelines

Effective: March 2022 – External

MRI | SIMMONS

MRI-Simmons encourages clients and the media to use our data in news stories or for marketing, public relations and advertising purposes. All such uses of MRI-Simmons data should adhere to the following policies:

Applicable Uses

MRI-Simmons data includes information from our applications and databases as well as reports, analysis or blog posts we publish. Clients and media may use MRI-Simmons data for marketing, public relations and advertising purposes, in the following manner:

Consumer Trends

Use of data to identify, quantify or qualify consumer trends, e.g.:

- *7% of Millennials expect to purchase a home in the next 12 months*
- *Striving Mom's make up 37% of all moms in the U.S.*
- *Chipotle Mexican Grill customers' are the most "liberal" in the U.S., meaning they have the highest index for describing themselves as liberal*
- *Smart device users are 54% male with an average household income of \$120,000*

Market trends

Use of data to identify, quantify or qualify a market trend, e.g.:

- *52% of U.S. adults (18+) exercised regularly in the past 12 months*
- *7.3% of U.S. households are cord-cutters*

Market claims

Use of data to describe, quantify or qualify a company's audience size or position in relation to other companies or within their industry, e.g.:

- *Among consumers who reported having eaten at a quick service restaurant, 25% had visited a Chick-Fil-A in the past 30 days, an increase of 44% over a 5-year period. In parallel, 12.4% reported visiting a Popeyes, representing a 26% increase over the same 5 year period.*

Minimum Sample Requirements

MRI-Simmons' National Study is based on annual surveys of approximately 50,000 consumers, which are then projected to the U.S. adult population. Infrequently, users of MRI-Simmons' platforms (i.e., Insights, MEMRI, etc) will encounter low sample sizes for various targets, indicated by a single asterisk (*). Low sample sizes can result in projections that may be unstable. Usage of data points indicated as having a low sample is not recommended, and will be reviewed and approved at MRI-Simmons' discretion.

Quotation

MRI-Simmons employees may not be quoted making promotional comments, nor can they provide inferences from data. MRI-Simmons must maintain its standing as an objective, third party consumer measurement provider and cannot appear to endorse a party, or speculate on what specific data points could / could not mean for companies and/or brands.

Review and Approval Required

Pursuant to all MRI-Simmons client contracts, data used in press releases, advertisements or public market claims must be approved by the MRI-Simmons marketing department in advance of publication. Requests should be emailed to press.ms@mrisimmons.com no less than 48 hours in advance of your approval deadline. All approvals for use of our data will be made at our discretion. To accelerate the approval process, it is recommended that requests include full details of how the data is being used, including creative statements, copy lines, etc.

Sourcing/Citation

Data must be sourced to MRI-Simmons. This includes the use of data in press releases, research reports, internal and public presentations, blog posts, interviews with the media, by-line articles and advertisements. Data should be sourced as follows:

Citing information for non-advertising purposes

- The source is: "MRI-Simmons."
- Optionally, the source may include the name of a data product, such as "MRI-Simmons USA" or "MRI-Simmons Connect", but is not necessary. When data products are used in sourcing, the formatting guidelines are as follows:
 - When sourcing from MRI-Simmons' national study (MRI-Simmons USA), the formatting guidelines are as follows:
 - *Example:* Source: MRI-Simmons USA

- When sourcing from other studies, the study name must be used in conjunction with and secondarily to “MRI-Simmons”.
 - *Example:* Source: MRI-Simmons, National Cannabis Study

Citing information for use in advertisements or other public claims (includes market claims)

- Source the name of the specific data product used, including the date and time period.
 - For instance: “MRI-Simmons USA, Fall 2021.”
- Additional details necessary to replicate or validate the data point(s) such as base population, consumer target, industry, etc. must be included.
- Specific data product, date, time period, details, etc. may appear as a footnote.

Citing information from an MRI-Simmons report:

- The primary source is always: “MRI-Simmons” followed by the report title.
 - For instance: “MRI-Simmons, Always-on Consumer Report”

MRI-Simmons Copyrights and Trademarks

MRI-Simmons maintains various trademarks in order to protect its intellectual property and retains copyright to all data and content we produce. We refer to these with the following language:

- MRI-Simmons, MRI and Simmons marks used herein are trademarks or registered trademarks of MRI-Simmons. Other product and company names mentioned herein are the property of their respective owners.
- While the instructions above provide the appropriate guidance for referring to our copyrighted content, for general copyright reference related to Simmons’ content, use: Copyright © MRI-Simmons, 2022. All rights reserved.