USER'S GUIDE FOR *BUILDERS-CONSUMER INSIGHTS BUILDER*

1. Borrow disc from the Goizueta Business Library office.
2. Load the disc on the workstation(s) designated for use with CD's.
3. Use the "Start" button to open up the *Builders* Program.
4. Click on **Build Report** .
5. Click on **Consumer Insights Builder**. Click on **select**.
6. Double click on or highlight sections and click the **Add** button.
7. The selection should appear in the **Selected ...** window.

Note: You may expand each of the sub-groups several times to locate the specific selection. You may choose the entire group by clicking on the group heading and then clicking the "Add Group" button.

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8. Click the **Next** button and the next dimension selections will appear.
9. Repeat steps 6 -8 until all dimension selections are made.
10. Click on **Finish** .
11. Finish or change your report by adding or subtracting dimensions as   you choose or the system prompts you.
12. Add a Time Period when the system prompts you.
13. Click on **Finish** .
14. Copy and paste report into appropriate format (spreadsheet, word file) and save.
15. See photocopies attached to identify headings for columns in data report.

4/20/04

PRICE PER VOLUME (AVG PRICE/VOL PAID)

Definition

The average price paid for the category or type on a per volume basis within the geography annually.

Price per Volume =

Dollar Sales/Volume

Usage

Price per Volume is a diagnostic measures that affects the consumers purchase decision. Large differences in this measure are likely to be found across different outlet types. Comparisons across brand it found in the Consumer Insight Builder

CATEGORY LOYALTY

Definition

Often called Category Share of Requirements, this determines, for buyers of the category, sub-category or brand, the annual average percent of the category volume that the category, sub-category or brand represents for those households. This measure will always be 100 at the category level.

Volume Category Share of Requirements =

(Volume Sales/Category Volume Sales Purchased by

Item Buyers)*100

Usage

This is a measure of loyalty. For households that bought a sub-category, Share of Requirements measures what % of the category purchasing was met by the sub-category. These numbers will often be high for subcategory numbers. This measure is often used for brand comparisons. Brand detail for Total US, and the 4 census regions, can be found in the Consumer Insights Builder.

DOLLARS PER 1000 HOUSEHOLDS

Definition

The total annual reported dollar volume of the category, sub-category or brand (CIB only) within the geography for each 1000 households. ·

Usage

Compare relative size of sub-categories and brands. Since this is a per 1000 Household measure it provides a better comparison across brands.

$/TRANS ($/PURCHASE OCCASION)

Definition

The average dollar amount spent on the category Sub-Category or Brand each time it was purchased within the geography annually.

Dollars per Transaction =

Dollar Sales/Transaction

Usage

This measure is used by Builders to calculate total opportunity dollars. By determining the number of incremental trips a retailer should have, multiplying by the value of each trip (dollars per Purchase Occasion) provides the total opportunity dollars.

This measure can also be used as a diagnostic as a comparison of transaction values across chains.

PERCENT HOUSEHOLDS REPEATING

Definition

The percent of population households that purchased the category, sub-category or brand annually, within the geography 2 or more times.

Percent Households Repeating =

(2+ Buyers/Total Sample Households)*100

Usage

This is a key household measure for determining the success of a new product. If purchasing household only try and never repeat the product will not be a success. . Do not confuse this with Percent Buyers repeating. Some researchers prefer to look at repeat as a percent of triers rather than a percent of all households. If you would require Percent buyers simply divide % HHs repeating by % Households buying.

% VOL ON ANY DISPLAY

Definition

The percent of the category or type volume that was purchased on any display within the geography.

Percent Volume on Any Display =

(Item Volume on Any Display/Total Item Volume)*100

Usage

Can also be used as a diagnostic measure to see why traffic measures are up or down versus comparative chains. Most often looked at for products that are looking to increase Volume/Purchase Occasion (stocking) and sometime impulse purchasing.

PERCENT VOLUME ON MFR COUPON

Definition

The percent of the category, sub-category or brand (CIB only) volume that was purchased with a manufacturer's coupon within the geography annually.

Percent Volume on Mfr Coupon =

Item Volume on Mfr Coupon/Total Item Volume)*100

Usage

Use this in conjunction with penetration. One of the primary uses of coupons is to bring in new buyers. Check to see if penetration is up when % volume on MFR Coupon is high.

PURCHASE CYCLE

The average number of days between category or type purchase occasions for households that purchased the category, sub-category or brand two or more times within the geography annually.

Definition

Purchase Cycle =

Average of: Number of Days between First and last

Transaction for Each Buying Household/(Purchase Occasions - 1)

Usage

This includes only Households that purchased the category or sub-category at lease twice. Knowing the purchase cycle can be important in designing reports and interpreting other measures. For example, if a purchase cycle is very long (over 100 days), volume/buyer is nor very meaningful on a quarterly basis.

CAT $ SHARE

Definition

The average annual percent of total category dollars spent that were accounted for by the category or type within the geography (This measure will always be 100 for category lines.)

Dollar Category Share =

(Category or Type Dollars/Category Dollars)*100

Usage

This defines the importance of the type with the category on a dollar basis. Differences between chains may be a key indicator of why a type is indexing (Fair Share Index) well or poorly versus the competition.

VOLUME PER 1000 HOUSEHOLDS

Definition

The total annual reported volume of the category sub-category (or brand for CIB only) within the geography.

Usage

Compare relative size of sub-categories and brands. Since this is a per 1000 Household measure it provides a better comparison across brands.

VOLUME/PURCH OCC

Definition

The average category, sub-category or brand volume purchased by buyers of the category or type within the geography annually.

Usage

This measure is most often used as a diagnostic across brands. It can also be useful to look at purchasing across outlet types to determine if purchasing households are more likely to stock-up in one channel than another.