

<http://business.library.emory.edu>

# Quick tips for using **Builders**



# Use Builders to:

- Locate data for U. S. consumer purchasing behavior in grocery, drug, mass, club, convenience, liquor and pet stores.
- Data includes bakery, dairy, deli, edible grocery, frozen foods, health and beauty, non-edible and general merchandise.
- Builders is also known as the IRI Marketing Fact Book.

# Builders CD-ROMs

- This program is available on five (5) library workstations:
  - **Bangkok**
  - **Milan**
  - **Paris**
  - **Shanghai**
  - **Stockholm**



My Computer



Recycle Bin



Internet Explorer



Programs Quick Launch



Mozilla Firefox

**Speciality Software**

File Edit View Favorites Tools Help

Back Forward Refresh Search Folders Folder Sync

Address C:\Documents and Settings\mjander\Desktop\Programs Quick Launch\Speciality Software

**File and Folder Tasks**

- Rename this file
- Move this file
- Copy this file
- Publish this file to the Web
- E-mail this file
- Delete this file

**Other Places**

- Programs Quick Launch
- My Documents
- My Computer
- My Network Places

**Details**

Compact D (Requir...)

**Builders**

Datastream

Mediamark Reporte...

SDC Platinum V 2.3

The Right Site - PRO 2001...

World Trade Analyzer

Select "Programs Quick Launch" from the desktop.

Specialty Software: Builders



**Builders**



**Builders**

**Business Issue Reports**

- Opportunity Finder
- Account Demographics & Loyalty
- Category Management**
- Category Loyalty

**Build Your Own Reports**

- Build Report
- Open Saved Report

Cancel Help

Select  
Build  
Report






Expand:  
General  
Purpose  
Report



Builders



**Builders**

**Builders - Report Selection**

Available Report Formats:


- General Purpose Report**
  - Account Traffic Builder - General Purpose Report**
  - Consumer Insights Builder - General Purpose Report**
  - Account Demo Builder - General Purpose Report
  - Account Loyalty Builder - General Purpose Report
  - Category Loyalty Builder - General Purpose Report
- Opportunity Finder**
- Account Demographics & Loyalty**
- Category Management**
- Category Loyalty**

Select Cancel Help

Cancel Help



**Builders**



**Builders**

**Builders - Report Selection**

Available Report Formats:

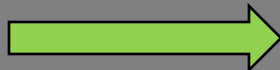
- General Purpose Report**
  - Account Traffic Builder - General Purpose Report
  - Consumer Insights Builder - General Purpose Report**
    - Calendar Year 2007 Consumer Insight Builder [Syndicated]
    - Calendar Year 2006 Consumer Insights Builder [Syndicated]
  - Account Demo Builder - General Purpose Report
  - Account Loyalty Builder - General Purpose Report
  - Category Loyalty Builder - General Purpose Report
- Opportunity Finder**
- Account Demographics & Loyalty**
- Category Management**
- Category Loyalty**

Select Cancel Help

Cancel Help

Expand:  
Consumer  
Insights  
Builder





Browse by category

**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

**Select Category/Subcategory to include in the report**

Available Categories/Subcategories : Selected Categories/Subcategories :

Available Categories

- BAKERY
- DAIRY
- DELI
- EDIBLE
- FROZEN
- GENERAL MERCHANDISE
- HBC
- NON-EDIBLE

Add >

Add Group >

Match & Add

< Remove

<< Remove All

Reorder 0 selected

---

**Report Format Options** Report Layout...

---

**Preview**

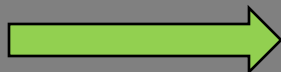
Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Geography 1			
	Period 1		
Category/Subcategory	Measure 1	Measure 2	Measure 3
Category/Subcategory 1			
Category/Subcategory 2			
Category/Subcategory 3			

|< >| Geography 1 / \ Geography 2 / \ Geography 3 /

Help Cancel

< Back Next > Finish





Expand to  
choose  
your  
category

**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

**Select Category/Subcategory to include in the report**

Available Categories/Subcategories : Selected Categories/Subcategories :

- Available Categories
  - BAKERY
    - BAKERY SNACKS
      - CUPCAKES/BROWNIES**
      - BLUE BIRD
      - COUNTRY BAKER
      - CUTIE PIE
      - DOLLY MADISON
      - DOLLY MADISON ZINGER
      - DRAKE
      - DRAKE FUNNY BONES
      - DRAKE PING PONG

Buttons: Add >, Add Group >, Match & Add, < Remove, << Remove All, Reorder

0 selected

Report Format Options

Report Layout...

Preview

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Geography 1			
Category/Subcategory	Period 1		
	Measure 1	Measure 2	Measure 3
Category/Subcategory 1			
Category/Subcategory 2			
Category/Subcategory 3			

Geography 1 / Geography 2 / Geography 3

Buttons: Help, Cancel, < Back, Next >, Finish

# Add and remove categories individually or by group

**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

**Select Category/Subcategory to include in the report**

Available Categories/Subcategories :

- Available Categories
  - BAKERY
    - BAKERY SNACKS
      - CUPCAKES/BROWNIES
        - BLUE BIRD
        - COUNTRY BAKER
        - CUTIE PIE
        - DOLLY MADISON
        - DOLLY MADISON ZINGER
        - DRAKE
        - DRAKE FUNNY BONES
        - DRAKE RING DINGS

Selected Categories/Subcategories :

- Type - CUPCAKES/BROWNIES
- Brand - BLUE BIRD
- Brand - COUNTRY BAKER
- Brand - CUTIE PIE
- Brand - DOLLY MADISON
- Brand - DOLLY MADISON ZINGER
- Brand - DRAKE
- Brand - DRAKE FUNNY BONES
- Brand - DRAKE RING DINGS
- Brand - DRAKE YODELS

63 selected

Buttons: Add >, Add Group >, Match & Add, < Remove, << Remove All, Reorder

Report Format Options

Report Layout...

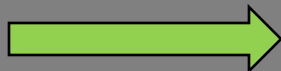
Preview

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Geography 1			
Category/Subcategory	Period 1		
	Measure 1	Measure 2	Measure 3
Type - CUPCAKES/BROWNIES			
Brand - BLUE BIRD			
Brand - COUNTRY BAKER			
Brand - CUTIE PIE			

Geography 1 / Geography 2 / Geography 3

Buttons: Help, Cancel, < Back, Next >, Finish

Then choose Next



Choose  
Total US

**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

### Select Geography to include in the report

Available Geographies :

- AVAILABLE GEOGRAPHIES
- Total US
- Total U.S. - ALL OUTLETS

Selected Geographies :

- Total U.S. - ALL OUTLETS

1 selected

Buttons: Add >, Add Group >, Match & Add, < Remove, << Remove All, Reorder

Report Format Options

Report Layout...

Preview

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Total U.S. - ALL OUTLETS			
Category/Subcategory	Period 1		
	Measure 1	Measure 2	Measure 3
Type - CUPCAKES/BROWNIES			
Brand - BLUE BIRD			
Brand - COUNTRY BAKER			
Brand - CUTIE PIE			
Total U.S. - ALL OUTLETS			

Buttons: Help, Cancel, < Back, Next >, Finish



Select your consumer measure

**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

**Select Measure to include in the report**

Available Measures :

- Consumer Measures
  - ...Average Price Per Unit Paid
  - ...Average Price per Volume Paid
  - ...Average percent off Price Reduction
  - ...Category Dollar Loyalty
  - ...Category Dollar Share
  - ...Category Volume Loyalty
  - ...Category Volume Share
  - ...Dollars per 1000 HH
  - ...Dollars per Buyer
  - ...Dollars per Purchase Occasion
  - ...Percent Dollars with Mfg. Coupon

Selected Measures :

- Average Price Per Unit Paid
- Average Price per Volume Paid
- Average percent off Price Reduction
- Category Dollar Loyalty
- Category Dollar Share
- Category Volume Loyalty
- Category Volume Share
- Dollars per 1000 HH
- Dollars per Buyer
- Dollars per Purchase Occasion

32 selected

Buttons: Add >, Add Group >, Match & Add, < Remove, << Remove All, Reorder

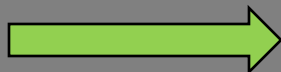
Report Format Options

Report Layout...

Preview

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Total U.S. - ALL OUTLETS			
Category/Subcategory	Average Price Per Unit Paid	Average Price per Volume Paid	Average percent off Price Reduction
Type - CUPCAKES/BROWNIES			
Brand - RI THE RIDD			
Total U.S. - ALL OUTLETS			

Buttons: Help, Cancel, < Back, Next >, Finish



Choose 52 weeks

### Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]

#### Select Period to include in the report

Available Periods :  
52 weeks ending 12/30/2007

Selected Periods :  
52 weeks ending 12/30/2007

Buttons: Add >, Add Group >, Match & Add, < Remove, << Remove All, Reorder, 1 selected

#### Report Format Options

Report Layout...

#### Preview

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Total U.S. - ALL OUTLETS			
Category/Subcategory	Average Price Per Unit Paid	Average Price per Volume Paid	Average percent off Price Reduction
Type - CUPCAKES/BROWNIES			
Brand - RI IIE RIDD			
Total U.S. - ALL OUTLETS			

Buttons: Help, Cancel, < Back, Next >, Finish



**Calendar Year 2007 Consumer Insight Builder (Syndicated) - Report Wizard - [Report1]**

**Now your selections are complete!**

You may:

- 1 - Use the Report Format Options to change the report appearance
- 2 - Use the Back button to revise your request
- 3 - Press the Finish button to generate your report

Report Format Options \_\_\_\_\_ **Report Layout...**

Preview \_\_\_\_\_

Calendar Year 2007 Consumer Insight Builder (Syndicated)			
Total U.S. - ALL OUTLETS			
<b>Category/Subcategory</b>	<b>Average Price Per Unit Paid</b>	<b>Average Price per Volume Paid</b>	<b>Average percent off Price Reduction</b>
Type - CUPCAKES/BROWNIES			
Brand - RI IIE RIDD			
Total U.S. - ALL OUTLETS			

Help Cancel < Back Next > Finish

You're now ready to view the data



Select Finish

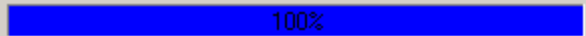


Report1

The report generates in seconds



Generating Report. Please wait...



Transferring data...



## Report1

	A	B	C	D	E	F	G	H
1	Calendar Year 2007 Consumer Insight Builder	(Syndicated)						
2	Total U.S. - ALL OUTLETS							
3								
4	Category/Subcategory	Average Price Per Unit Paid	Average Price per Volume Paid	Average percent off Price Reduction	Category Dollar Loyalty	Category Dollar Share	Category Volume Loyalty	Category Volume Share
5	Type - CUPCAKES/BROWNIES	\$1.61	\$2.72	20.1%	100.0%	100.0%	100.0%	100.0%
6	Brand - BLUE BIRD	\$1.24	\$3.03	15.5%	18.9%	0.9%	15.3%	0.8%
7	Brand - COUNTRY BAKER	\$0.94	\$3.53	13.1%	17.0%	0.3%	13.5%	0.2%
8	Brand - CUTIE PIE	\$1.64	\$2.18	14.9%	14.7%	0.4%	16.3%	0.5%
9	Brand - DOLLY MADISON	\$0.83	\$3.09	14.1%	8.1%	0.1%	7.6%	0.1%
10	Brand - DOLLY MADISON ZINGER	\$1.79	\$2.74	15.1%	15.4%	0.9%	15.3%	0.9%
11	Brand - DRAKE	\$2.32	\$2.65	27.9%	21.6%	1.4%	24.9%	1.5%
12	Brand - DRAKE FUNNY BONES	\$2.74	\$3.60	37.3%	16.9%	0.5%	14.9%	0.3%
13	Brand - DRAKE RING DINGS	\$2.78	\$3.08	39.4%	15.7%	0.8%	16.3%	0.7%
14	Brand - DRAKE YODELS	\$2.72	\$3.74	40.6%	14.2%	0.6%	12.6%	0.5%
15	Brand - ENTEHMAHNS	\$1.66	\$4.19	22.0%	21.5%	0.9%	17.4%	0.6%
16	Brand - ENTEHMAHNS ENTEH-MIHNS	\$2.58	\$5.59	16.6%	20.6%	0.4%	12.9%	0.2%
17	Brand - ENTEHMAHNS LITTLE BITES	\$2.90	\$5.11	31.0%	24.4%	2.6%	16.7%	1.4%
18	Brand - FREEDS BAKERY	\$2.78	\$4.09	15.1%	19.6%	0.9%	14.0%	0.6%
19	Brand - HOMESTYLE TWO BITE	\$6.08	\$2.97	6.0%	37.2%	0.4%	36.1%	0.3%
20	Brand - HORIZON	\$1.60	\$2.14	16.3%	11.2%	0.2%	12.4%	0.3%
21	Brand - HOSTESS	\$1.73	\$3.55	25.7%	24.0%	7.5%	19.3%	5.8%
22	Brand - HOSTESS 100 CALORIE PACKS	\$3.10	\$6.57	19.3%	29.8%	6.5%	16.6%	2.7%
23	Brand - HOSTESS BROWNIE BITES	\$2.88	\$5.98	28.0%	17.3%	0.4%	9.5%	0.2%
24	Brand - HOSTESS DING DONG	\$2.89	\$3.05	30.7%	20.1%	3.0%	18.5%	2.7%
25	Brand - HOSTESS GLO BALL	\$2.97	\$4.53	19.2%	12.6%	0.2%	9.0%	0.1%
26	Brand - HOSTESS HO HOS	\$2.61	\$4.99	28.3%	17.8%	1.8%	10.8%	1.0%
27	Brand - HOSTESS HOPPERS	\$2.50	\$3.64	18.7%	8.8%	0.2%	7.6%	0.2%
28	Brand - HOSTESS LIGHTS	\$2.43	\$4.05	27.1%	12.4%	0.2%	9.8%	0.1%
29	Brand - HOSTESS SHO BALL	\$1.08	\$4.92	20.6%	12.6%	0.5%	8.5%	0.3%
30	Brand - HOSTESS SUZY Q	\$2.43	\$3.41	27.2%	14.5%	1.2%	12.2%	0.9%
31	Brand - HOSTESS TWINKIE LIGHTS	\$3.21	\$3.42	29.1%	15.5%	0.3%	14.4%	0.2%
32	Brand - HOSTESS TWINKIES	\$2.71	\$3.18	28.0%	21.5%	5.3%	18.9%	4.6%
33	Brand - HOSTESS ZINGERS	\$2.50	\$3.07	30.6%	17.7%	1.8%	16.2%	1.6%
34	Brand - JJS	\$0.40	\$1.60	15.9%	16.3%	0.8%	21.8%	1.4%
35	Brand - LITTLE DEBBI CHRISTMS TRE BROWNIES	\$1.21	\$2.41	12.7%	7.8%	0.4%	7.3%	0.4%
36	Brand - LITTLE DEBBIE	\$1.11	\$1.65	13.9%	27.8%	15.3%	38.5%	25.1%
37	Brand - LITTLE DEBBIE BANANA TWINS	\$1.21	\$1.88	6.6%	9.4%	0.5%	11.0%	0.7%
	Total U.S. - ALL OUTLETS							



New... Ctrl+N  
 New Business Case...  
 Open... Ctrl+O  
 Close  
 Change the CD...  
 Save Ctrl+S  
 Save As... Ctrl+A  
**Export to Spreadsheet**  
 Print Setup...  
 Print Preview  
 Print... Ctrl+P  
 Exit

Microsoft Excel 5.0...  
 Tab delimited text...  
 HTML...

**Export your data to Excel**



		Average Price Per Unit Paid	Average Price per Volume Paid	Average percent off Price Reduction	Category Dollar Loyalty	Category Dollar Share	Category Volume Loyalty	Category Volume Share
		\$2.72	\$3.03	20.1%	100.0%	100.0%	100.0%	100.0%
		\$3.53	\$2.18	13.1%	17.0%	0.3%	13.5%	0.2%
		\$2.18	\$2.18	14.9%	14.7%	0.4%	16.3%	0.5%
		\$0.83	\$3.09	14.1%	8.1%	0.1%	7.6%	0.1%
	INGER	\$1.79	\$2.74	15.1%	15.4%	0.9%	15.3%	0.9%
		\$2.32	\$2.65	27.9%	21.6%	1.4%	24.9%	1.5%
12	Brand - DRAKE FUNNY BONES	\$2.74	\$3.60	37.3%	16.9%	0.5%	14.9%	0.3%
13	Brand - DRAKE RIING DINGS	\$2.78	\$3.08	39.4%	15.7%	0.8%	16.3%	0.7%
14	Brand - DRAKE YODELS	\$2.72	\$3.74	40.6%	14.2%	0.6%	12.6%	0.5%
15	Brand - ENTEHMAHHS	\$1.66	\$4.19	22.0%	21.5%	0.9%	17.4%	0.6%
16	Brand - ENTEHMAHHS ENTEH-MIHHS	\$2.58	\$5.59	16.6%	20.6%	0.4%	12.9%	0.2%
17	Brand - ENTEHMAHHS LITTLE BITES	\$2.90	\$5.11	31.0%	24.4%	2.6%	16.7%	1.4%
18	Brand - FREEDS BAKERY	\$2.78	\$4.09	15.1%	19.6%	0.9%	14.0%	0.6%
19	Brand - HOMESTYLE TWO BITE	\$6.08	\$2.97	6.0%	37.2%	0.4%	36.1%	0.3%
20	Brand - HORIZOH	\$1.60	\$2.14	16.3%	11.2%	0.2%	12.4%	0.3%
21	Brand - HOSTESS	\$1.73	\$3.55	25.7%	24.0%	7.5%	19.3%	5.8%
22	Brand - HOSTESS 100 CALORIE PACKS	\$3.10	\$6.57	19.3%	29.8%	6.5%	16.6%	2.7%
23	Brand - HOSTESS BROWHIE BITES	\$2.88	\$5.98	28.0%	17.3%	0.4%	9.5%	0.2%
24	Brand - HOSTESS DING DOING	\$2.89	\$3.05	30.7%	20.1%	3.0%	18.5%	2.7%
25	Brand - HOSTESS GLO BALL	\$2.97	\$4.53	19.2%	12.6%	0.2%	9.0%	0.1%
26	Brand - HOSTESS HO HOS	\$2.61	\$4.99	28.3%	17.8%	1.8%	10.8%	1.0%
27	Brand - HOSTESS HOPPERS	\$2.50	\$3.64	18.7%	8.8%	0.2%	7.6%	0.2%
28	Brand - HOSTESS LIGHTS	\$2.43	\$4.05	27.1%	12.4%	0.2%	9.8%	0.1%
29	Brand - HOSTESS SHO BALL	\$1.08	\$4.92	20.6%	12.6%	0.5%	8.5%	0.3%
30	Brand - HOSTESS SUZY Q	\$2.43	\$3.41	27.2%	14.5%	1.2%	12.2%	0.9%
31	Brand - HOSTESS TWINKIE LIGHTS	\$3.21	\$3.42	29.1%	15.5%	0.3%	14.4%	0.2%
32	Brand - HOSTESS TWINKIES	\$2.71	\$3.18	28.0%	21.5%	5.3%	18.9%	4.6%
33	Brand - HOSTESS ZINGERS	\$2.50	\$3.07	30.6%	17.7%	1.8%	16.2%	1.6%
34	Brand - JJS	\$0.40	\$1.60	15.9%	16.3%	0.8%	21.8%	1.4%
35	Brand - LITTLE DEBBI CHRISTMS TRE BROWHHS	\$1.21	\$2.41	12.7%	7.8%	0.4%	7.3%	0.4%
36	Brand - LITTLE DEBBIE	\$1.11	\$1.65	13.9%	27.8%	15.3%	38.5%	25.1%
37	Brand - LITTLE DEBBIE BANANA TWIHS	\$1.21	\$1.88	6.6%	9.4%	0.5%	11.0%	0.7%

Home Insert Page Layout Formulas Data Review View Get Started

Paste Font Alignment Number Styles Cells Editing

Clipboard Font Alignment Number Styles Cells Editing

A1 Calendar Year 2007 Consumer Insight Builder (Syndicated)

	A	B	C	D	E	F	G	H
1	Calendar Year 2007 Consumer Insight Builder (Syndicated)							
2	Total U.S. - ALL OUTLETS							
3								
4	Category/Subcategory	Average Price Per Unit Paid	Average Price per Volume Paid	Average percent off Price Reduction	Category Dollar Loyalty	Category Dollar Share	Category Volume Loyalty	Category Volume Share
5	Type - CUPCAKES/BROWNIES	\$1.61	\$2.72	20.1%	100.0%	100.0%	100.0%	100.0%
6	Brand - BLUE BIRD	\$1.24	\$3.03	15.5%	18.9%	0.9%	15.3%	0.8%
7	Brand - COUNTRY BAKER	\$0.94	\$3.53	13.1%	17.0%	0.3%	13.5%	0.2%
8	Brand - CUTIE PIE	\$1.64	\$2.18	14.9%	14.7%	0.4%	16.3%	0.5%
9	Brand - DOLLY MADISON	\$0.83	\$3.09	14.1%	8.1%	0.1%	7.6%	0.1%
10	Brand - DOLLY MADISON ZINGER	\$1.79	\$2.74	15.1%	15.4%	0.9%	15.3%	0.9%
11	Brand - DRAKE	\$2.32	\$2.65	27.9%	21.6%	1.4%	24.9%	1.5%
12	Brand - DRAKE FUNNY BONES	\$2.74	\$3.60	37.3%	16.9%	0.5%	14.9%	0.3%
13	Brand - DRAKE RING DINGS	\$2.78	\$3.08	39.4%	15.7%	0.8%	16.3%	0.7%
14	Brand - DRAKE YODELS	\$2.72	\$3.74	40.6%	14.2%	0.6%	12.6%	0.5%
15	Brand - ENTENMANN'S	\$1.66	\$4.19	22.0%	21.5%	0.9%	17.4%	0.6%
16	Brand - ENTENMANN'S ENTEN-MINIS	\$2.58	\$5.59	16.6%	20.6%	0.4%	12.9%	0.2%
17	Brand - ENTENMANN'S LITTLE BITES	\$2.90	\$5.11	31.0%	24.4%	2.6%	16.7%	1.4%
18	Brand - FREEDS BAKERY	\$2.78	\$4.09	15.1%	19.6%	0.9%	14.0%	0.6%
19	Brand - HOMESTYLE TWO BITE	\$6.08	\$2.97	6.0%	37.2%	0.4%	36.1%	0.3%
20	Brand - HORIZON	\$1.60	\$2.14	16.3%	11.2%	0.2%	12.4%	0.3%
21	Brand - HOSTESS	\$1.73	\$3.55	25.7%	24.0%	7.5%	19.3%	5.8%
22	Brand - HOSTESS 100 CALORIE PACKS	\$3.10	\$6.57	19.3%	29.8%	6.5%	16.6%	2.7%
23	Brand - HOSTESS BROWNIE BITES	\$2.88	\$5.98	28.0%	17.3%	0.4%	9.5%	0.2%
24	Brand - HOSTESS DING DONG	\$2.89	\$3.05	30.7%	20.1%	3.0%	18.5%	2.7%
25	Brand - HOSTESS GLO BALL	\$2.97	\$4.53	19.2%	12.6%	0.2%	9.0%	0.1%
26	Brand - HOSTESS HO HOS	\$2.61	\$4.99	28.3%	17.8%	1.8%	10.8%	1.0%
27	Brand - HOSTESS HOPPERS	\$2.50	\$3.64	18.7%	8.8%	0.2%	7.6%	0.2%
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29	Brand - HOSTESS SNO BAI I	\$1.08	\$4.92	20.6%	12.6%	0.5%	8.5%	0.3%
	Total U.S. - ALL OUTLETS							