



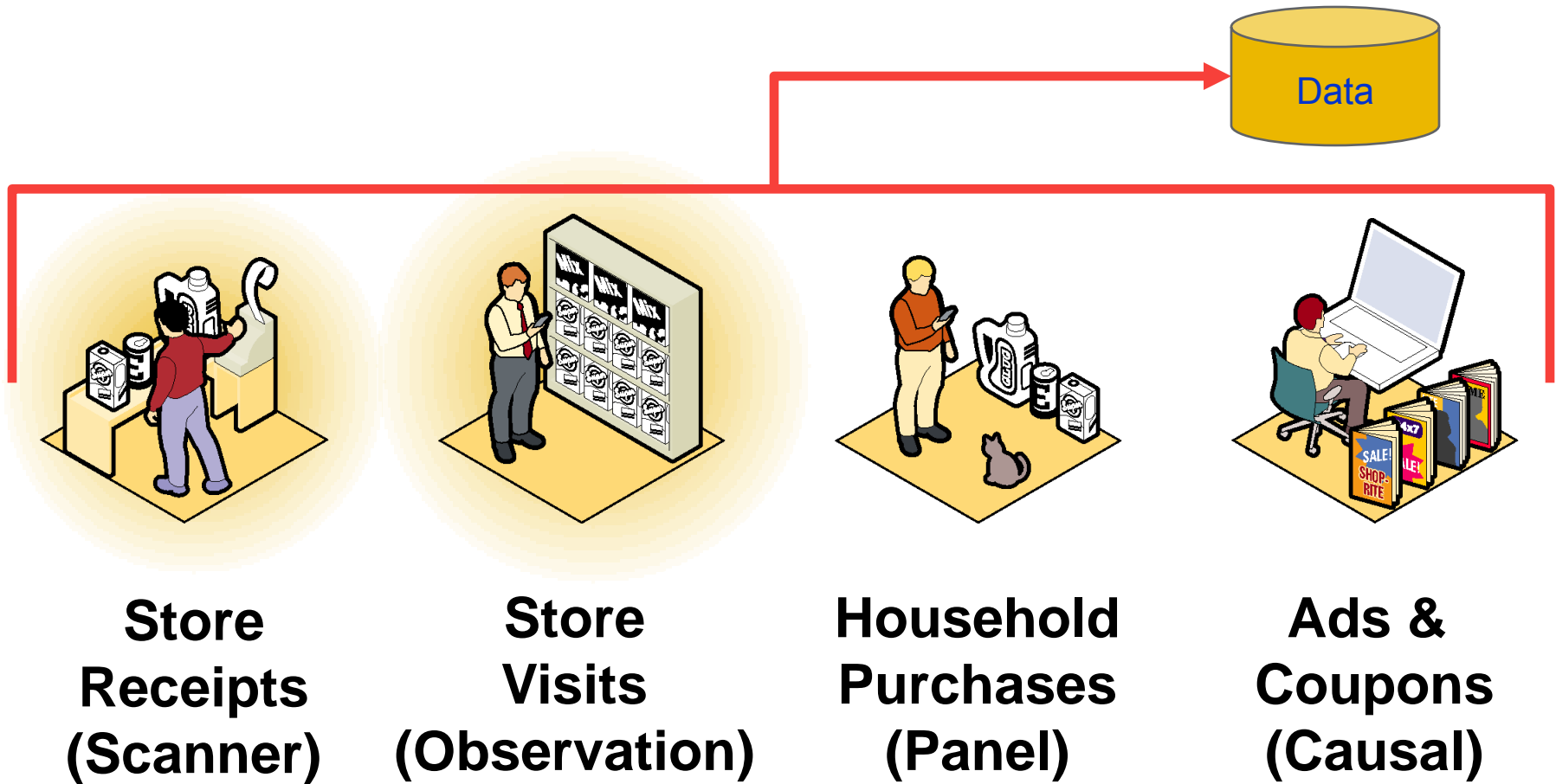
Understanding Consumers

The Nielsen Perspective...

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Nielsen Consumer Data Collection



ScanTrack:

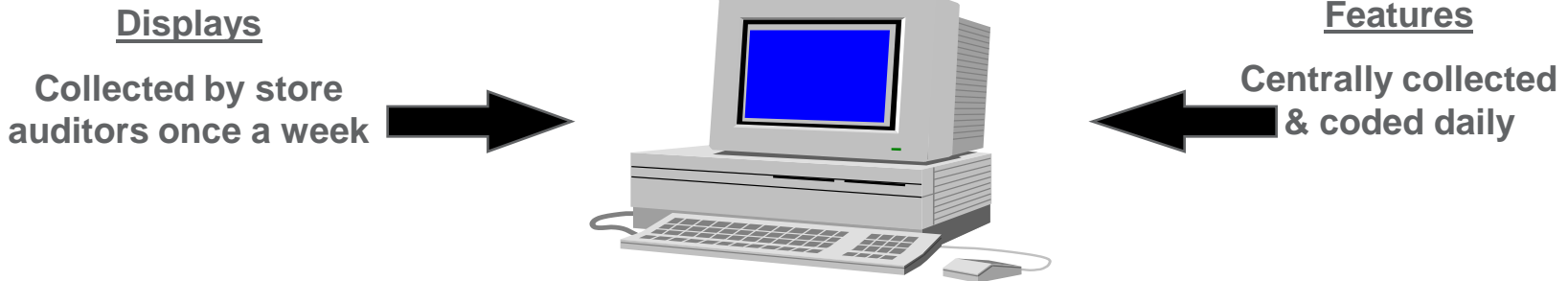
Measuring Consumers Through Retail Scanning Data



- Items scanned at Checkout
- Price, Quantity, UPC Item Description Recorded
- Scanner Tape Sent to ACNielsen or via Modem



Nielsen Data Processing



Sample Projected to stores selling \$2MM+

Nielsen Applications



Client Applications

Homescan Panel: Measuring Consumer Purchases in Home

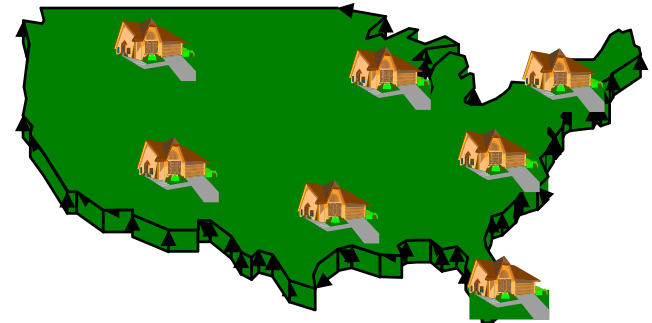
Objective:

- A panel of households that continually provide information about their purchases
- Homescan Panelists use in-home scanners to record all of their purchases (from any outlet) intended for personal in-home use



How many Households are in the Homescan Panel?

- **100,000 Households in US**
- **Largest static sample**
- **Geographically dispersed & demographically balanced**
- **Projectable at the national, regional, & market level**
- **Continuous reporting at UPC level across all outlets**



Scanner and Panel Data: Optimal Uses of Each

Scanner

What is happening in the store:

- Sales Tracking (Volume)
- Distribution
- Price
- Promotions (Merchandising)
- Base vs Incremental



Panel

What is driving Store Sales:

- How many HH's buy
- Purchase Frequency
- Purchase Size
- HH Spending
- Buyer Demographics
- Loyalty
- Coupons
- Repeat Purchasing

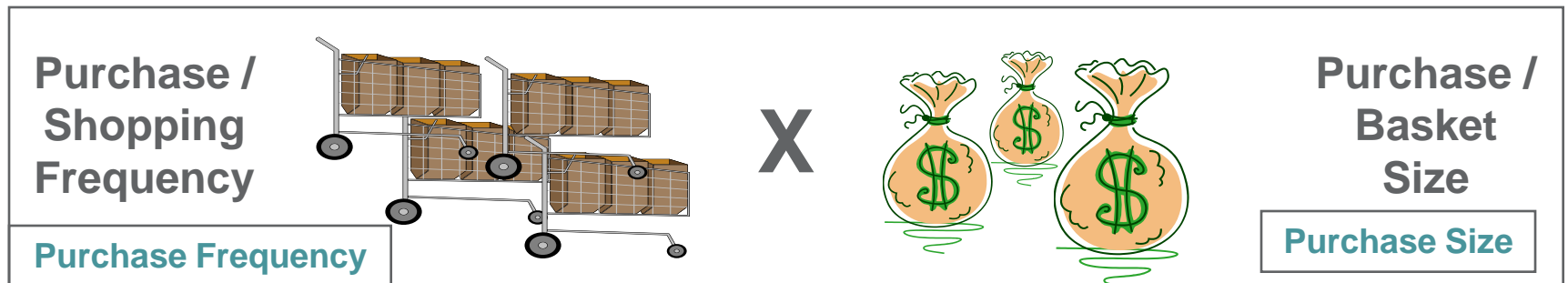


Components of Consumer Volume

- How many consumers? How much is each spending?



- How much each household is spending is generated by:
- How often they spend; How much they spend each time



Thank You

