

# HOMESCAN® PROFILES - MEDIA RELEASE NOTES

## DATA VINTAGE

2019

## BASE LEVEL GEOGRAPHY

Dissemination area

## UPDATE FREQUENCY

Annually

## VARIABLES

9,125

## WHAT IT IS

Homescan® Profiles provide greater insight into which Canadians are more likely to buy different packaged goods, based on key metrics of consumption, usage and penetration. These profiles are derived from two years of data from Nielsen's Homescan® Shopper Panel. The panel tracks more than 14,000 households per year that scan the UPC codes of the products they purchase. The product library is coded to the PRIZM Spectra segments. The database contains more than 9,000 brand and category profiles.

The Homescan Profiles database is divided into three libraries of data: product class, brand and module. Each library has a product hierarchy consistent with Nielsen's category definitions. Homescan Profiles is available at all levels of

geography down to the dissemination area in Canada (excluding the territories). When profiling variables, please use the Homescan Profiles benchmarks, such as Canada or one of the five available regions.

## HOW IT'S USED



Use Homescan Profiles to target media for consumer packaged goods (CPG) advertisers.



Develop competitive advertising strategies for CPG. Build media plans that address potential buyers/dollars, by brand/category, or competitive buyers/dollars.



Quantify market potential and opportunities for new and existing brands.

## SAMPLE QUESTIONS IT CAN ANSWER

- What is the best channel to reach our customers?
- Where can we find potential CPG sponsorship or co-branding opportunities?
- How do our consumers differ from our competitors?
- Where should I allocate my media spend?