

HOMESCAN® PROFILES RELEASE NOTES

PRODUCT VINTAGE

2023

BASE LEVEL GEOGRAPHY

Postal Code

SURVEY COLLECTION

2 Years (2022, 2021)

UPDATE FREQUENCY

Annually

VARIABLES

13,003

WHAT IT IS

Homescan® Profiles provides postal code level insight into which consumer packaged goods (CPG) Canadians are more likely to buy, and how much did they spend. These profiles are derived from two years of data from Nielsen's Homescan® Shopper Panel. The panel tracks more than 12,000 households per year that log the UPC codes of the products they purchase. The product library offers detailed variables by:

Aisle: "ASL | Baked Desserts/Breakfast"

Aisle by Category: "ABC | Prepared Foods | Hot Cereals-
Wheat Base"

Brand: "BRA | KLEENEX"

Brand by Aisle by Category: "BAC | Kool Aid | cold
beverages | fruit drinks"

These variables can be used with PRIZM®, Canada's premier segmentation system to profile Canadians with similar CPG spending behaviours. Homescan® Profiles are available as flat files or on the ENVISION platform. ENVISION allows you to run Homescan® Profiles along with your other licensed Environics Analytics datasets to perform quick analysis, or generate marketing reports, all in a secured environment. Homescan® Profiles is available at all levels of geography down to the postal code level in Canada, excluding the territories.

WHAT'S NEW

To view markets more in a more holistic manner, variables included has increased to allow for smaller brands and products to be utilized. 4,152 new variables are being released in the 2023 product vintage will have lower sample size and are indicated with the low sample flag (!).

Homescan Profiles is supported by four new custom tools in ENVISION that are designed to work with the data structure that is inclusive of buyer and dollar metrics. The all-new report layouts provide the comprehensive look at both buyers and dollars based on single variable selection.



As a result of a change in the source data from Nielsen, brand-related variable IDs (Brand and Brand by Aisle by Category) have changed for the 2023 vintage of Homescan Profiles. A walkover document has been created to assist with working with these new variable IDs.

HOW IT'S USED

Identify opportunities for new product offerings, based on what consumers already buy. Also, quantify market potential and opportunities for new and existing brands.



Optimize your product mix to suit consumer preferences in your trade area.



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



SAMPLE QUESTIONS IT CAN ANSWER

- Do we have the right shelf size for the category? Where should section sizes be increased or decreased in favour of other categories?
- Who is buying my brand? How do I apply the consumer profile to my brand strategy?
- Where is the greatest potential for my products?
- What other categories are my brand buyers likely to buy?
- 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?