

HOW IS THE ESTIMATION METHOD CHOSEN FOR NON-PARTICIPATING RETAILERS?

OVERVIEW

When non-participating retailers exist in the market, Nielsen evaluates feasibility associated with statistically estimating sales to give you a more complete view. If feasibility is confirmed, Nielsen estimates non-participating retail sales using one of our approved methodologies—and then aggregates the estimates with your other Nielsen data in your database.

The table below highlights the globally approved estimation methods:

Estimation Method	Description
Biased Projection (BP)	<p>Nielsen estimates the non-participating chain by projecting sales based on other participating retailers with specific and similar characteristics.</p> <p>Values in your database include estimates for the non-participating supermarket retailers based on sales from a similar supermarket.</p>
Distribution Method (DM)	<p>With non-participating store management permission, auditors periodically visit a predefined number of stores in the non-participating chain to record all items on-shelf with pricing and promotion.</p>
Cash Slip Store Intercept (CSSI)	<p>Nielsen auditors stand outside non-cooperating retail stores to monitor traffic and collect cash slips from willing consumers, every day at specific times.</p> <p>All data is aggregated in a 4-week cycle to get the best picture of a store's total average sales. The data from all audited stores are projected to be representative of the entire chain.</p>
Cash Slip Sister Store (CSSS)	<p>This method is a combination of Cash Slip Store Intercept with the Distribution Method.</p>
CPS Estimation (CP)	<p>Nielsen applies Consumer Panel Services purchase data as a surrogate of store-level retail sales and integrates them into the RMS data.</p>

To determine the most appropriate method to estimate sales from a particular non-participating retailer, Nielsen considers the size and importance of the retailer to the market, the size and granularity of the retailer's assortment and the similarity or uniqueness of Nielsen participating retailers in the market.

The upcoming table outlines the parameters in selecting the most appropriate estimation method for Non-Participating Retailers. Note that occasionally, exceptions occur.

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ESTABLISHING WHICH ESTIMATION METHOD IS MOST APPROPRIATE

Retailer Importance (Total Country)	Retailer Importance (Major Breakdown*)	Assortment Size	Retailer Uniqueness	Method
Very Small=Contribution %≤ 1 Small=1<Contribution %≤ 4 Medium=4<Contribution %≤10 Large=10<Contribution %≤25 Very Large=Contribution %>25	Small= 0<Contribution %≤20 Large=20<Contribution % ≤100	Small <2000 Items Large >2000 Items	Parameters differ on pricing, importance of private label and target consumer characteristics	
Very Small	Any	Any	Any	Bias Projection
Small	Small	Any	Low	Bias Projection
Small	Small	Any	High	Distribution Method
Small	Large	Small	Any	Cash Slip Store Intercept
Small	Large	Large	Low	Cash Slip Store Intercept
Small	Large	Large	High	Cash Slip Sister Store
Medium	Small	Small	Any	Cash Slip Store Intercept
Medium	Large	Small	Low	Cash Slip Store Intercept
Medium	Large	Small	High	Cash Slip Store Intercept
Medium	Small	Large	Any	Cash Slip Sister Store
Medium	Large	Large	Any	Cash Slip Sister Store
Large	Any	Small	Low	Cash Slip Store Intercept
Large	Any	Small	High	Cash Slip Store Intercept
Large	Any	Large	Low	Cash Slip Sister Store
Large	Any	Large	High	Cash Slip Sister Store
Very Large	Any	Any	Any	Consumer Panel

★ **Country Size (Inhabitants)**
 For small countries (Less than 20M):
 For medium countries (20M-100M):
 For large countries (More than 100M):

A Major Market breakdown (MBD) is...
 Includes at least 10% Market Share
 Includes at least 5% Market Share
 Includes at least 3% Market Share