



TNS Worldpanel has been tracking the purchase and consumption behaviours of consumers in the UK for over 30 years, evolving in method, coverage and sample size during that time.

We have a wealth of data of interest to researchers interested in dietary assessment/dietary patterns and would welcome potential collaborators and partners to get in touch.

Key contacts are:

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There are 3 services which may be of interest to researchers

- TNS Worldpanel Usage panel
- TNS Worldpanel Purchase panel
- TNS Worldpanel Nutritional coding



Established in 1974 to track the consumption of food and drink in and out of the home.

Worldpanel Usage Foods methodology



Sample of 11,000 individuals in 4,200 households

Complete food & drink diary for 2 weeks every 6 months

Record consumption of food and drink (providing us with the complete consumption picture from In home/lunchbox to impulse channels)

Staggered sample so every day of the year is covered

Representative Sample (total GB)

Data delivered four times a year – seasonal periods

Twice-yearly attitudes study



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the sixth sense of business™

The panel consists of a sample of approximately 11,000 individuals (aged from infants to the 65 plus) who report via a self-completion diary for two weeks twice a year on food and drink consumption in and out of the home,

Snacks on-the-go are recorded as well as food consumed at home.

Participants record consumption at a servings level e.g. one bowl of cereal so actual volumes are not estimated/recorded.

At a quarterly level we capture food and drink diaries from 2,100 households reporting on ALL individuals within the household.

As this is an ongoing panel, we estimate the panel continuity [i.e. those that complete one period then complete the next] to be at 80%.

Information covered includes:

Who, what, where, when, why

Occasions <ul style="list-style-type: none">• BREAK FAST• LUNCH• EVENING MEAL• SNACK• LUNCHBOX• OUT OF HOME	Consumer (Age/Sex) <ul style="list-style-type: none">• CHILDREN• ADULT MALES• ADULT FEMALES	Primary Reason for Consumption <ul style="list-style-type: none">• QUICK TO COOK• TREAT• HEALTHY• FILLING• HABIT/TRADITIONAL• SOCIAL/ENTERTAINING	Preparation Method <ul style="list-style-type: none">• GRILLED• FRIED• MICROWAVE
Time of consumption <ul style="list-style-type: none">• HOURLY SPLITS	Attitudes <ul style="list-style-type: none">• INDIVIDUAL SURVEY• HOUSEHOLD SURVEY	Complementary Foods <ul style="list-style-type: none">• % CONSUMED WITH...	Where Obt/Cons (OOH only) <ul style="list-style-type: none">• SUPERMKT• CTN• SANDWICH SHOP• WORKPLACE• GARAGE FORECOURT
Day of consumption <ul style="list-style-type: none">• WEEKDAY• WEEKEND	Body Mass Index <ul style="list-style-type: none">• UNDERWEIGHT• IDEAL WEIGHT• OVERWEIGHT• OBESE	Main Retailer Used <ul style="list-style-type: none">• SAINSBURY• TESCO• ASDA• ETC	Product Attributes <ul style="list-style-type: none">• ORGANIC• DIET/LOW CAL
Meal Definition <ul style="list-style-type: none">• MAIN MEAL• LIGHT MEAL• SNACK	Household Demogs. <ul style="list-style-type: none">• SOCIAL CLASS• REGION• H/H SIZE• H/H WITH/WITHOUT CHILD	% Visitors Present	Household <ul style="list-style-type: none">• NUMBER PRESENT• WHO'S EATING/PRESENT



Consumer attitudes (for adults only) are collected annually:

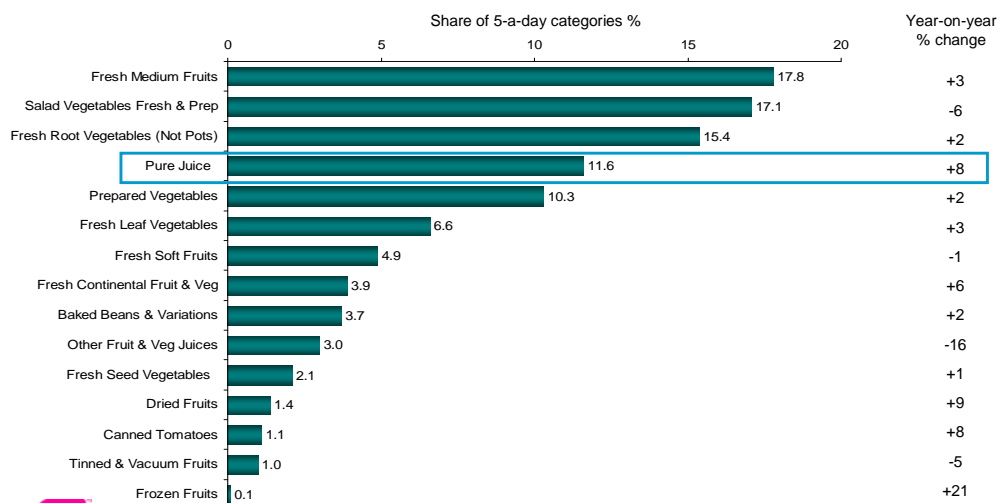
- Main topics covered
 - Eating and drinking habits
 - Exercise taken – self-reported duration, type and frequency of exercise
 - Diets and Allergies
 - Smoking
 - Self reported height and weight from which BMI is derived
- Attitudes to
 - Preferred diets e.g. healthy, low fat etc
 - Attitudes to Weight and exercise
 - Attitudes to and concerns about
 - Alcohol
 - Salt
 - Fat
 - Fibre
 - Cholesterol
 - E numbers
 - Organic food
 - Vegetarian
 - Convenience and Snacking
 - Diets linked to medical advice
 - Tastes
 - Ethnic Foods and trying new foods
 - GDA labelling

Benefits of using Worldpanel Usage

- Consumption behaviour is **recorded, not recalled, thereby registering actual behaviour**
- A **single source** panel for both recording intake of food and drink, and 'out-take' through activity levels
- Trended information will give an understanding of **how people are already changing how have they got there**

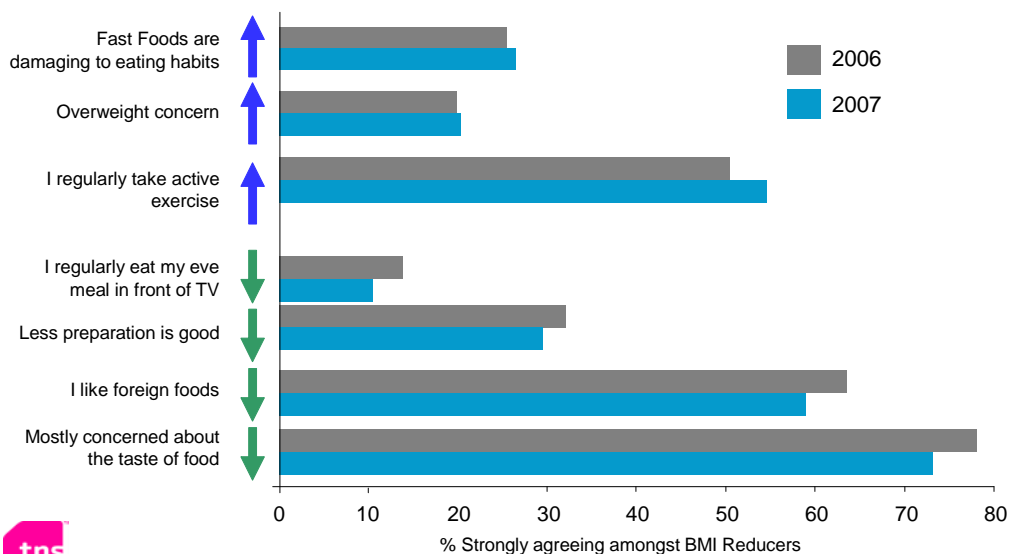
Pure Juice a key contributor to 5-a-day consumption

Also showing some of the strongest growth, and has been in growth over the last 5 years



BMI Reducers (losing weight) : more reported exercise and more willing to spend time on preparation

Taste is still important but less so over time



TNS WorldPanel Usage



TNS Worldpanel UK Purchasing Panel

TNS Worldpanels' consumer purchasing panel of 25,000 households is designed to represent the brought in-home, domestic purchasing of grocery products across Great Britain. Information is collected twice a week via barcode scanning equipment within the household either through the telephone line or on-line via the Internet. Once processed, the data is updated 4 weekly.

Information covered includes

What – sales of all Food and Drinks market, down to individual product detail, combinations of products/markets purchased, average price paid

Who – how many households purchasing , demographic detail– social class, number in household, presence and number of children, region, age of head of household,

Where- which retailers are used

When- seasonality, day of week

Why – attitudes and lifestyles to shopping, health and lifestyle. Opportunity to contact panellists (either in total or groups of consumers chosen by demographic, attitudinal or purchasing criteria) to ask bespoke questions online.

Other panels:

Food on the Go – additional 5000 individuals recording on the go purchasing of snacks and drinks

Baby Panel – 1500 households with children 0-15 months, with annual questionnaire covering:

- Main topics covered
 - Breast and Formula milks
 - Healthy start vouchers
 - Food and Drinks given
 - Childcare Arrangements

- General attitudes to
 - Diet and Feeding
 - Organic and Home prepared
 - Motherhood and change to lifestyle
 - Family life
 - Baby products and brands
 - Nutritional labels
 - Routine
 - Sources of help and information



TNS Worldpanel UK Nutritional Coding

The TNS Nutritional Purchasing Tracking service is based on TNS Worldpanel' consumer purchasing panel of 25,000 households designed to represent the brought in-home, domestic purchasing of grocery products across Great Britain.

Although the continuous study is not a measurement of intake and excludes the Food Service market it does provide an in depth understanding of the nutritional content of British shopping baskets.

On pack declarations of the big 8 (sodium, fat, saturates, fibre, sugar, calories, protein and carbohydrates) were collected by the TNS fieldworkers during 2006 for all 130,000 plus product lines identified from the Purchasing panel in the UK, with pick up levels of over 85%.

The nutritional content of non bar coded products, such as loose fruit and vegetables was supplemented by McCance and Widdowson's "Composition of Foods".

Information is updated via fieldworker capture of on pack nutritional declarations on a rolling six month basis. This ensures that the nutritional coding is up-to-date (not more than six months old) within the confines of the pick up levels (typically 85%).

Applications and insight delivery

- Trended purchase information by nutrient
- Detailed nutritional information on all Food and Drink categories
- Benchmarking and Defence
 - Which categories contribute most to a given nutrient's purchase?
 - Corporate, category and brand nutritional footprint
 - Are particular nutrients over promoted?
- What is the level of re-formulation?
- Consumer targeting e.g. households purchasing less/more of a particular nutrient over time
- Impact of changes in nutritional labelling

Purchase of Fat well ahead of volume growth across Food & Drink

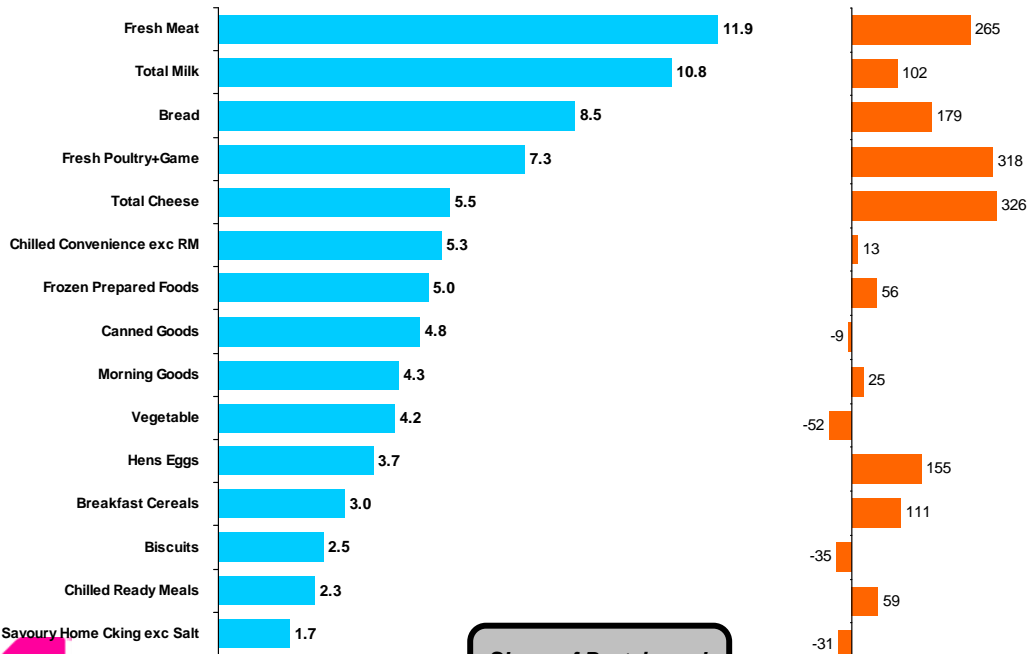


*Year on Year Trend,
Food and Drink*



GBCC 602 2

Fresh meat contributes 12% of all Protein purchased

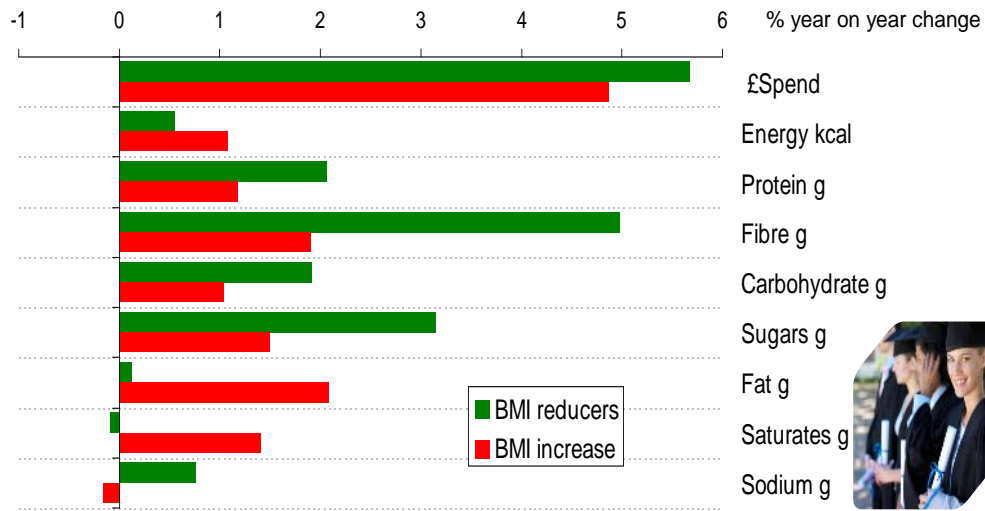


*Share of Protein and
index vs volume share*



GBCC 602 3

BMI reducers(losing weight) - Improved basket nutritional content and MORE spend



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