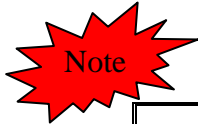


# AC Nielsen Market Information Digest (MID) User Guide



**AC Nielsen Market Information Digest is a resource for AUT staff and students. This database can be accessed from AUT computers, on campus only, via the Library Applications Menu.**

## What is AC Nielsen MID?

It is one of the resources produced by the company AC Nielsen. The Market Information Digest analyses the grocery industry in New Zealand. The reports available include:

**Channel Overview Supermarkets or General Trade Information:** covers information about the grocery trade as a whole within New Zealand. You can find information on grocery trends and New Zealand demographic and economics statistics such as retail sales.\*\*

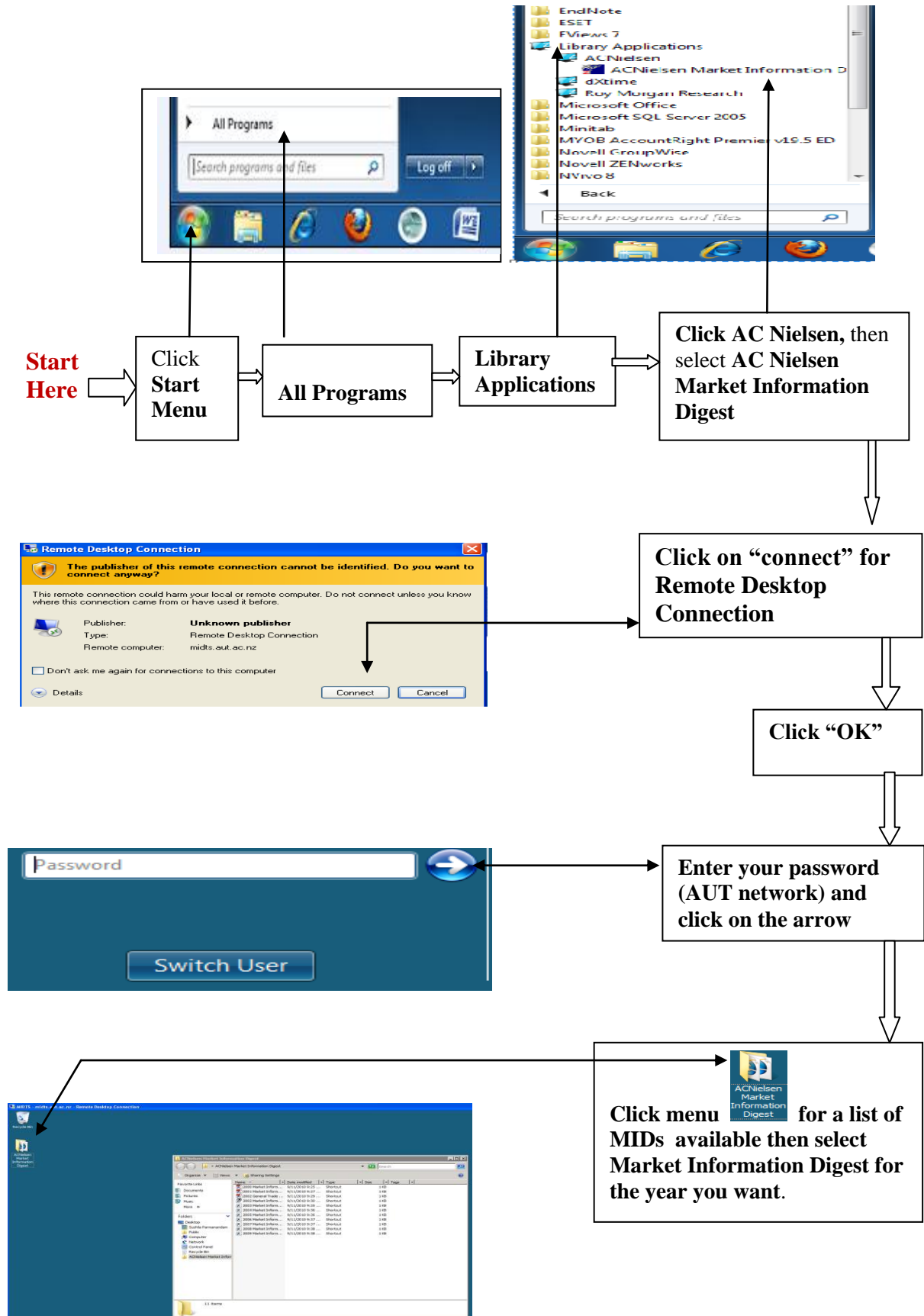
**Category Reports Supermarkets or Product Category Information:** looks at specific grocery products such as biscuits and drinks. You can find information on sales and top brands for each product.\*\*

\*\* The names change with different years of AC Nielsen MID

## Accessing AC Nielsen MID

- The AUT Library has AC Nielsen MID in 2 formats: paper and electronic.
- The paper volumes can be found on the library catalogue and are held in the High Demand collection covering years 1993-2001
- The electronic format can be accessed from AUT computers, **on campus only**, via the Library Applications Menu. The data available is for years covering 2000 to March, 2010.

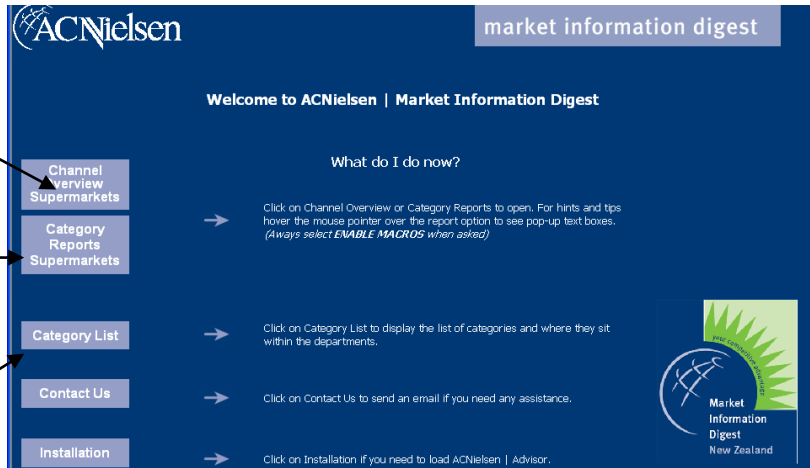
# Access to Electronic Format (From AUT computers on campus only)



When you finish please log out of "Remote Desk Connection" before logging out of your computer.

## Using AC Nielsen MID years 2004-2009

**This is the main screen**

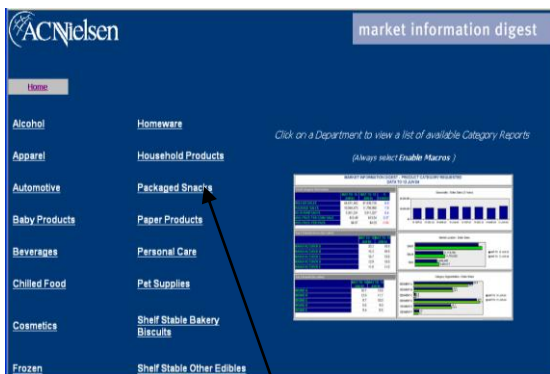


Channel Overview Supermarkets

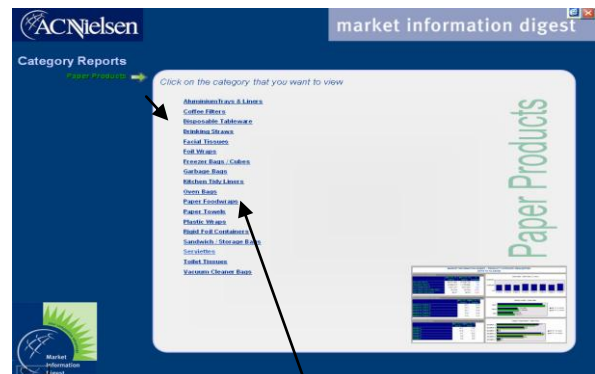
Category Reports Supermarkets: 300+ grocery products

Category list- lists all groceries and sorts them so you can find them in Category Reports

**Category Reports Supermarkets – finding grocery product from MID 2004-2007**

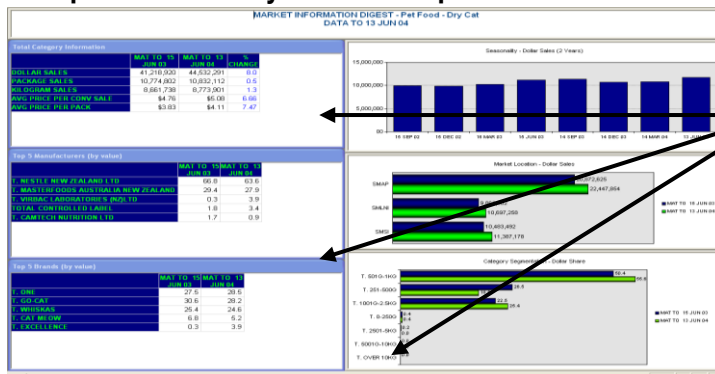


Click on the Category to find the product you want



Click on the product to open the record

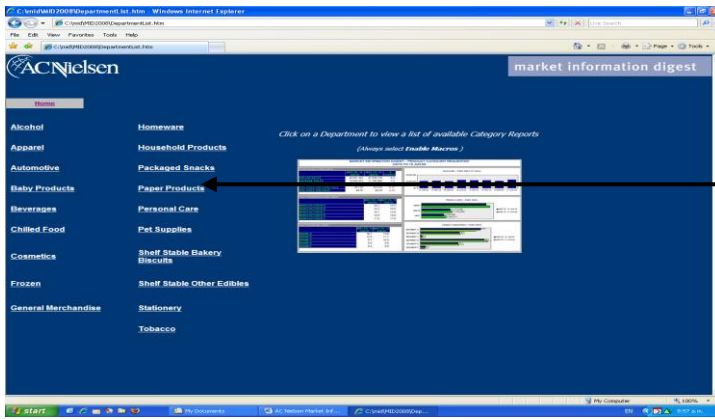
**Sample of a Grocery Product Report**



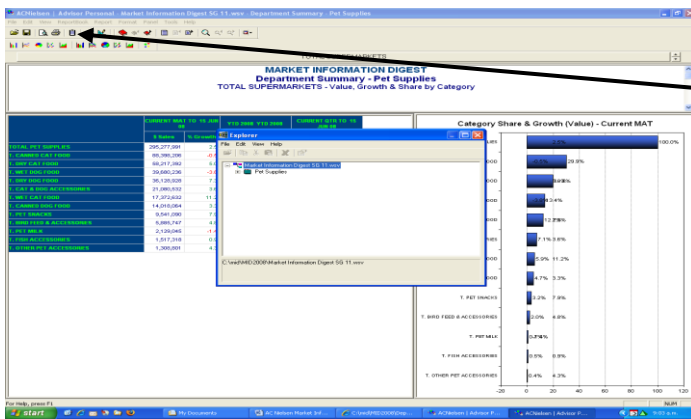
Data on grocery products = sales, brands, seasonality, market locations, category segmentation, manufacturers

Note: From "Pet Food – Dry Cat data to 13 Jun 04", by AC Nielsen (NZ) Limited, 2004, AC Nielsen Market Information Digest 2004. Copyright 2004 by AC Nielsen (NZ) Limited

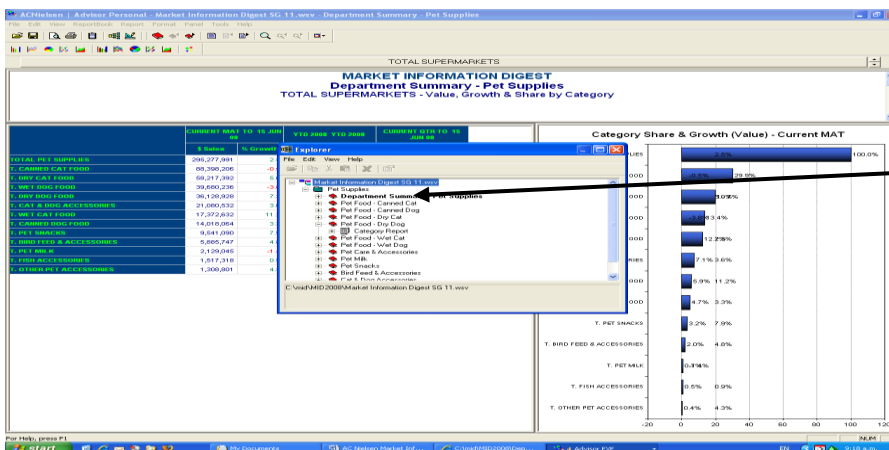
# Category Reports Supermarkets – finding grocery product from MID 2008-2009



Click on the Category to find the product you want



Click on the Report Book Explorer button at the top to open the summary of the product you want



Click on the product to open the report

# Channel Overview Supermarkets (summary of NZ supermarket grocery trade)

**Click on any of the links to access the reports**

**Click on List All Reports to see all the reports available for the Channel Overview**

## Samples of a Channel Overview Report

To go to another report click on the Report Book Explorer button at the top (looks like a family tree)

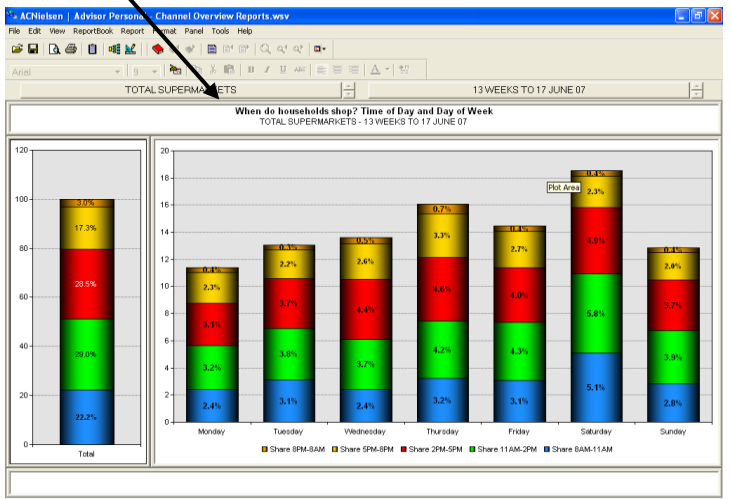
Click on these buttons here to obtain different data according to date range and region

AC Nielsen | Advisor Personal | Channel Overview Reports.vsw

TOTAL SUPERMARKETS CURRENT MAT TO 13 JUN 04

Who are the top manufacturers? (Frozen Foods)  
TOTAL SUPERMARKETS - CURRENT MAT TO 13 JUN 04

	RANK	DOLLARS	CHG YR	PKGS	CHG YR	
TOP TOP ICE CREAM CO LTD	1	59,212,506	13.2	1.5%	14,078,332	0.0%
KING MATTHEW'S AUSTRAL ASIA	2	55,791,871	12.7	7.0%	17,022,587	2.5%
L. CONTROLLED LABELS	3	55,762,762	12.7	22.2%	17,839,879	24.4%
ICEEZ FROZEN LTD	4	48,074,347	11.1	-12.6%	6,292,802	-4.9%
MCCANN FROZEN NZ LTD	5	36,712,122	8.3	-2.4%	11,873,591	-5.2%
MCCANN FROZEN NZ LTD	6	26,465,574	6.0	-0.5%	3,729,761	8.2%
GLA AND PRODUCTS LTD	7	19,938,826	4.5	5.2%	3,414,527	2.9%
FALLETTS FROZEN LTD	8	19,880,140	3.1	-10.2%	4,954,822	-9.7%
TOP MAT	9	13,456,313	3.1	1.2%	3,515,266	3.4%
COMMONWEALTH LTD	10	13,322,587	3.0	2.4%	4,805,111	1.0%
NEW ICE CREAM CO	11	8,626,920	2.0	4.7%	2,584,686	13.2%
DAIRY LE FROZEN DAIRY CASE NZ LTD	12	8,626,587	2.0	2.6%	1,584,549	2.5%
MILKITE	13	7,860,760	1.8	7.5%	1,917,904	1.0%
REPTRENDY FROZEN LTD	14	7,813,585	1.7	-12.9%	1,340,752	-11.0%
NEW ZEALAND MILK LTD	15	6,598,269	1.5	20.5%	1,500,929	19.1%
MCCANN FROZEN AUSTRALIA NEW ZEALAND	16	5,214,722	1.2	1.9%	1,011,229	10.9%
F. WARDEN BRAND LTD	17	4,626,942	1.1	83.2%	707,561	124.4%
CONTROLLED LABELS	18	4,229,826	1.0	20.5%	730,213	13.6%
DAIRY BRANDS LTD	19	3,564,913	0.8	-1.4%	507,826	3.0%
WINDY H. FROZEN LTD	20	3,140,026	0.7	-8.6%	559,593	-12.0%



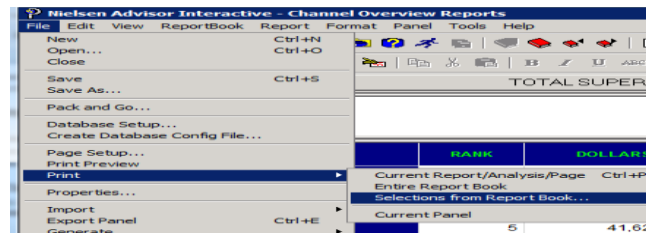
Note: From "Who are the top manufacturers? Frozen Food data to 13 Jun 04", by AC Nielsen (NZ) Limited, 2004, AC Nielsen Market Information Digest 2004. Copyright 2004 by AC Nielsen (NZ) Limited

Note: From "When do households shop? Total supermarkets 13 weeks to 17 June 2007", by AC Nielsen (NZ) Limited, 2007, AC Nielsen Market Information Digest 2007. Copyright 2005 by AC Nielsen (NZ) Limited

## Printing and Saving

These instructions provide some of the options available for saving and printing your report.  
(See a Librarian at the Information Services Desk, Level 4 if you need help).

- To print a Grocery Product OR Channel Overview Supermarket Report :  
Option 1: click on the **Print** Button at the top of the screen OR  
Option 2: Open **File** → **Print** → **Print Current Report**
- The Channel Overview Supermarket Reports may contain layers of data for different regions, Dates, manufacturers, etc.  
To print these data you have to open **File** → **Print** and **select from the options available**



**Caution!!** Selecting entire Report Book will print all layers automatically.

To print selected data:

**File** → **Print** → **Selections from Report book** → **Panels/Pages** →  
then **select data to be printed** → **OK**

## Creating Files and Saving Reports

### **For Grocery product reports**

- **Copy option** – use this option to create a Word document  
**Click in the Title Box of Report** → **Edit** → **Copy OR Copy Report**. Open Microsoft Word document **Edit** → **Paste OR Ctrl V (keys together)**. Then save in H Drive.

**Can't find your H Drive!!** Right click on “Novell Services” button  (found under “hidden icons” at the bottom right hand corner of the screen). Then select “Novell Login”. Use your AUT Network Login & Password to login. Your H drive should now be visible.

(You may not be able to save this to a USB/flash drive as this data is from a remote desktop connection).

- **Generate file option**

Use this option to create your report as a Word or Excel file.

**File** → **Generate** → **Current Report** → **Microsoft Excel** → **Next** → **Browse** and create a file name in your H Drive → Finish and wait for the file to be saved.

### **For Channel Overview Report**

- **Copy Option-** Use this option for copying the graph only. Does not work for copying the complete tables of data.  
**Instructions same as above.**

- **Generate File Options**-Use this to save the complete reports. Generate the file into a Word or Excel file- best as an excel file for data tables.  
**File**→ **Generate**→ **Current report**→(or entire Report Books or selection from Report Book) → **Microsoft Excel**→ **Next** → Browse and create a file name in your H drive. Finish and wait for the file to be saved. (*You may not be able to save this to a USB/flash drive as this data is from a remote desktop connection*)

## How to Reference Tables from AC Nielsen MID using APA

If you include part of or a whole table from AC Nielsen MID within your assignment you must acknowledge where you got it from within your assignment as a footnote at the bottom of the page or with the table. The format is shown below:

*Note:* From [or The data in column 1 are from] “Title of the Report”, by AC Nielsen (NZ) Limited, Year, *AC Nielsen Market Information Digest 2006*. Copyright 2006 by AC Nielsen (NZ) Limited.

**For example:**

*Note:* From “Easter Eggs & Novelties data to 18 Jun 06”, by AC Nielsen (NZ) Limited, 2006, *AC Nielsen Market Information Digest 2006*. Copyright 2006 by AC Nielsen (NZ) Limited.

You will also need to add AC Nielsen MID to your reference list at the end of your assignment along with the other resources you have used. The format is below:

AC Nielsen (NZ) Limited. (Year). Title of the Report. *AC Nielsen Market Information Digest 2006*. Retrieved November 14, 2006 from the AC Nielsen Market Information Digest database.

**For example:**

AC Nielsen (NZ) Limited. (2006). Easter Eggs & Novelties data to June 06. *AC Nielsen Market Information Digest 2006*. Retrieved November 14, 2006 from the AC Nielsen Market Information Digest database.

# Glossary and Acronyms

**Average price per converted sale** The average price paid by the consumer, converted to the most appropriate unit of measure

**Average price per pack** The average price paid by the consumer for each unit converted

**Category Segment (\$ share)** Market Segmentation is provided for those categories where there is generally recognised segmentation within the market. The chart shows the top five segments by value share. To view all segments – right click, Explode Graph, right click again on graph and pick Format Graph, following this tick the All box in the X-Axis Tab. If graph is showing Total Category at 100% there are no segments reported

**Controlled Label** Supermarket brands eg Signature Range that cover a wide range of products from toilet paper to biscuits

**Converted Sales (eg Litre, Kilogram)** Annual consumer package sales converted to the most appropriate unit of measure for each category

**Dollar Sales (ie including GST)** The annual dollar value for each category based on consumer sales

**KAAP (key account for Auckland Province)**

**KALNI (key account for Lower North Island)**

**KASI (key account for South Island)**

**Market Location (value)** Show the percentage of dollar sales accounted for by each geographical region measured by AC Nielsen

**MAT (moving annual total)**

**Packages Sales** The number of packages purchased by consumers on an annual basis

**Seasonality (2 years)** Four weekly dollar sales tracked over two years to establish impact of seasonality/festive occasion on the category

**SMAP (segment of market for Auckland Province)**

**SMLNI (segment of market for Lower North Island)**

**SMSI (segment of market for South Island)**

**Top 5 brands by value** Brands are ranked in descending order based on annual value over 0.1%

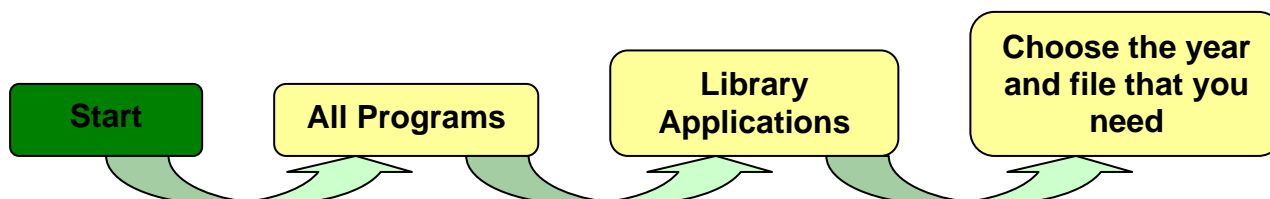
**Top 5 manufacturers by value** Manufacturers are ranked in descending order based on annual value over 0.1%

# Access to older AC Nielsen MID data and Exercises

## Access to AC Nielsen MID 2000-2001

The 2000 and 2001 editions are PDF replicates of the paper volumes held in the High Demand collection, Level 4 in the City Campus Library.

**Exercise 1:** Use the computer to access the electronic editions and choose either AC Nielsen Market Info Digest 2000 or AC Nielsen Market Info Digest 2001:



**You may want to refer back to Page 1 to check the different names of the categories of data**

**Exercise 2:** Looking at the files from 2000 or 2001, choose the General Trade Information File.

a) On what pages would you find information about the Australian grocery trade?

.....

b) Can you find equivalent information for New Zealand? If so where?

.....

**Exercise 3:** From the top of the contents page click on the *red link* to the *Product Category Information*. This will take you to the list of grocery products for that year. Find information on Canned Mushrooms.

a) What are the top brands?

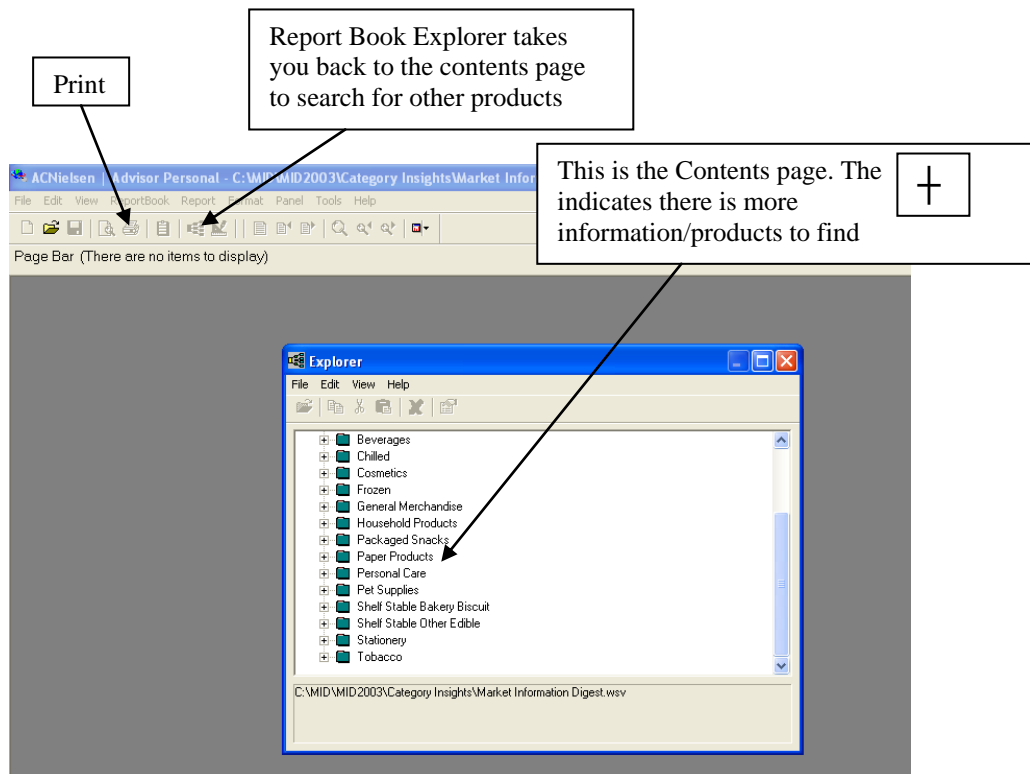
.....

**To Print you can use the Print Button or via File → Print.**  
**You are NOT able to save pages from these 2000 or 2001 PDF files.**

**Exercise 4:** Using the report on Canned Mushrooms, print this page only.

## Access to AC Nielsen MID Information 2002 -2003

The presentation and searching of the later editions of AC Nielsen Market Information Digest (2002 onwards) is different from the 2000 and 2001 PDF files.



Enter MID 2002 or 2003 Market Information.

**Exercise 5:** Look at the Contents page. How does it differ with the older editions? Lets look for the information on Canned Mushrooms and compare the results.

*Canned mushrooms are found under Shelf Stable Other Edible. Click on the + until you find the product you want. Open up the report. What are the top brands?*

.....

**Exercise 6:** Now try searching for Oven Cleaners in a recent file and an older file. What category is it in?

.....