

# 2010/11 Pistachio Brand Health & Demographics Reports

Source: Nielsen Homescan data till 16<sup>th</sup> April 2011

The Nielsen logo is located in the bottom right corner of the slide. It consists of the word "nielsen" in a lowercase, serif font, with a horizontal line of seven dots underneath it. The logo is contained within a white circular shape that is partially cut off by the bottom edge of the slide.

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# Pistachios.....



Over the last year, nearly 13.4% of Australian Households purchased Pistachios; with Households spending on average \$18.2 on Pistachio during the year

Shoppers of Pistachios have bought them 2.1 times over the year and are spending on average, \$8.7 on Pistachios per trip to arrive at an average weight of purchase (AWOP) of \$18.2 for the year



Household reach for the commodity increased during the Christmas periods with a higher penetration result in 2010 at 3.4% compared to 3.1% last year

# Pistachios.....



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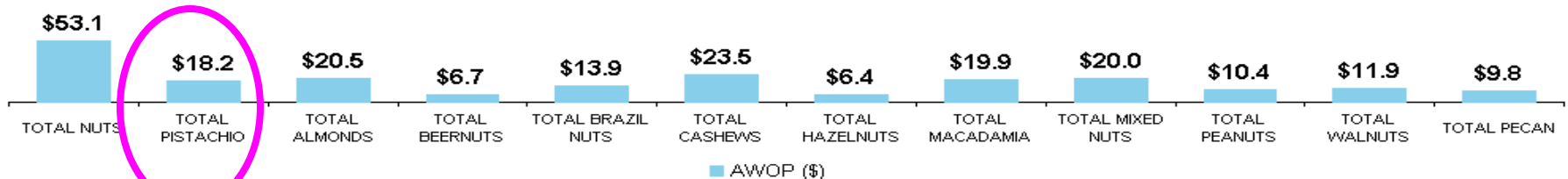
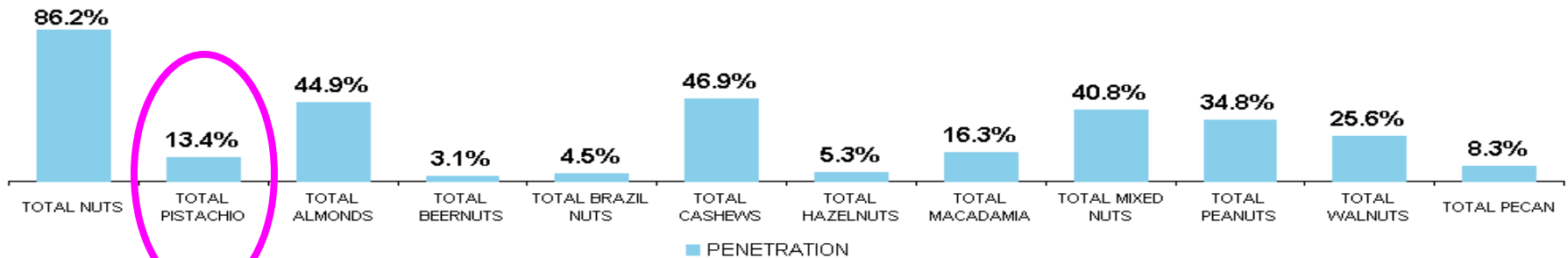
Over the last year, Established couples and Bustling Families have had the most significant contribution to value sales of Pistachio, with a combined contribution of 47.3% compared to 39.2% combined share for all nuts.

Independent Singles have lowest penetration and could be a target for growth



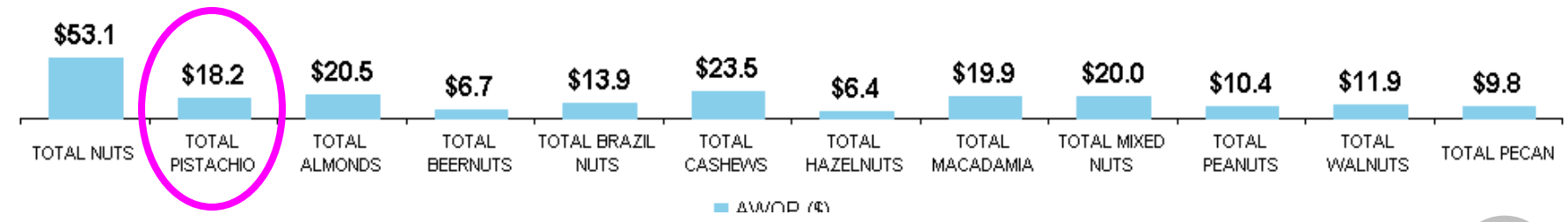
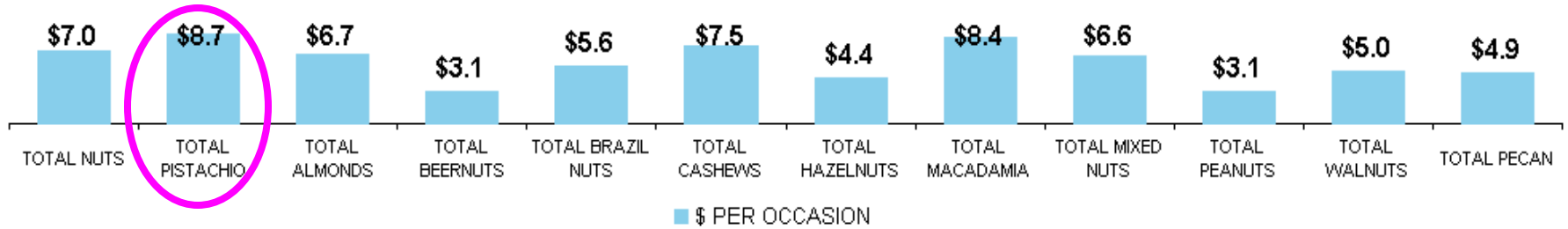
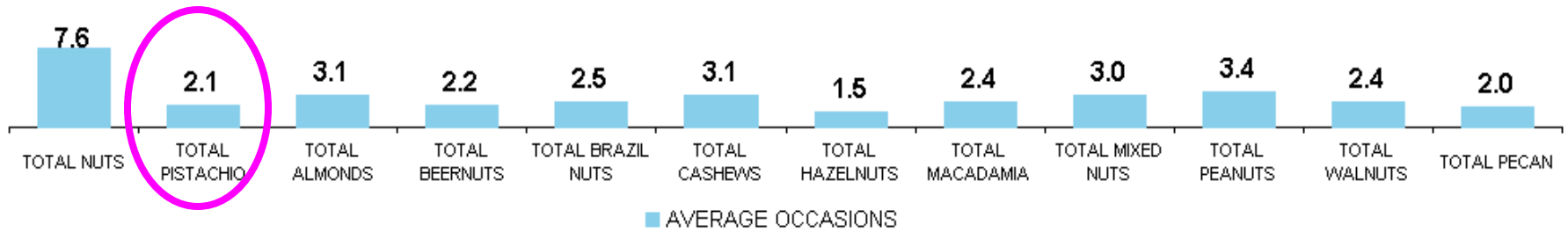
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**What are the key consumer drivers of sales? - Brand Health - Value**  
 ALL SHOPPERS - AUS - MAT TO 16/04/2011 - BASED ON VALUE (\$000'S)/1000



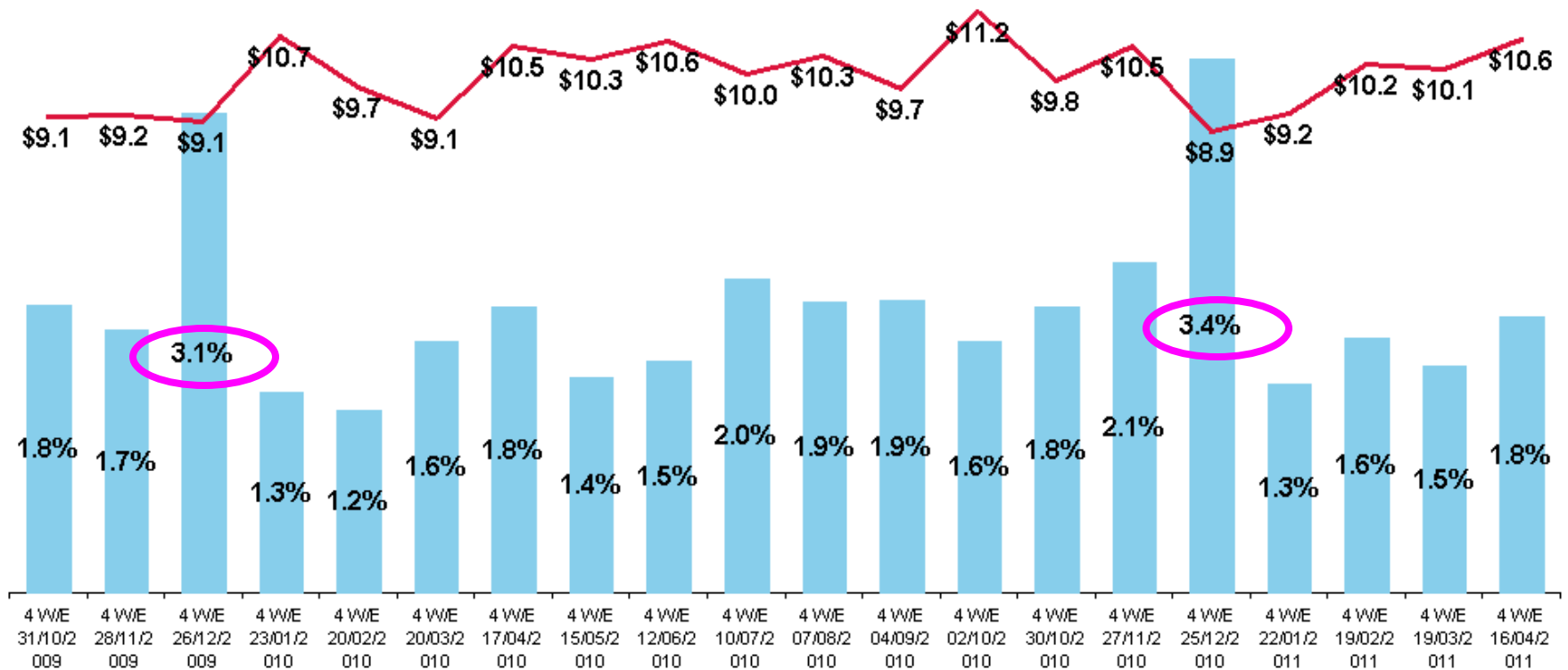
Shoppers of Pistachios have bought them 2.1 times over the year and are spending on average, \$8.7 on Pistachios per trip to arrive at an average weight of purchase (AWOP) of \$18.2 for the year.

**What is driving how much my consumers buy? - Brand Health - Value**  
 ALL SHOPPERS - AUS - MAT TO 16/04/2011 - BASED ON VALUE (\$000'S)/1000



Household reach for the commodity increased during the Christmas periods with a higher penetration result in 2010 at 3.4% compared to 3.1% last year

How are the key consumer drivers of sales changing over time? - Brand Health - Value  
ALL SHOPPERS - AUS - TOTAL PISTACHIO - BASED ON VALUE (\$000'S)/1000

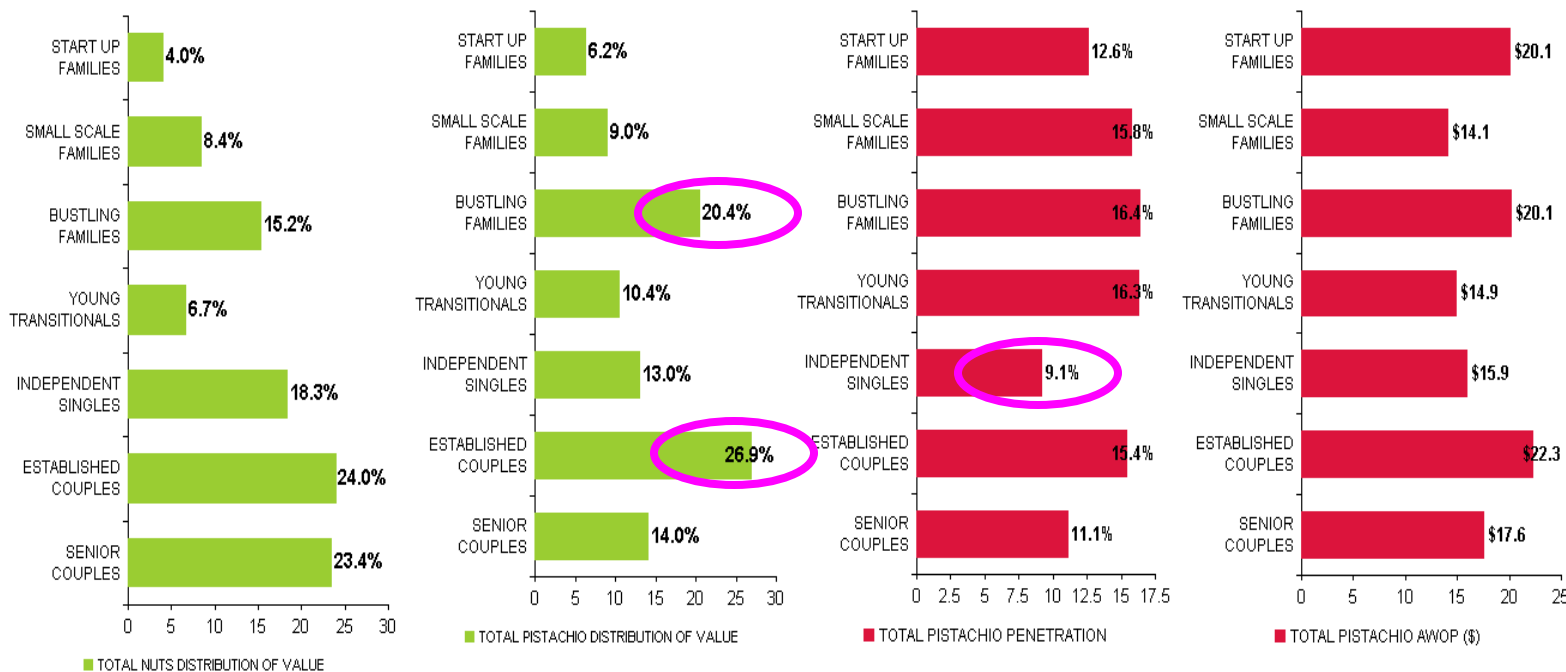


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**Who buys my brand? (Lifestage) - Demographics - Value**  
 AUS - TOTAL PISTACHIO - MAT TO 16/04/2011 - BASED ON VALUE (\$000'S)/1000



# Glossary

- **Penetration** – The proportion of households purchasing a product in the specified period expressed as a percentage of all households.
- **Average Weight of Purchase (AWOP)** – The average volume/value/units of a product bought across all buyers of that product in the specified period.
- **Occasions Per Buyer** – The average no. of times each buyer purchases the specified product in a specified period. A product/date/shop code combination, eg. a household purchasing 2 identical products on a shopping trip to Woolworths constitutes a single purchase occasion.
- **Amount Per Occasion** – Average volume/value/units purchased on each purchase occasion.
- **YTD** – Year to Date.
- **MAT** – Moving annual total; a rolling yearly total which accumulates 52 weeks of data.
- **YA** – Year Ago.



# Lifestage

## ***Young Transitionals***

Adult households (no children  $\leq 17$ )

Head of household  $< 35$

## ***Small scale families***

Households with oldest child 6-11 years

## ***Start-up families***

Households with young children only, oldest child  $< 6$

## ***Bustling families***

Households with oldest child 12-17 years

## ***Senior Couples***

Two (2) or more adults (No children  $\leq 17$ )

Head of household 60 or over

## ***Independent singles***

One (1) person adult household (No children  $\leq 17$ )

Head of household  $\geq 35$

## ***Established Couples***

Two (2) or more adults (No children  $\leq 17$ )

Head of household 35-59

# Household Income

## *Low Income Household income*

\$35,000 or under.

## *Medium Income Household income*

\$35,001 to \$70,000.

## *High Income Household income*

\$70,001 and above.

# Household Size

**1-2, 3, 4, 5+**

Relates to the number of people in the household.



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