



Gain valuable insight into your market

Nielsen Claritas Primary Research

Nielsen Claritas' Primary Research provide syndicated and custom market research studies of consumer behavior and market structure that help clients understand their marketplace and highlight product potential.

Syndicated research

Syndicated market research surveys provide a wealth of information regarding consumer ownership, usage and purchase behavior related to financial products, insurance, technology products, communication and media services, energy and consumer electronics.

Syndicated market research includes:

- **Nielsen Market Audit**—Market Audit® provides a comprehensive analysis of household financial behaviors
- **Nielsen Insurance Audit**—Insurance Audit™ surveys U.S. households' insurance holdings and purchase behaviors
- **Nielsen Convergence Audit**—Convergence Audit® covers voice, video, data and energy-related behaviors
- **Nielsen Consumer Electronics Monitor**—Consumer Electronics Monitor provides a comprehensive look at consumer electronics ownership, purchase, usage and behavior trends

Recontact studies

Brand awareness, image evaluations, competitive market research analysis and assessing interest in new product offerings are just a few of the many applications for fielding custom market research studies. To help make the most of your research budget, Nielsen offers the ability to conduct recontact studies among respondents to our syndicated surveys.

A recontact survey is an opportunity to recontact respondent households from a prior survey to obtain additional proprietary information.

Two advantages of a recontact study are:

- **Immediate access to pre-identified niche or low incidence populations**—syndicated market research can serve as respondent panels, saving you both time and money in locating your target population
- **Incremental cost savings**—realized through combining the information from the proprietary recontact study with the richness of behavioral and demographic information collected via syndicated research

Each syndicated survey essentially serves as a respondent panel, consisting of:

- Approximately 80,000 U.S. households annually for Market Audit
- About 35,000 respondents each for Insurance Audit and Convergence Audit
- 40,000 respondents for Consumer Electronics Monitor

Other custom market research capabilities

Nielsen conducts market research using any methodology or combination of methodologies—online, telephone, mail, intercept and qualitative research, including in-depth interviews or focus groups.



A core strength of the team is the ability to design market research and sampling approaches and collect market data around Nielsen's segmentation systems.

Passion for precision

Nielsen is the preferred choice of Fortune 500 companies who wish to optimize their customer targeting, media strategies and site analysis decisions. Combining the most passionate team of industry experts with world-class data, software and services, we deliver solutions that help you identify both 'who' and 'where' your best customers and prospects are—with precision.

Superior client service and support

Nielsen is recognized for its broad range of superior client service offerings. We partner with you to deliver exceptional consultative client service and support that includes dedicated account teams, technical support, training and industry and subject matter experts in segmentation, demographics, direct marketing, consumer research and analytics.

For more information, contact your Nielsen representative at 800-234-5973 or visit www.nielsen.com.