



dunnhumby **BAR**

BEHAVIOURAL • ATTITUDINAL • RESEARCH

Reach the right people and move faster with our unique primary research tool. Find out what consumers think, feel and do in days, not weeks.

Link consumers' actual shopping habits and purchase patterns to understand what people think of your products, why they buy—and what happens once they leave the store. Our self-service tool gives you vital insights to help you develop new products, plan campaigns and grow your brands.

- Identify consumers based on shopping behaviours and ask them pre-set questions about your brand or product
- Launch targeted surveys in minutes, get results in days
- Link behaviours to opinions to uncover the motivations behind them
- Pinpoint your most engaged consumers

CONNECT BEHAVIOURS AND ATTITUDES IN A WEEK

dunnhumby BAR gives you real-world data about what people buy, along with their attitudes and opinions. This enables you to build up a detailed picture of how target consumers act and what they think - so you can connect with them like never before.

Because we use actual buying data to select respondents for your surveys, you can be sure of reaching the right people without time-consuming pre-screening. Meaningful results are available in around a week, allowing these insights to inform and guide research decisions.

We'll help you answer questions like:

- 1 Why are consumers **leaving your brand?**
- 2 How do the **attitudes** of heavy, light and non-buyers differ?
- 3 What do consumers think of your **new product?**
- 4 What **attributes of your product** are driving purchase intent?
- 5 What barriers are **preventing consumers** using your product?



HOW IT WORKS

dunnhumby BAR is a **self-service** tool, so you can select and activate surveys based on common business questions yourself in just three simple steps.

Data on the shopping habits of **17 million consumers** lies at the heart of this research tool. It covers shopping behaviour across large stores, convenience stores and online. We use it to identify a sample of consumers relevant to your business.

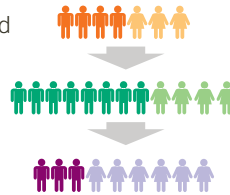
NATIONALLY-REPRESENTATIVE CONSUMERS

Our research subjects are representative of the entire UK.



ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



ATTITUDES + BEHAVIOURS

dunnhumby BAR combines what people tell us with data about what they do, so you can draw confident conclusions.

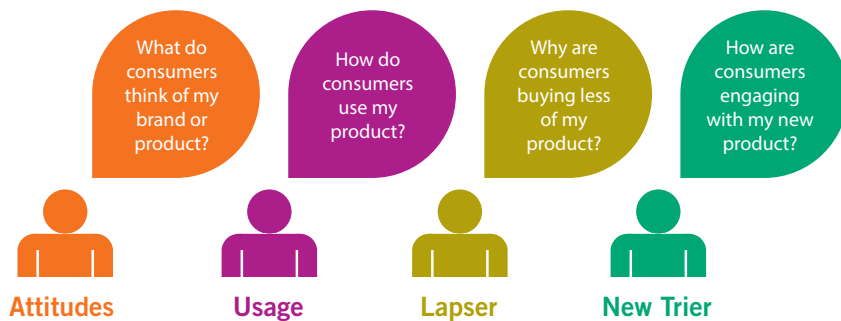
GET A 'QUICK READ'

What do consumers think of your new product? Why are they lapsing from your brand? Ask them and get answers in a week, ensuring that your next move is guided by robust data.

DO IT YOURSELF

dunnhumby BAR is accessed through a simple online interface, allowing you to run surveys whenever you need to.

FOUR READY-MADE REPORTS ARE AVAILABLE:



IT'S THIS EASY TO ACTIVATE YOUR FIRST SURVEY

Once your account has been created, you can launch your first survey in just three easy steps.

- 1 Select your dunnhumby BAR report.** Isolate consumers who **display the behaviour you're interested in**. For instance, people who are spending less on your product.
- 2 Launch the survey.** Respondents will receive a targeted set of questions, based on the report you've selected.
- 3 Use the results.** The responses will help you identify opportunities, adjust **strategy** and drive your brand forward.

