

| TNS Family Food Panel definitions | Nielsen Media Research |
|---|---|
| Food categories used for food groups | Food categories used for Ad Spend Analysis |
| 02 FOOD | 02 FOOD |
| 02.01 BAKERY GOODS | 02.01 BAKERY GOODS |
| 02.01.05 BISCUITS | 02.01.05 BISCUITS |
| 02.01.10 BREAD & BAKERIES | 02.01.10 BREAD & BAKERIES |
| 02.01.15 CAKES & FRUIT PIES | 02.01.15 CAKES & FRUIT PIES |
| | 02.01.20 CAKES (FROZEN) |
| 02.01.25 CRISPBREAD/CRACKERS | 02.01.25 CRISPBREAD/CRACKERS |
| | 02.01.91 BAKERY GOODS GENL |
| 02.02 CONFECTIONERY | 02.02 CONFECTIONERY |
| 02.02.05 CEREAL BARS | 02.02.05 CEREAL BARS |
| 02.02.10 CHEWING GUM | 02.02.10 CHEWING GUM |
| 02.02.15 CHOCOLATE-BARS & COUNTLINES | 02.02.15 CHOCOLATE-BARS & COUNTLINES |
| 02.02.20 CHOCOLATE-BOXED | 02.02.20 CHOCOLATE-BOXED |
| 02.02.25 CHOCOLATE-OTHER | 02.02.25 CHOCOLATE-OTHER |
| 02.02.30 ICE CREAM & LOLLIES | 02.02.30 ICE CREAM & LOLLIES |
| 02.02.35 SUGAR CONFECTIONERY | 02.02.35 SUGAR CONFECTIONERY |
| | 02.02.40 MIXED/GENERAL CONFECTIONERY |
| | 02.02.91 CONFECTIONERY GENL |
| 02.03 COOKING PRODUCTS & SEASONING | 02.03 COOKING PRODUCTS & SEASONING |
| 02.03.05 CAKES & PASTRY MIXES | 02.03.05 CAKES & PASTRY MIXES |
| 02.03.10 CONDIMENTS | 02.03.10 CONDIMENTS |
| 02.03.15 COOKING FATS | 02.03.15 COOKING FATS |
| | 02.03.20 FLOUR & BAKING POWDER |
| 02.03.25 MEAT & VEGETABLE EXTRACTS | 02.03.25 MEAT & VEGETABLE EXTRACTS |
| 02.03.30 SAUCES (COOKING & MIXES) | 02.03.30 SAUCES (COOKING & MIXES) |
| 02.03.35 SAUCES | 02.03.35 SAUCES |
| | 02.03.40 SWEET TOPPINGS |
| 02.03.46 ARTIFICIAL SWEETENERS | 02.03.45 SUGARS |
| | 02.03.46 ARTIFICIAL SWEETENERS |
| 02.04 DAIRY PRODUCTS & SUBSTITUTES | 02.04 DAIRY PRODUCTS & SUBSTITUTES |
| 02.04.05 BUTTER | 02.04.05 BUTTER |
| 02.04.10 CHEESE | 02.04.10 CHEESE |
| 02.04.15 CREAM & SUBSTITUTES | 02.04.15 CREAM & SUBSTITUTES |
| 02.04.20 EGGS | 02.04.20 EGGS |
| 02.04.25 MARGARINE | 02.04.25 MARGARINE |
| 02.04.30 MILK & MILK PRODUCTS | 02.04.30 MILK & MILK PRODUCTS |
| 02.04.35 YOGHURT/FROMAGE FRAIS | 02.04.35 YOGHURT/FROMAGE FRAIS |
| 02.04.99 DAIRY RANGE | 02.04.99 DAIRY RANGE |
| 02.05 DRINKS & BEVERAGES | 02.05 DRINKS & BEVERAGES |
| 02.05.10 COFFEE(INSTANT) | 02.05.05 COFFEE(FRESH) |
| 02.05.15 HEALTH DRINKS | 02.05.10 COFFEE(INSTANT) |
| 02.05.20 TEA | 02.05.15 HEALTH DRINKS |
| 02.05.25 OTHER DRINKS | 02.05.20 TEA |
| | 02.05.25 OTHER DRINKS |
| 02.06 FRUIT, VEGETABLES, PASTA | 02.06 FRUIT, VEGETABLES, PASTA |
| 02.06.15 FRUIT(FRESH) | 02.06.05 FRUIT(CANNED) |
| | 02.06.10 FRUIT(DRIED) |
| 02.06.25 RICE & PASTA(DRIED & FRESH) | 02.06.15 FRUIT(FRESH) |
| 02.06.30 VEGETABLES & PASTA (CANNED) | 02.06.20 FRUIT(FROZEN) |
| 02.06.35 VEGETABLES(FRESH) | 02.06.25 RICE & PASTA(DRIED & FRESH) |
| 02.06.40 VEGETABLES(FROZEN) | 02.06.30 VEGETABLES & PASTA (CANNED) |
| | 02.06.35 VEGETABLES(FRESH) |
| 02.07 MEAT, FISH & POULTRY | 02.07 MEAT, FISH & POULTRY |
| 02.07.05 BACON | 02.07.05 BACON |
| | 02.07.10 FISH(CANNED) |
| 02.07.15 FISH(FRESH & FROZEN) | 02.07.15 FISH(FRESH & FROZEN) |
| 02.07.20 SLICE MEAT,MEAT/FISH SPRD,PATE | 02.07.20 SLICE MEAT,MEAT/FISH SPRD,PATE |
| | 02.07.25 MEAT & POULTRY(CANNED) |
| 02.07.30 MEAT(FRESH & FROZEN) | 02.07.30 MEAT(FRESH & FROZEN) |
| 02.07.35 MEAT PIES & SAUSAGES | 02.07.35 MEAT PIES & SAUSAGES |
| 02.07.40 POULTRY(FRESH & FROZEN) | 02.07.40 POULTRY(FRESH & FROZEN) |
| 02.08 PREPARED & CONVENIENCE FOODS | 02.08 PREPARED & CONVENIENCE FOODS |
| 02.08.05 BABY FOODS | 02.08.05 BABY FOODS |
| 02.08.10 CEREALS(READY TO EAT) | 02.08.10 CEREALS(READY TO EAT) |
| 02.08.15 CEREALS(REQUIRING PREPARATION) | 02.08.15 CEREALS(REQUIRING PREPARATION) |
| 02.08.20 CONVENIENCE DESSERTS | 02.08.20 CONVENIENCE DESSERTS |
| 02.08.25 DEHYDRATED,CANNED READY TO EAT | 02.08.25 DEHYDRATED,CANNED READY TO EAT |
| | 02.08.26 PIZZA - FRESH |
| 02.08.27 PIZZA - FROZEN | 02.08.27 PIZZA - FROZEN |
| 02.08.30 PREPARED FOOD RANGE | 02.08.30 PREPARED FOOD RANGE |
| 02.08.35 FROZEN READY TO EAT MEALS | 02.08.35 FROZEN READY TO EAT MEALS |
| 02.08.40 JAM & SPREADS | 02.08.40 JAM & SPREADS |
| | 02.08.45 SOUP (CANNED) |
| 02.08.50 SOUP (PACKET) DRY & FRESH | 02.08.50 SOUP (PACKET) DRY & FRESH |
| 02.08.55 POTATO CRISPS & SNACKS | 02.08.55 POTATO CRISPS & SNACKS |
| 02.08.56 DIPS/DIPPERS SNACKS | 02.08.56 DIPS/DIPPERS SNACKS |
| | 02.08.91 PREPARED/CONVENIENCE FOOD GENL |
| 02.09 ORGANIC FOODS RGE | 02.09 ORGANIC FOODS RGE |
| 02.09.05 ORGANIC FOODS | 02.09.05 ORGANIC FOODS |
| | 02.80 FOOD - INTERNET SPEND |
| | 02.80.05 FOOD - INTERNET SPEND |
| | 02.90 FOOD - SPONSORSHIP |
| | 02.90.10 FOOD - SPORTS SPONSORSHIP |
| | 02.90.15 FOOD - OTHER SPONSORSHIP |
| | 02.99 FOOD CORPORATE |
| | 02.99.99 FOOD CORPORATE |
| 04 DRINK | 04 DRINK |
| 04.02 SOFT DRINKS | 04.02 SOFT DRINKS |
| 04.02.05 SOFT DRINK MIXER | 04.02.05 SOFT DRINK MIXER |
| 04.02.07 MINERAL WATER | 04.02.07 MINERAL WATER |
| 04.02.10 CORDIALS | 04.02.10 CORDIALS |
| 04.02.15 FRUIT JUICES/STILL FRUIT DRINK | 04.02.15 FRUIT JUICES/STILL FRUIT DRINK |
| 04.02.20 OTHER CARBONATED | 04.02.20 OTHER CARBONATED |
| | 04.02.95 SOFT DRINKS GENL |
| 30 RETAIL | 30 RETAIL |
| 30.01 ENTERTAINMENT & LEISURE | 30.01 ENTERTAINMENT & LEISURE |
| 30.01.15 CHAIN RESTAURANTS | 30.01.15 CHAIN RESTAURANTS |