



Measuring changes in everyday consumer purchases in real time

Leo Feler

August 1, 2024



BIGGER.
BETTER.
BEYOND.

The background features abstract graphic elements: a series of concentric circles in various sizes and colors (blue, teal, white) overlapping each other, some with thick outlines. Below these are several wavy, radiating lines in shades of blue and teal, creating a sense of motion and depth. A small red dot is located near the bottom right of the graphic area.

Introduction



- Chief Economist at Numerator and Visiting Economist with the Federal Reserve Bank of Chicago
- Previously a senior economist at UCLA Anderson School of Management and assistant professor at Johns Hopkins University
- PhD in economics from Brown University



Leo Feler

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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES, APRIL 2024

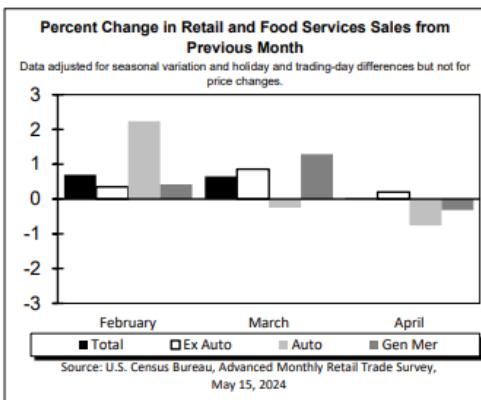
Release Number: CB24-74

Notice of Revision: Monthly retail sales estimates were revised on April 23, 2024 based on the results of the 2022 Annual Retail Trade Survey and the Service Annual Survey. The Annual Revision of Monthly Retail and Food Services showing revised estimates can be found on our website at https://www.census.gov/retail/mrts/historic_releases.html

May 15, 2024 — The U.S. Census Bureau announced the following advance estimates of U.S. retail and food services sales for April 2024:

ADVANCE MONTHLY SALES		
April 2024	\$705.2 billion	0.0%*
March 2024 (revised)	\$705.1 billion	+0.6%
Next release: June 18, 2024		

* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero.
Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, May 15, 2024

**Advance Estimates of U.S. Retail and Food Services**

Advance estimates of U.S. retail and food services sales for April 2024, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$705.2 billion, virtually unchanged (± 0.4 percent)* from the previous month, but up 3.0 percent (± 0.5 percent) above April 2023. Total sales for the February 2024 through April 2024 period were up 3.0 percent (± 0.5 percent) from the same period a year ago. The February 2024 to March 2024 percent change was revised from up 0.7 percent (± 0.5 percent) to up 0.6 percent (± 0.1 percent).

Retail trade sales were virtually unchanged (± 0.4 percent)* from March 2024, but up 2.7 percent (± 0.5 percent) above last year. Nonstore retailers were up 7.5 percent (± 1.6 percent) from last year, while food services and drinking places were up 5.5 percent (± 2.1 percent) from April 2023.

Data Inquiries

Economic Indicators Division, Retail Indicator Branch
301-763-2713
eid.retail.indicator.branch@census.gov

Media Inquiries

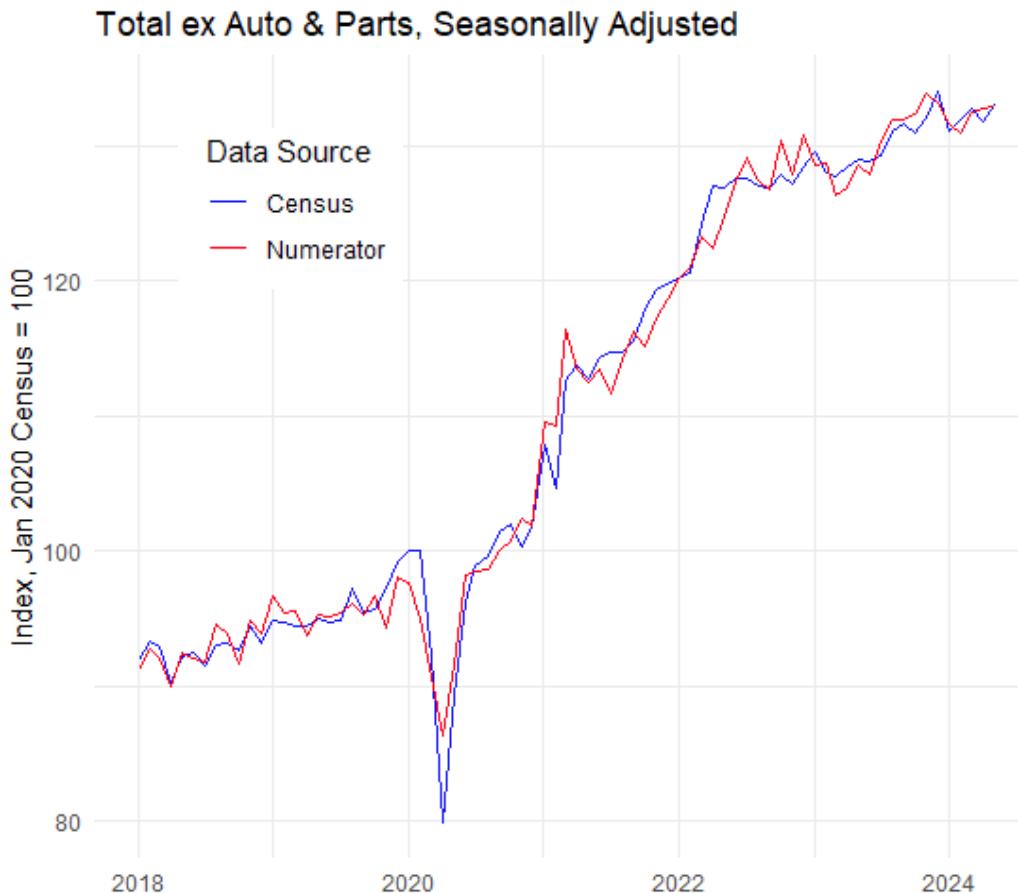
Public Information Office
301-763-3030
pio@census.gov



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

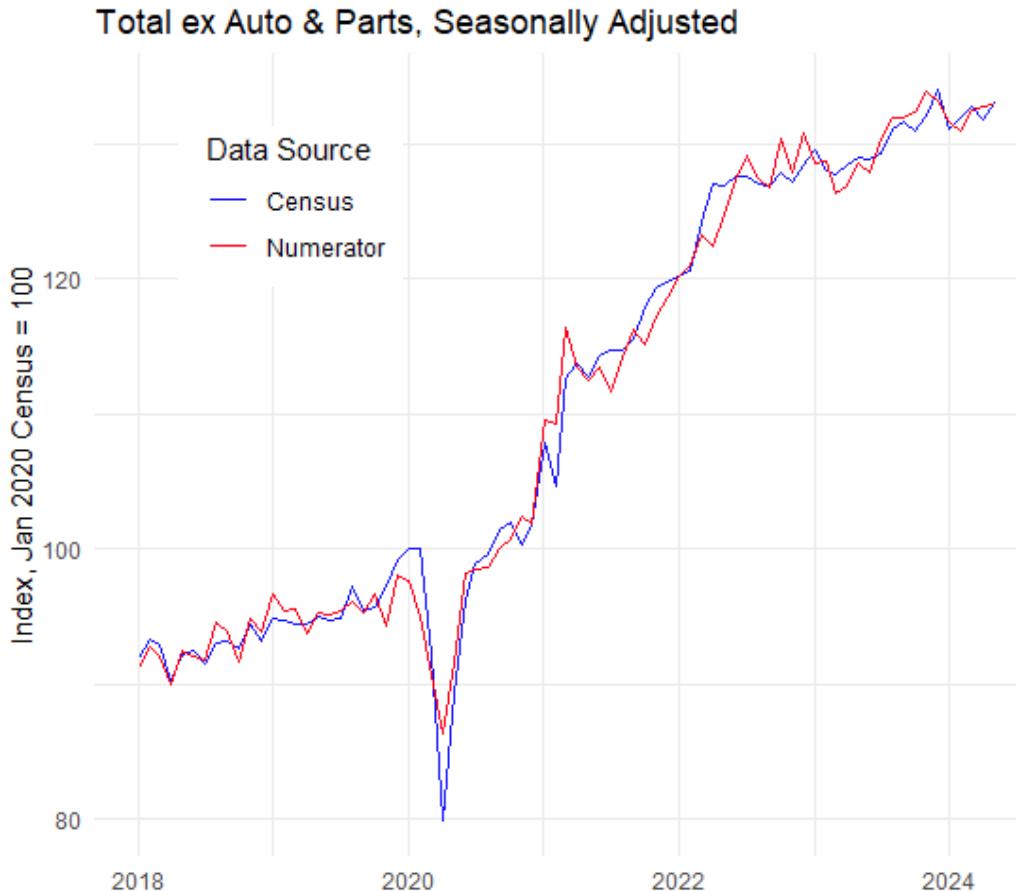
Numerator data closely matches Census data on retail sales

The US Census “top-down” and Numerator “bottom-up” approach of collecting and analyzing retail sales data match closely

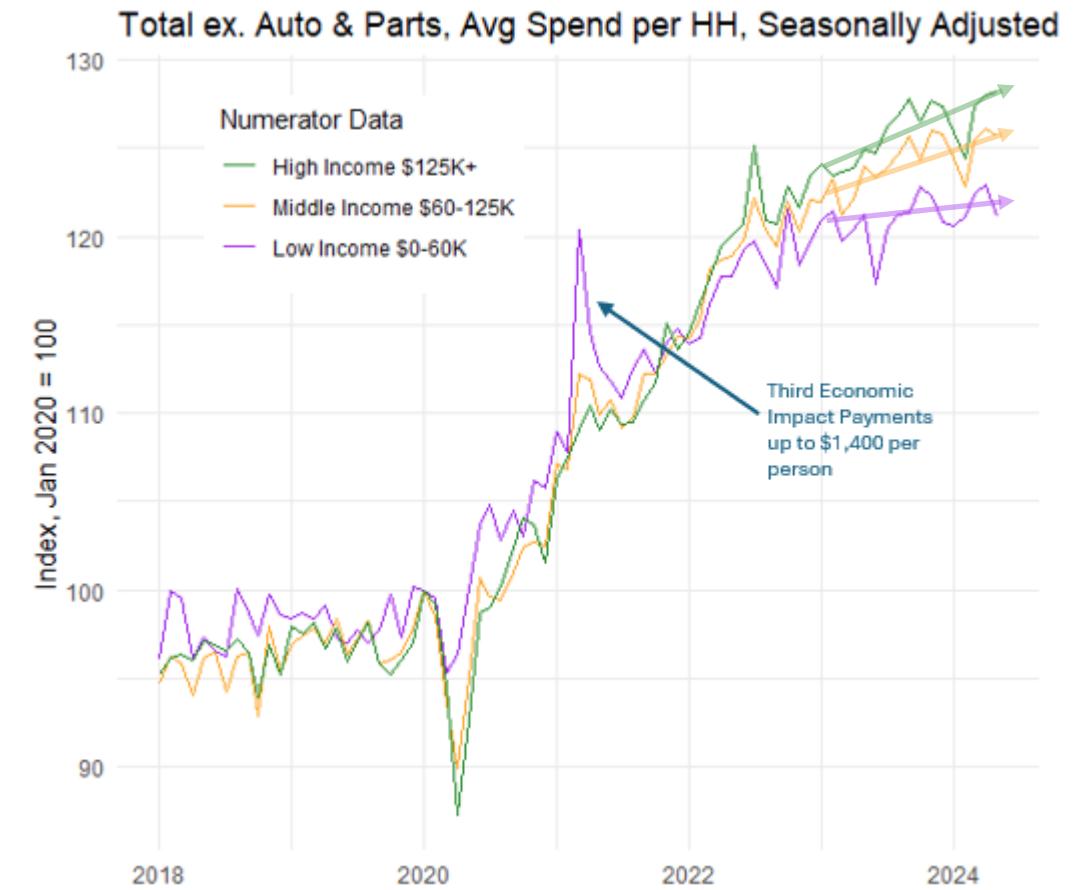


But Numerator data allows us to disaggregate retail sales by consumer demographics

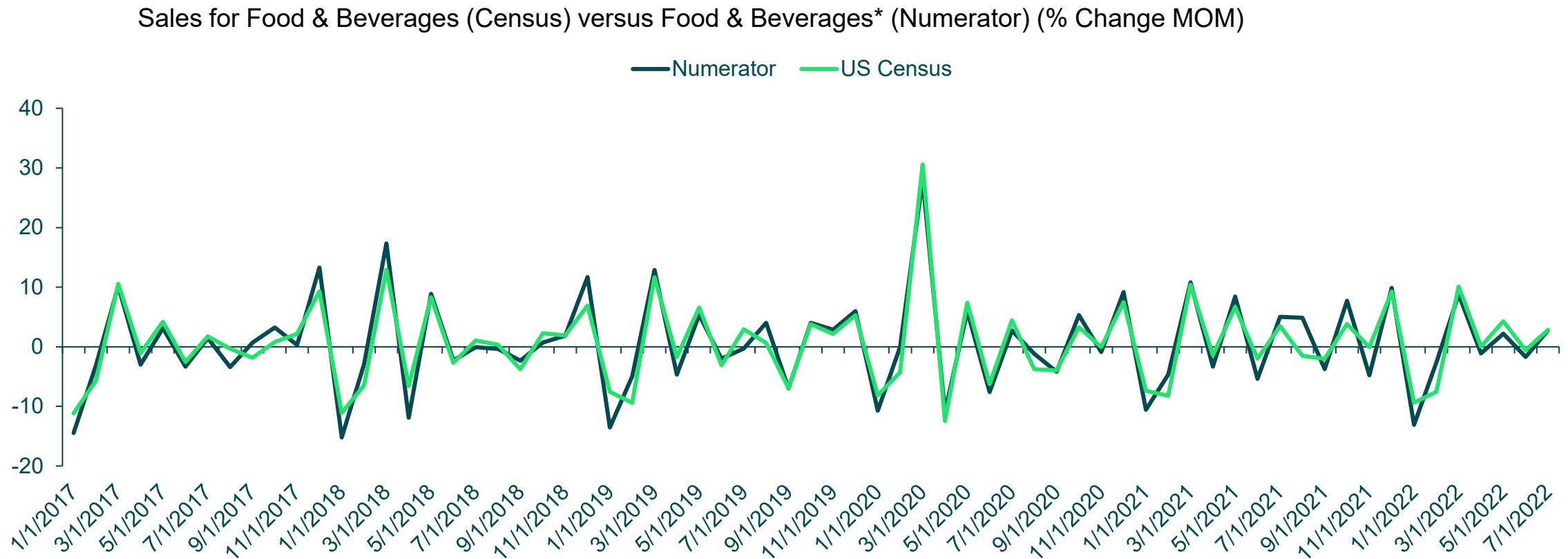
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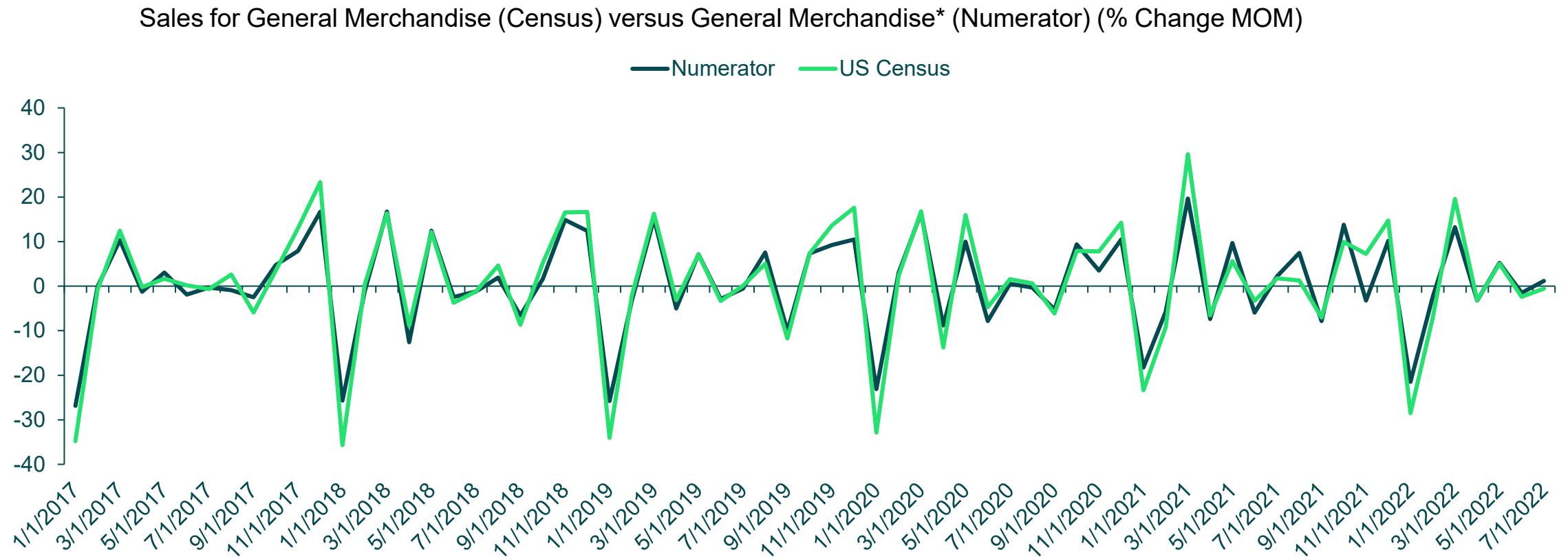
Numerator data shows retail spending has stalled for lower-income households but continues to increase for middle and higher-income households



Numerator data tracks MOM % changes in Census retail sales especially closely for food & beverage stores...



...For general merchandise stores (Walmart, Dollar Stores, Club Stores)



What are prices paid for certain fast-food items?

Prices at LSR

Select Banner ID:

chickfila

Select Item Description:

MEAL-CFASAN

Select Date Range:

2018-12-31 to 2024-06-24



What are prices paid for certain fast-food items?

Prices at LSR

Select Banner ID:

starbucks

Select Item Description:

VT ICD LATTE

Select Date Range:

2018-12-31 to 2024-06-24





Numerator data closely tracks changes in consumer prices measured by the CPI

What can Numerator data track?

- Food
- Household furnishings, appliances, tools & hardware, cleaning supplies (part of commodities less food & energy)
- Apparel
- Alcoholic beverages

~ 23% of CPI

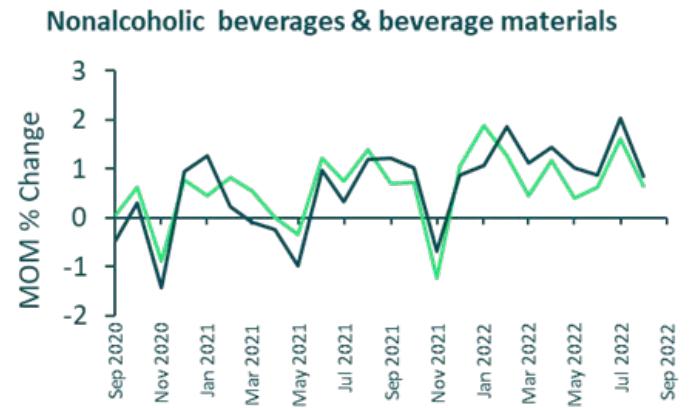
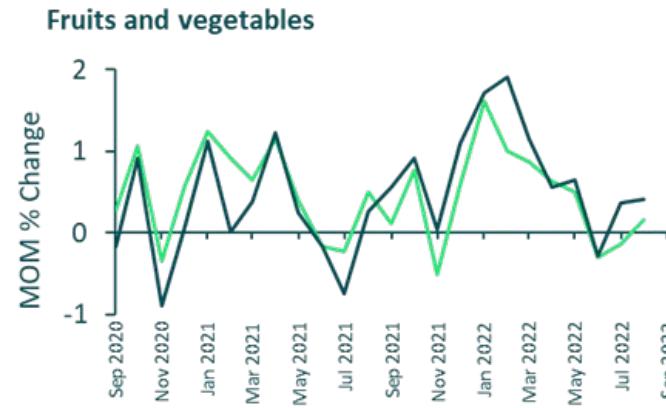
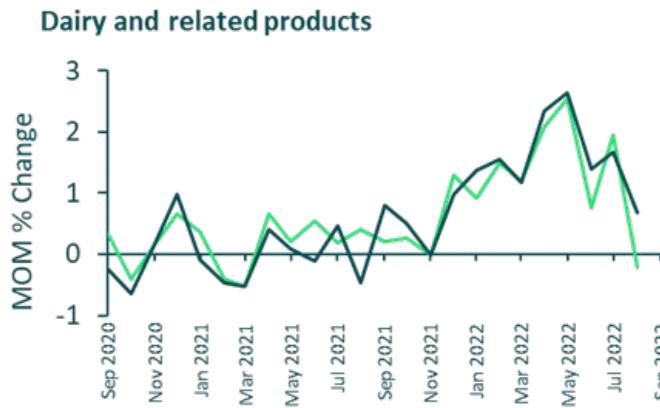
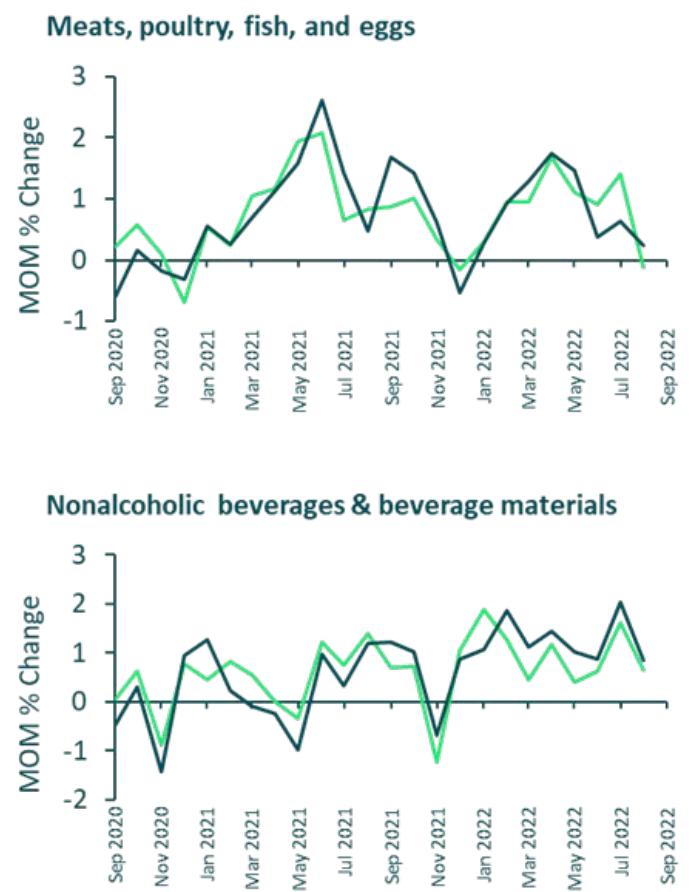
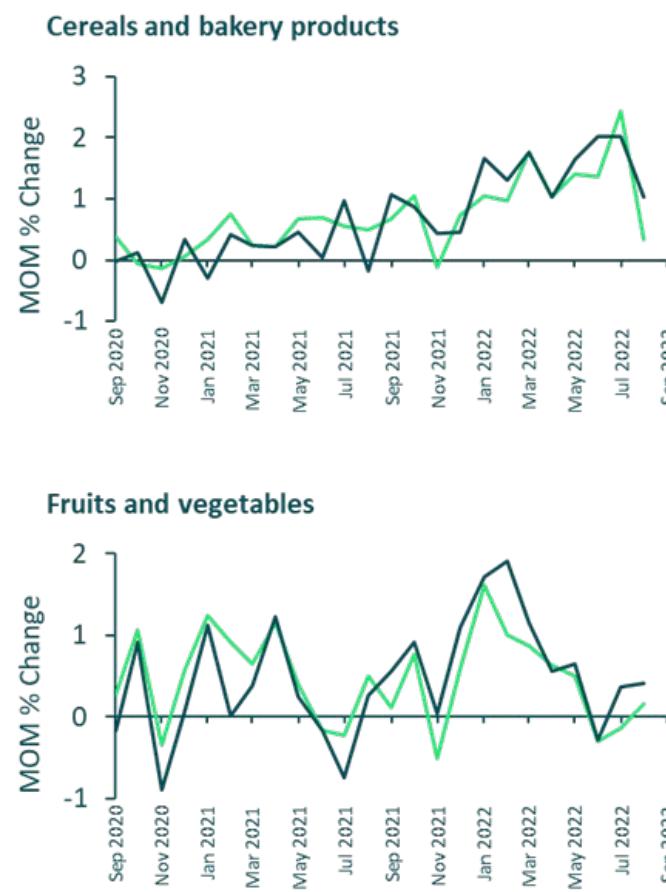
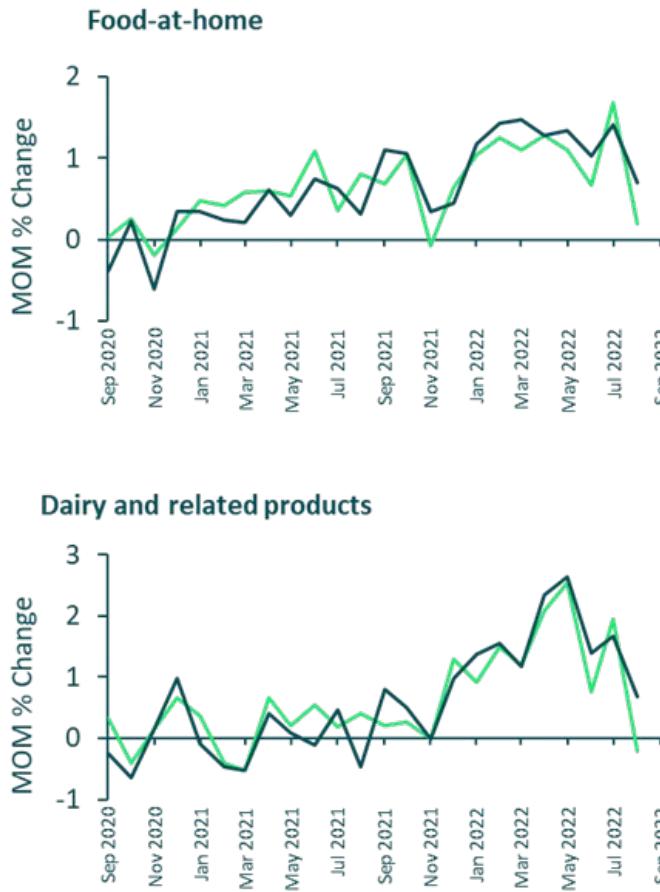
The remainder of the CPI is housing, used/new cars, health care services, education services, energy & utilities, personal care services (child care, hair cuts, etc.)

Table 1. Consumer Price Index for All Urban Consumers (CPI-U): U.S. city average, by expenditure category, November 2022
[1982-84=100, unless otherwise noted]

Expenditure category	Relative importance Oct. 2022	Unadjusted indexes			Unadjusted percent change		Seasonally adjusted percent change		
		Nov. 2021	Oct. 2022	Nov. 2022	Nov. 2021-Nov. 2022	Oct. 2022-Nov. 2022	Aug. 2022-Sep. 2022	Sep. 2022-Oct. 2022	Oct. 2022-Nov. 2022
All items.....	100.000	277.948	298.012	297.711	7.1	-0.1	0.4	0.4	0.1
Food.....	13.744	285.507	315.323	315.857	10.6	0.2	0.8	0.6	0.5
Food at home.....	8.520	266.384	298.401	298.284	12.0	0.0	0.7	0.4	0.5
Cereals and bakery products.....	1.107	295.909	341.492	344.393	16.4	0.8	0.9	0.8	1.1
Meats, poultry, fish, and eggs.....	1.907	299.228	321.271	319.444	6.8	-0.6	0.4	0.6	-0.2
Dairy and related products.....	0.805	233.157	269.355	271.307	16.4	0.7	0.3	-0.1	1.0
Fruits and vegetables.....	1.424	318.436	348.021	349.462	9.7	0.4	1.6	-0.9	1.4
Nonalcoholic beverages and beverage materials.....	0.983	185.119	210.121	209.507	13.2	-0.3	0.6	0.5	0.7
Other food at home.....	2.294	229.643	262.814	261.583	13.9	-0.5	0.5	0.9	-0.1
Food away from home ¹	5.225	315.481	340.532	342.266	8.5	0.5	0.9	0.9	0.5
Energy.....	8.059	259.100	300.359	292.953	13.1	-2.5	-2.1	1.8	-1.6
Energy commodities.....	4.448	302.635	351.065	339.663	12.2	-3.2	-4.7	4.4	-2.0
Fuel oil ¹	0.180	333.899	543.915	553.234	65.7	1.7	-2.7	19.8	1.7
Motor fuel.....	4.195	297.841	341.954	329.954	10.8	-3.5	-4.8	4.0	-2.1
Gasoline (all types).....	4.096	296.571	339.017	326.649	10.1	-3.6	-4.9	4.0	-2.0
Energy services.....	3.611	227.874	264.188	260.220	14.2	-1.5	1.1	-1.2	-1.1
Electricity.....	2.640	227.588	262.100	258.864	13.7	-1.2	0.4	0.1	-0.2
Utility (piped) gas service.....	0.971	224.225	264.774	258.872	15.5	-2.2	2.9	-4.6	-3.5
All items less food and energy.....	78.197	282.754	299.315	299.600	6.0	0.1	0.6	0.3	0.2
Commodities less food and energy commodities.....	21.026	159.426	166.601	165.291	3.7	-0.8	0.0	-0.4	-0.5
Apparel.....	2.458	122.383	129.414	126.728	3.6	-2.1	-0.3	-0.7	0.2
New vehicles.....	4.060	164.511	176.157	176.354	7.2	0.1	0.7	0.4	0.0
Used cars and trucks.....	3.726	200.209	199.176	193.530	-3.3	-2.8	-1.1	-2.4	-2.9
Medical care commodities ¹	1.468	379.483	390.614	391.360	3.1	0.2	-0.1	0.0	0.2
Alcoholic beverages.....	0.871	264.957	278.009	279.629	5.5	0.6	0.0	0.8	0.7
Tobacco and smoking products ¹	0.516	1,298.746	1,371.864	1,380.951	6.3	0.7	0.2	0.3	0.7
Services less energy services.....	57.171	358.722	381.580	383.179	6.8	0.4	0.8	0.5	0.4
Shelter.....	32.706	339.997	362.093	364.195	7.1	0.6	0.7	0.8	0.6
Rent of primary residence.....	7.378	354.526	379.436	382.562	7.9	0.8	0.8	0.7	0.8
Owners' equivalent rent of residences ²	24.043	349.152	371.450	374.040	7.1	0.7	0.8	0.6	0.7
Medical care services.....	6.832	577.076	606.839	602.333	4.4	-0.7	1.0	-0.6	-0.7
Physicians' services ¹	1.805	408.843	414.897	415.048	1.5	0.0	0.5	0.0	0.0
Hospital services ³	2.134	367.479	378.209	378.209	2.9	0.1			
Transportation services.....	5.994	327.749	373.098	374.248	14.2	0.3	1.9	0.8	-0.1
Motor vehicle maintenance and repair ¹	1.072	325.076	358.597	363.195	11.7	1.3	1.9	0.7	1.3
Motor vehicle insurance.....	2.501	568.239	637.103	644.317	13.4	1.1	1.6	1.7	0.9
Airline fares.....	0.633	215.159	294.340	292.656	36.0	-0.6	0.8	-1.1	-3.0

Calculate inflation in real-time using Numerator data

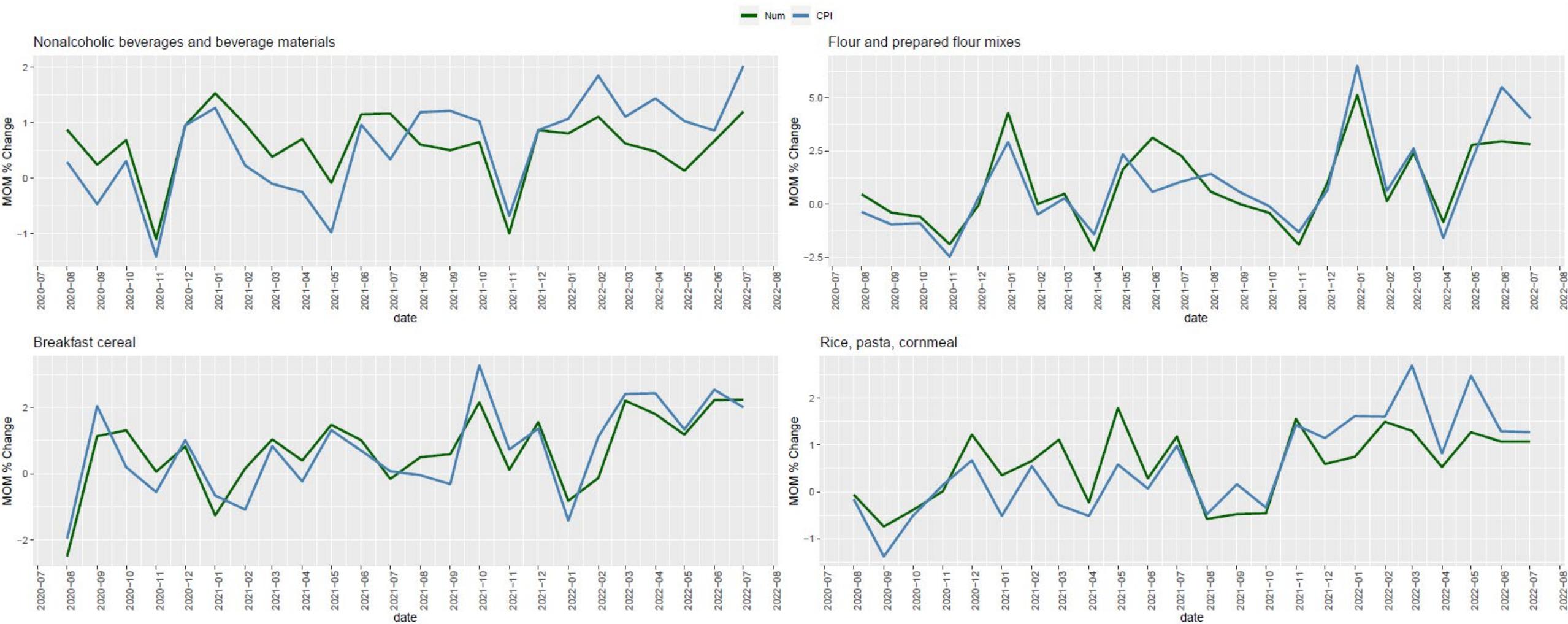
For now, focus on food-at-home; over time, expand to all major consumer categories



CPI

Numerator

Numerator price data closely tracks changes in the CPI for detailed product categories



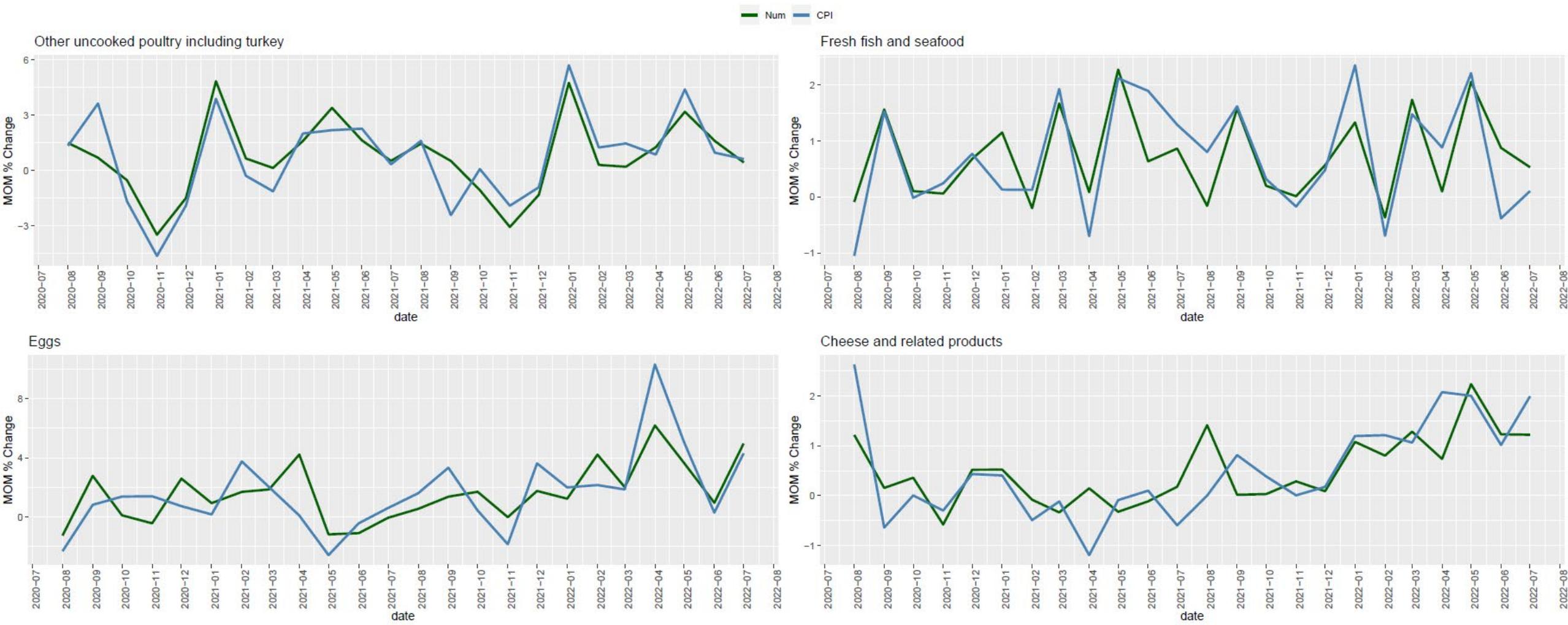
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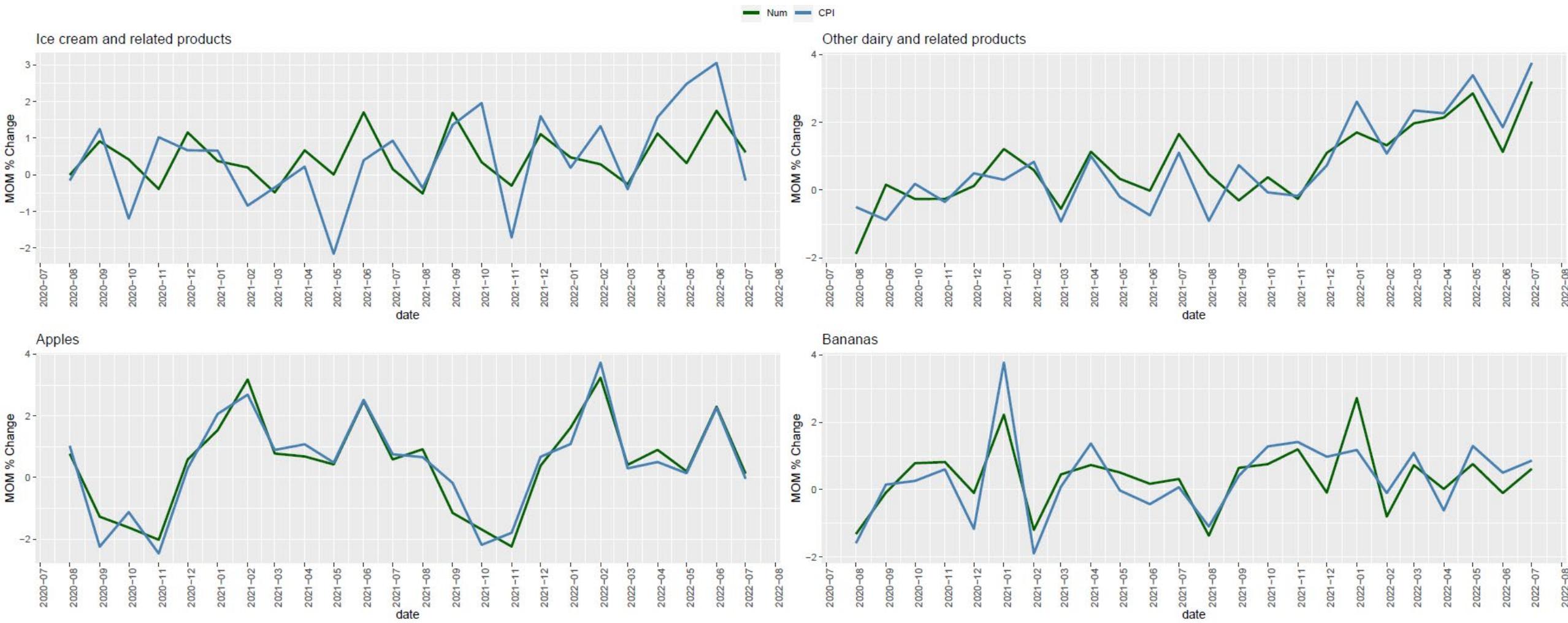
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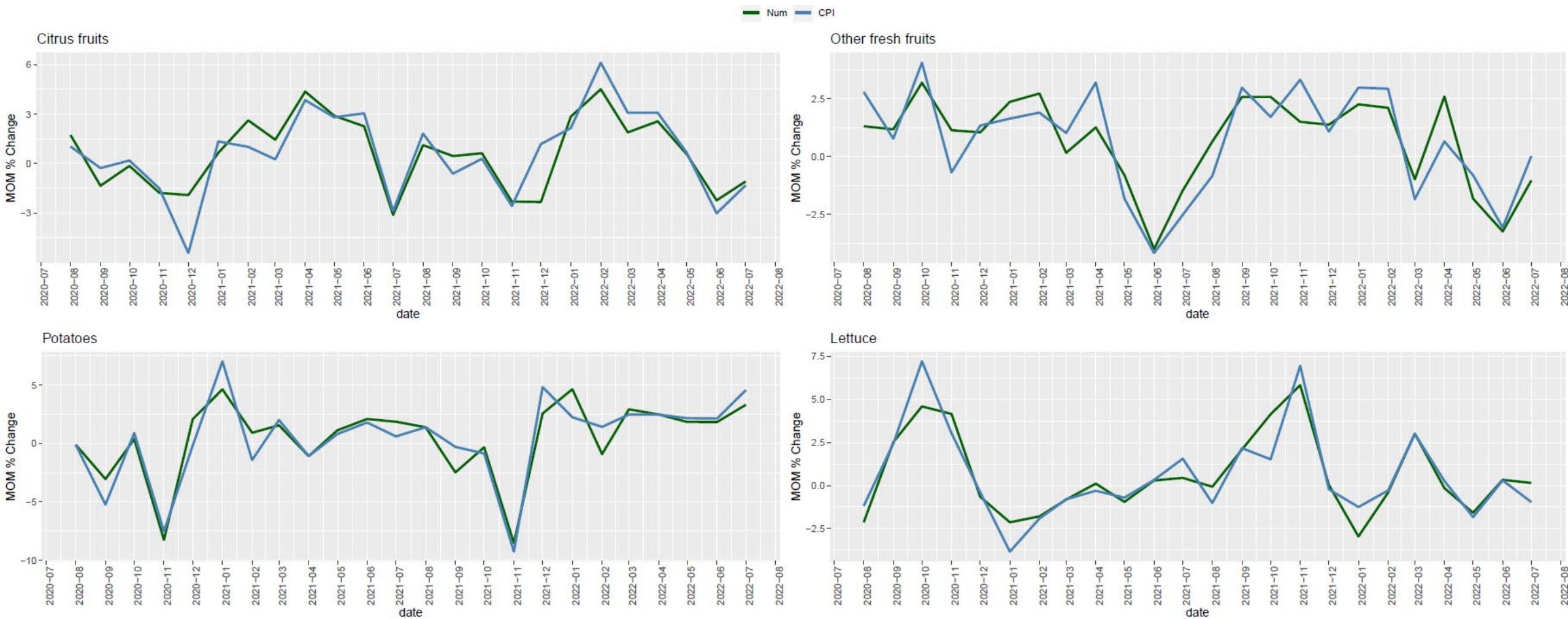
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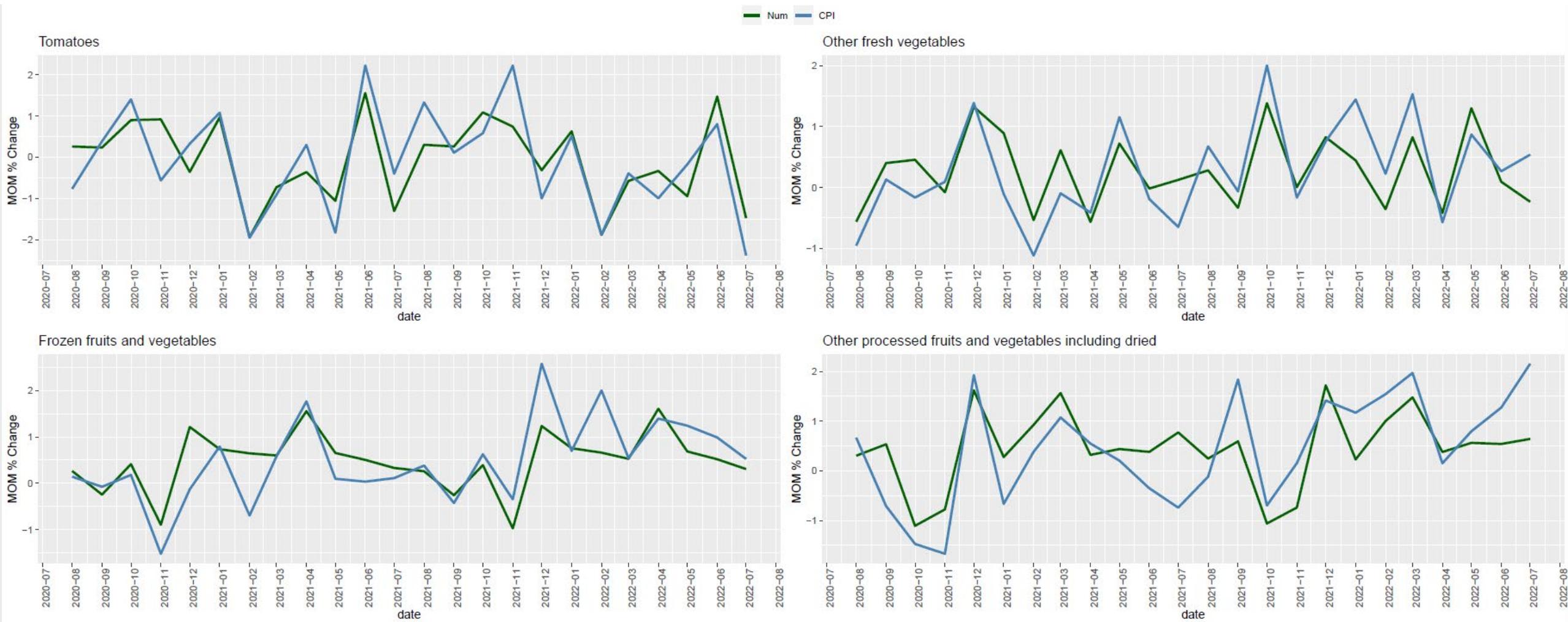
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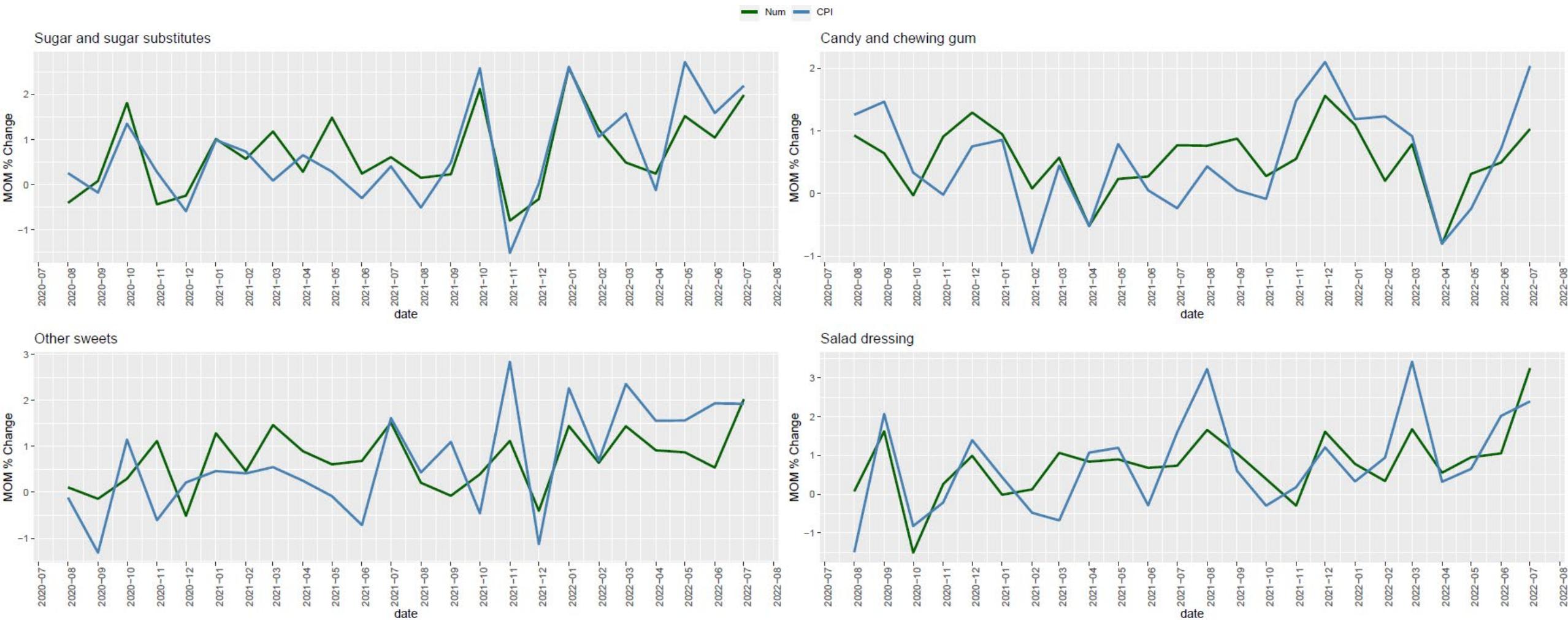
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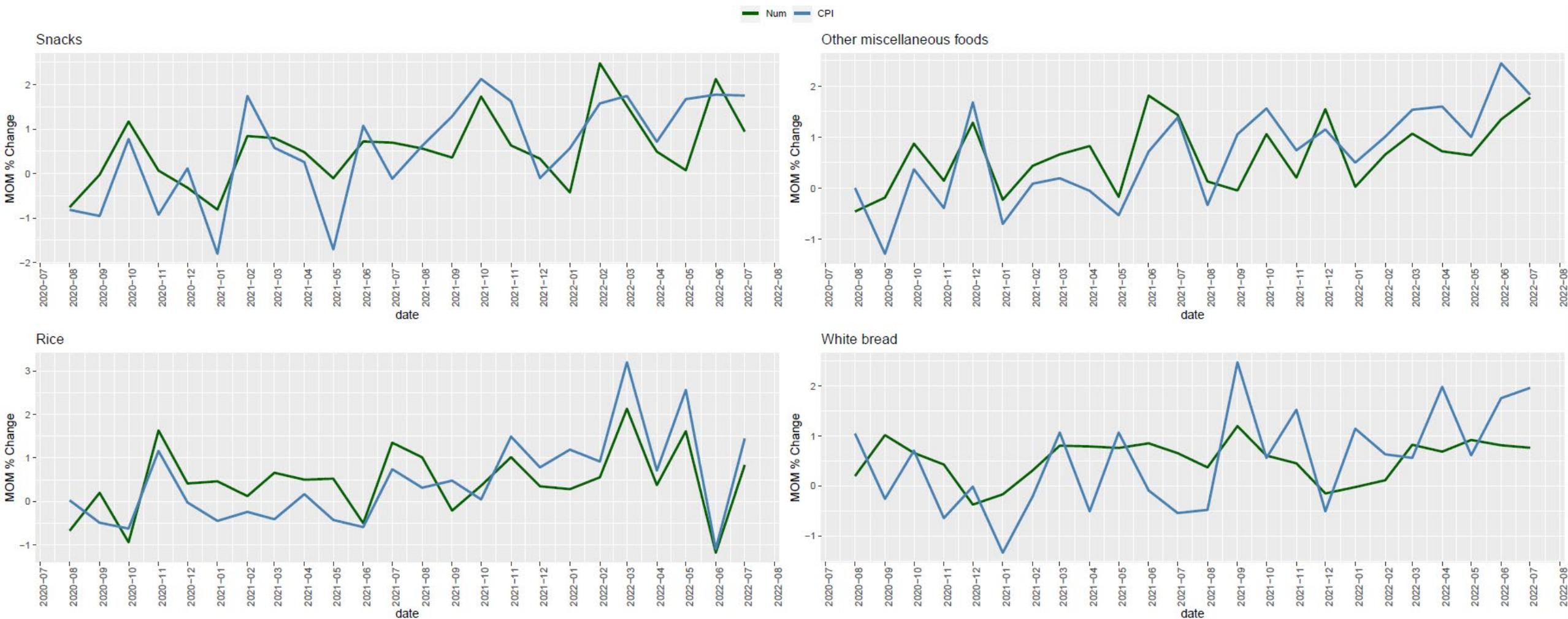
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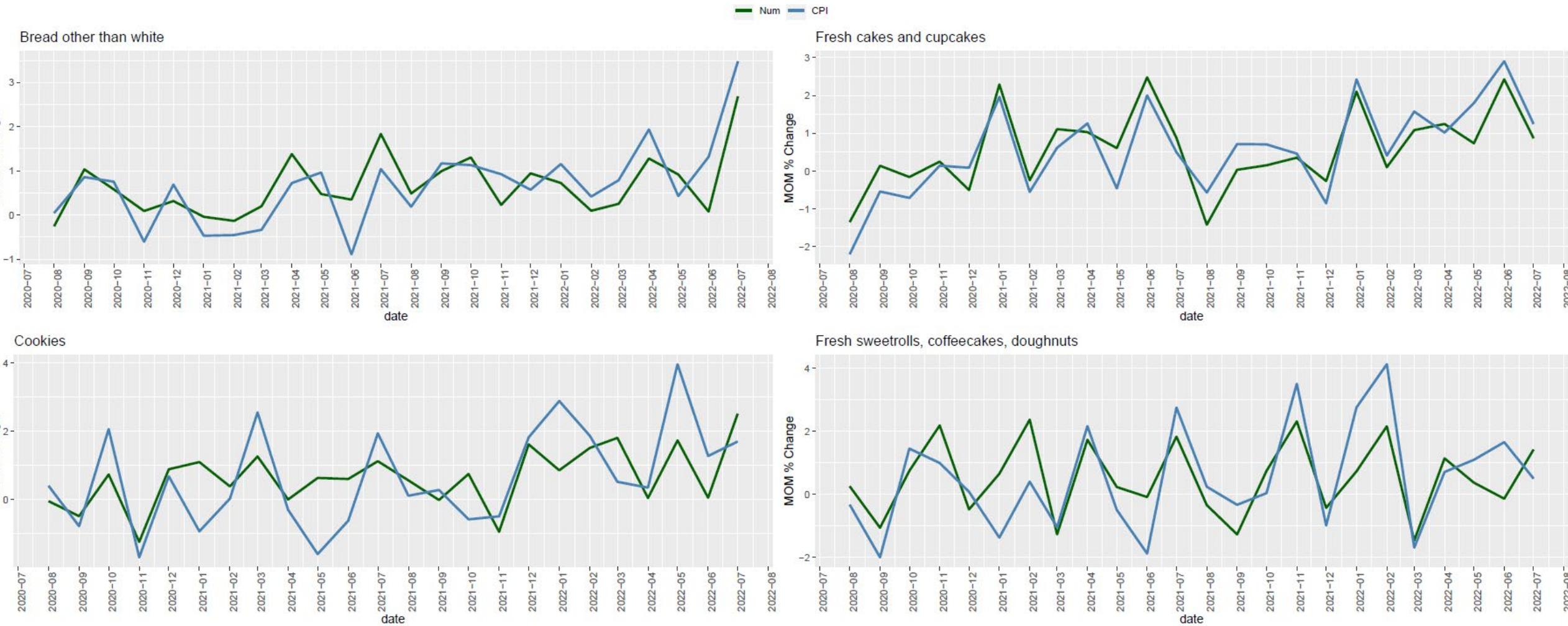
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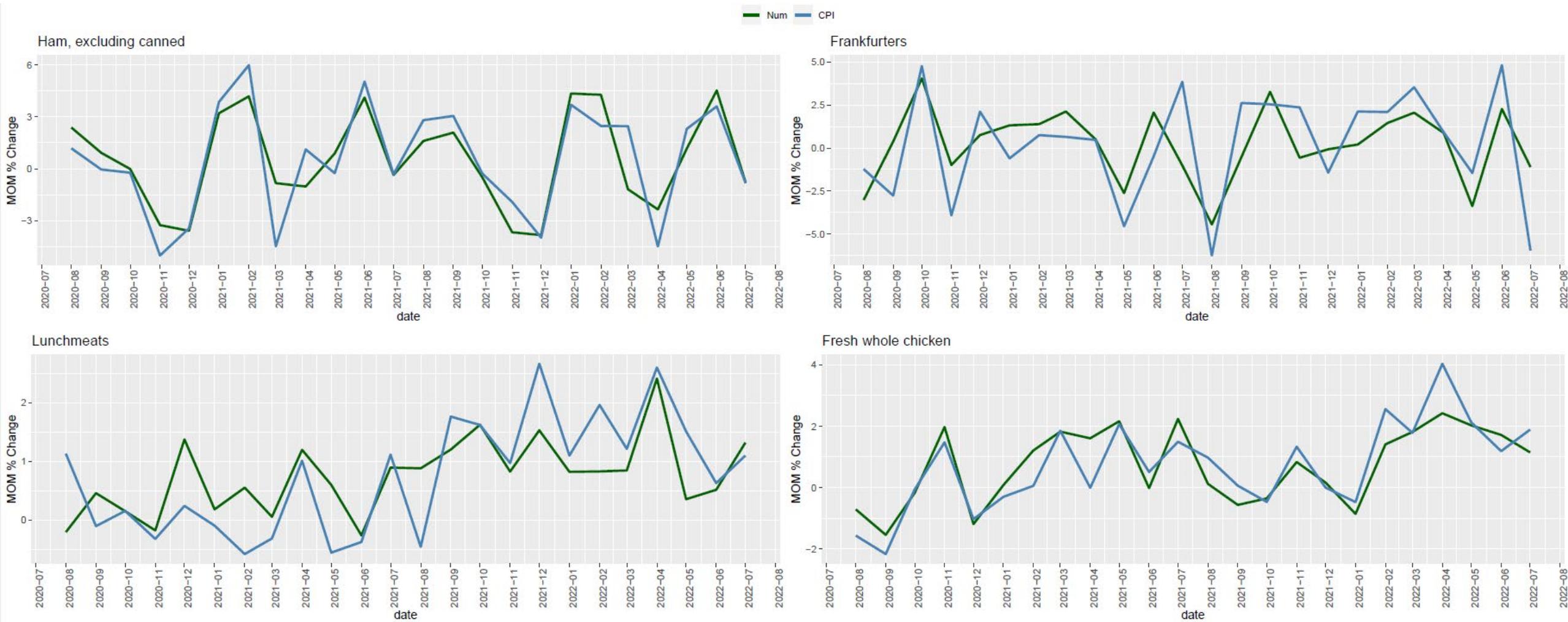
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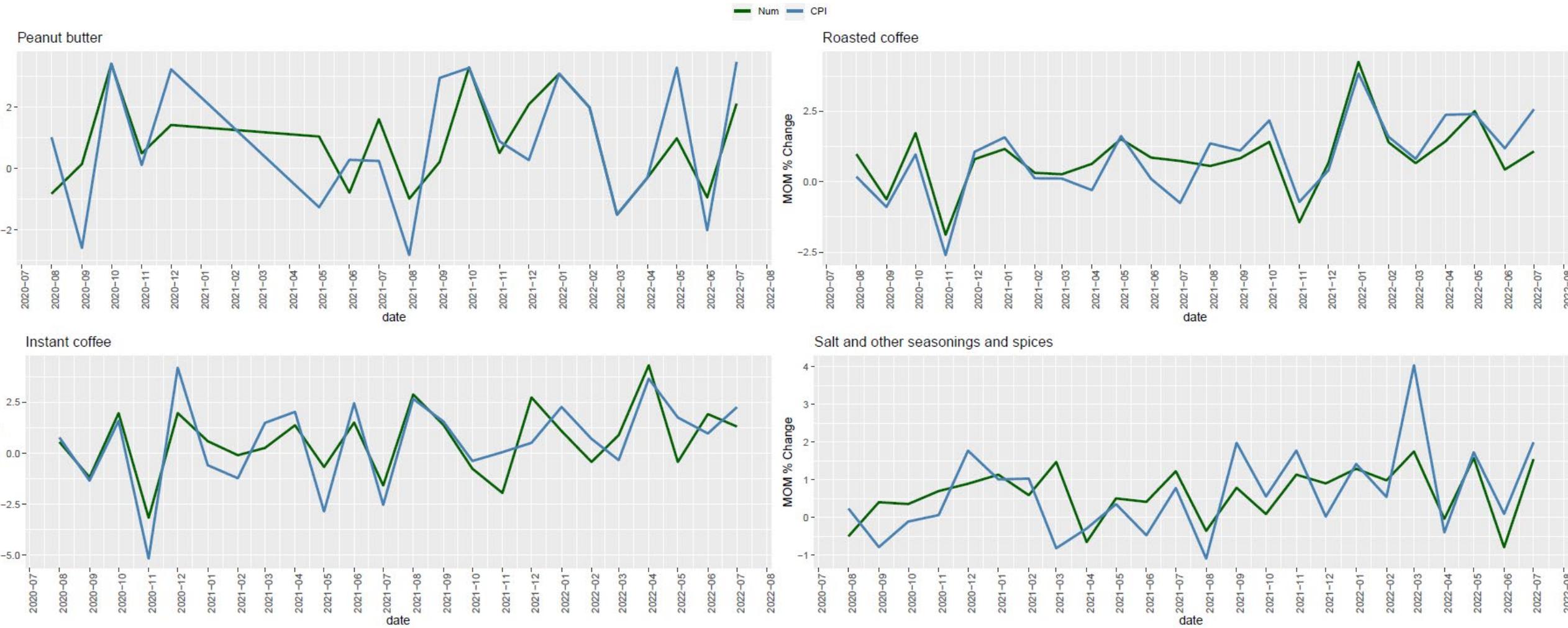
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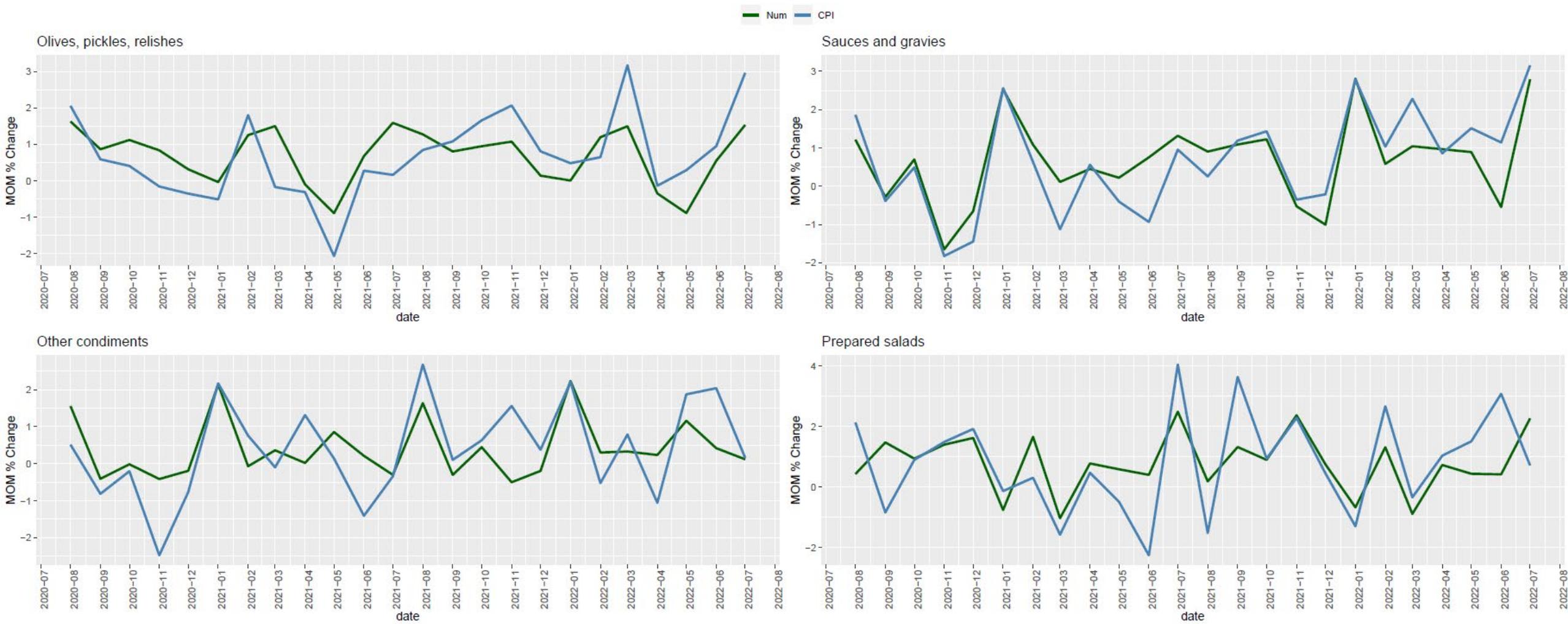
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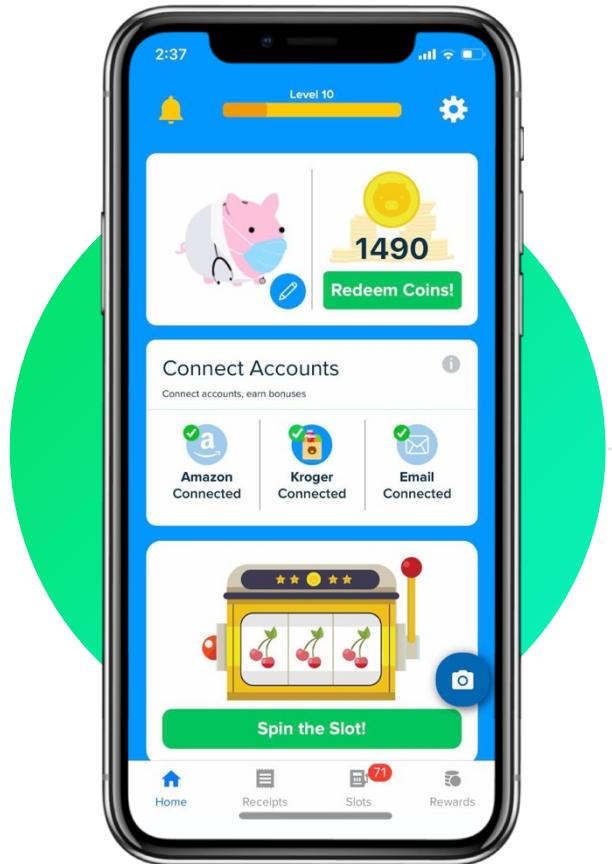
Numerator price data closely tracks changes in the CPI for detailed product categories





**How does Numerator
get its data?**

A modern consumer panel with higher engagement



- Gamified app experience
- Passive, permissioned digital data collection
- One snap receipt upload

MORE SHOPPERS

1M+ active panelists

150K longitudinal panel (as of March '23)

MORE TRIPS

200M purchases in 2022

13x more trips than legacy providers

MORE COVERAGE

Club, Convenience, eComm, Instacart, DoorDash, Dollar, Restaurants, and more

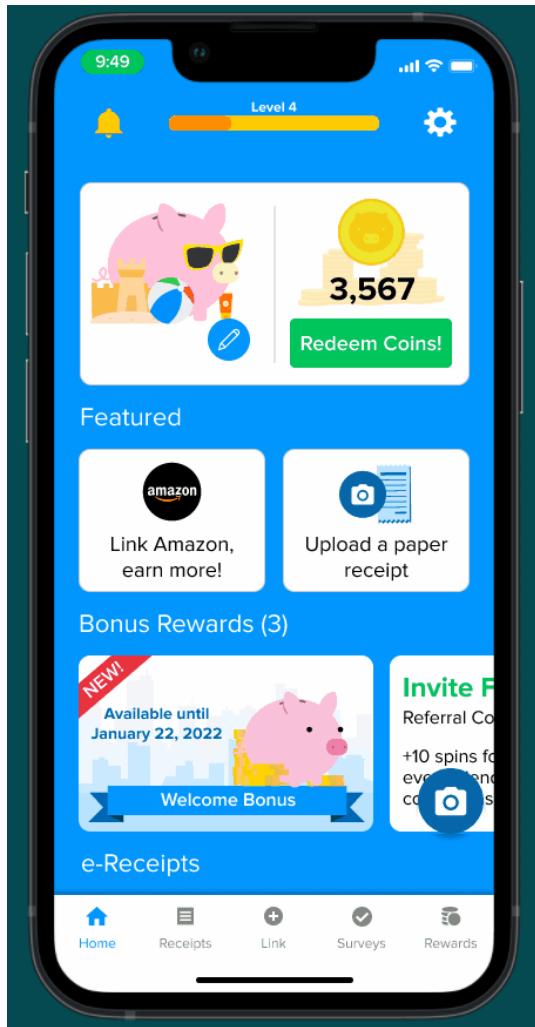
SINGLE SOURCE

eComm, B&M, and other data all from the same panelists

CALIBRATED TO THE MARKET

Benchmarked against multiple data sources to ensure accuracy

How can Consumers share their data with Numerator?

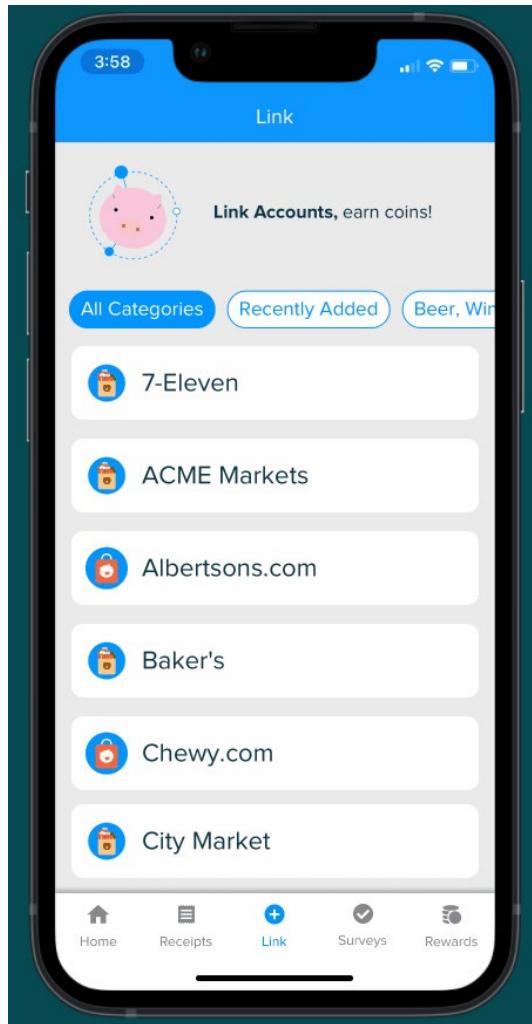


1

Upload trips via **paper receipts**

- 13M+ trips captured monthly (Jan 2024)
- Accept receipts from almost any store/retailer/restaurant

How can Consumers share their data with Numerator?



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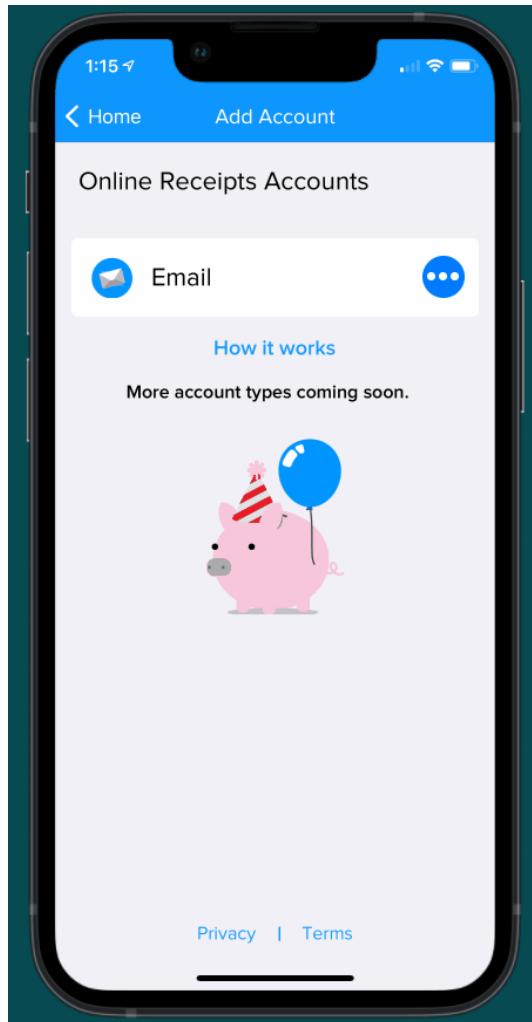
2

Linking a loyalty or online shopping account

- 9.1M trips captured monthly (Jan 2024)
- 646K users with 1+ account linked (April 2024)
- 45+ retailers supported (US)

US only totals

How can Consumers share their data with Numerator?



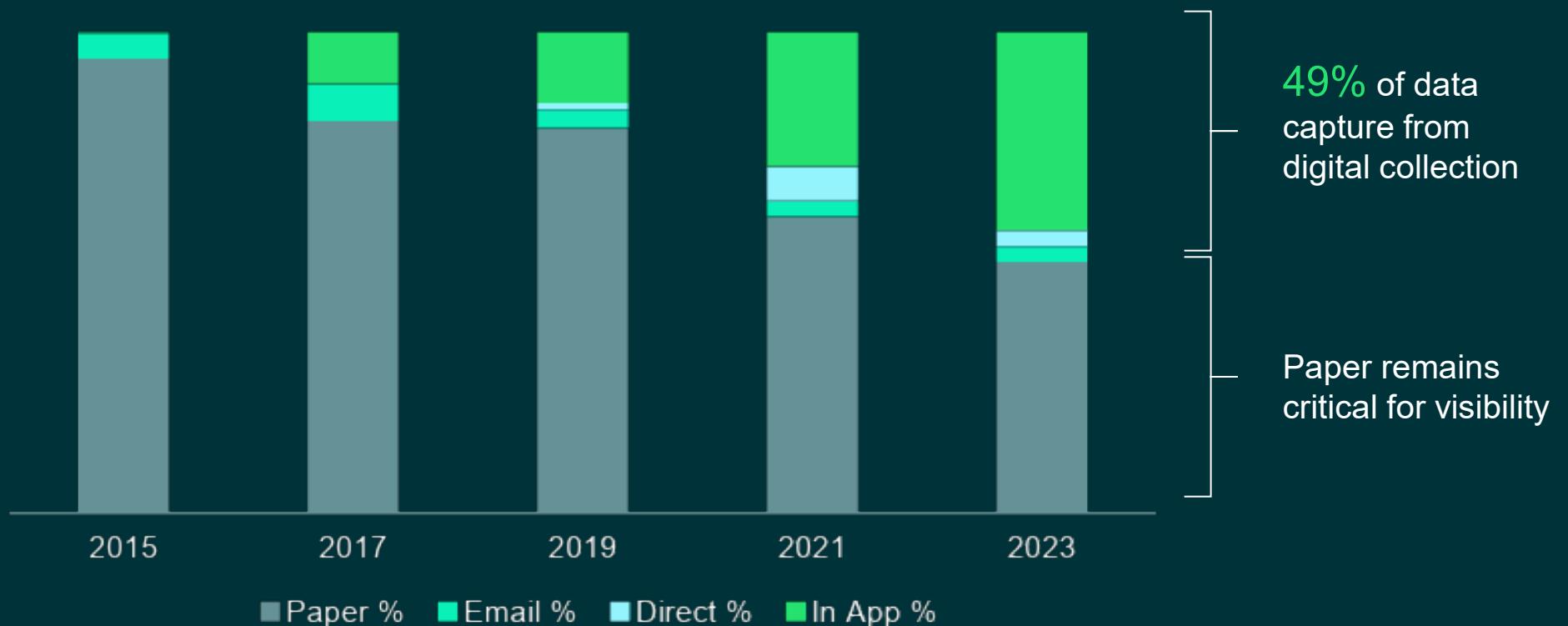
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- 3 Upload **e-receipts** from email
 - 791K trips captured monthly (Jan 2024)
 - 402K users connected (April 2024)
 - Support for Gmail, Yahoo, Outlook

US only totals

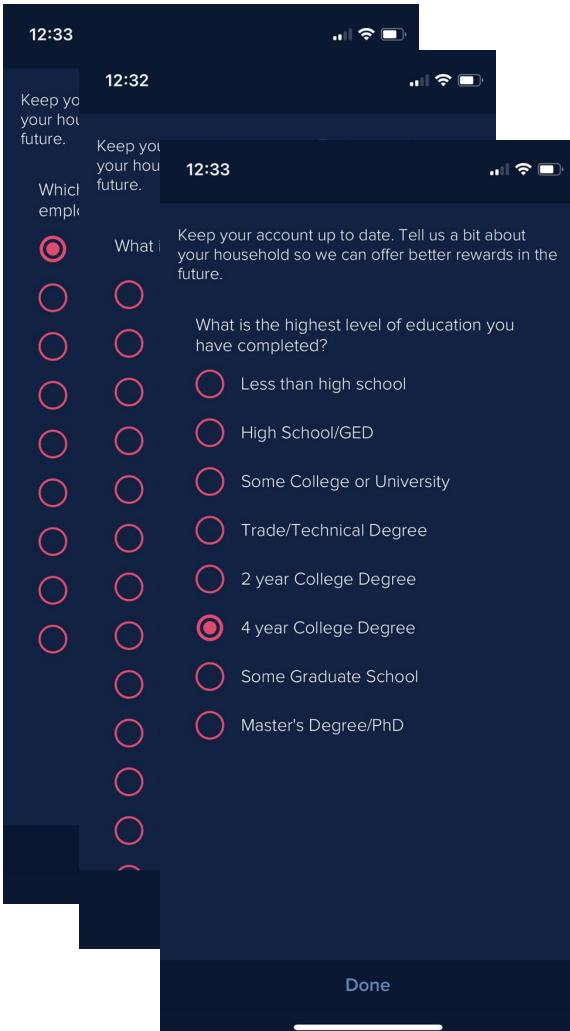
Numerator continues to lead the industry in innovation – evolving beyond receipt collection to **digital data collection**

Numerator's Evolution Beyond Receipt Panel

(% Trip Capture by Technology)



How can Consumers share their data with Numerator?



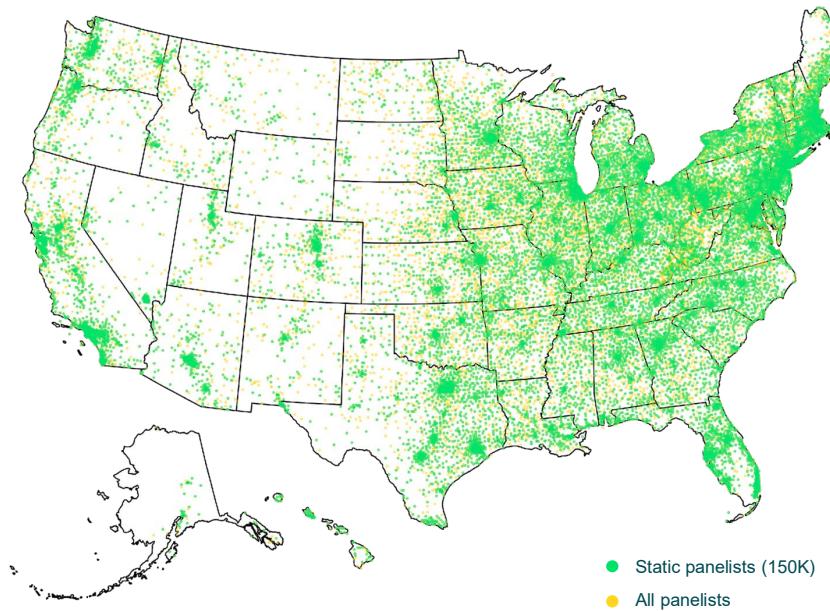
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- 3 Upload e-receipts from email**
 - 791k trips captured monthly (Jan 2024)
 - 402k users connected
 - Support for Gmail, Yahoo, Outlook
- 4 Complete **MicroSurveys** prompted after a receipt upload**
 - Panelists are prompted to share their core demographic attributes upon account setup and updated on a rolling 12-month basis

US only totals

Numerator provides a geographically representative view of the US

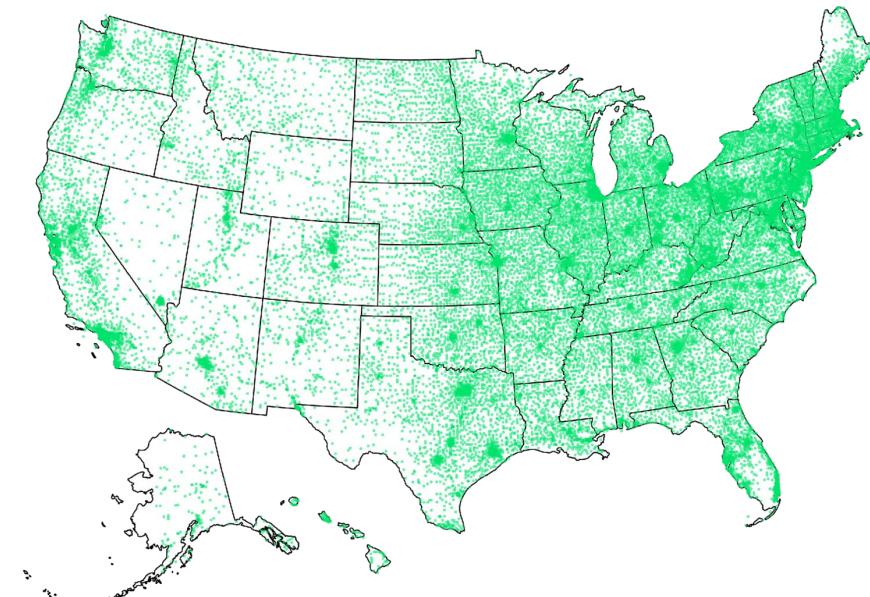
With panelists submitting information from ~90% of all US residential zip codes

NUMERATOR PANELISTS

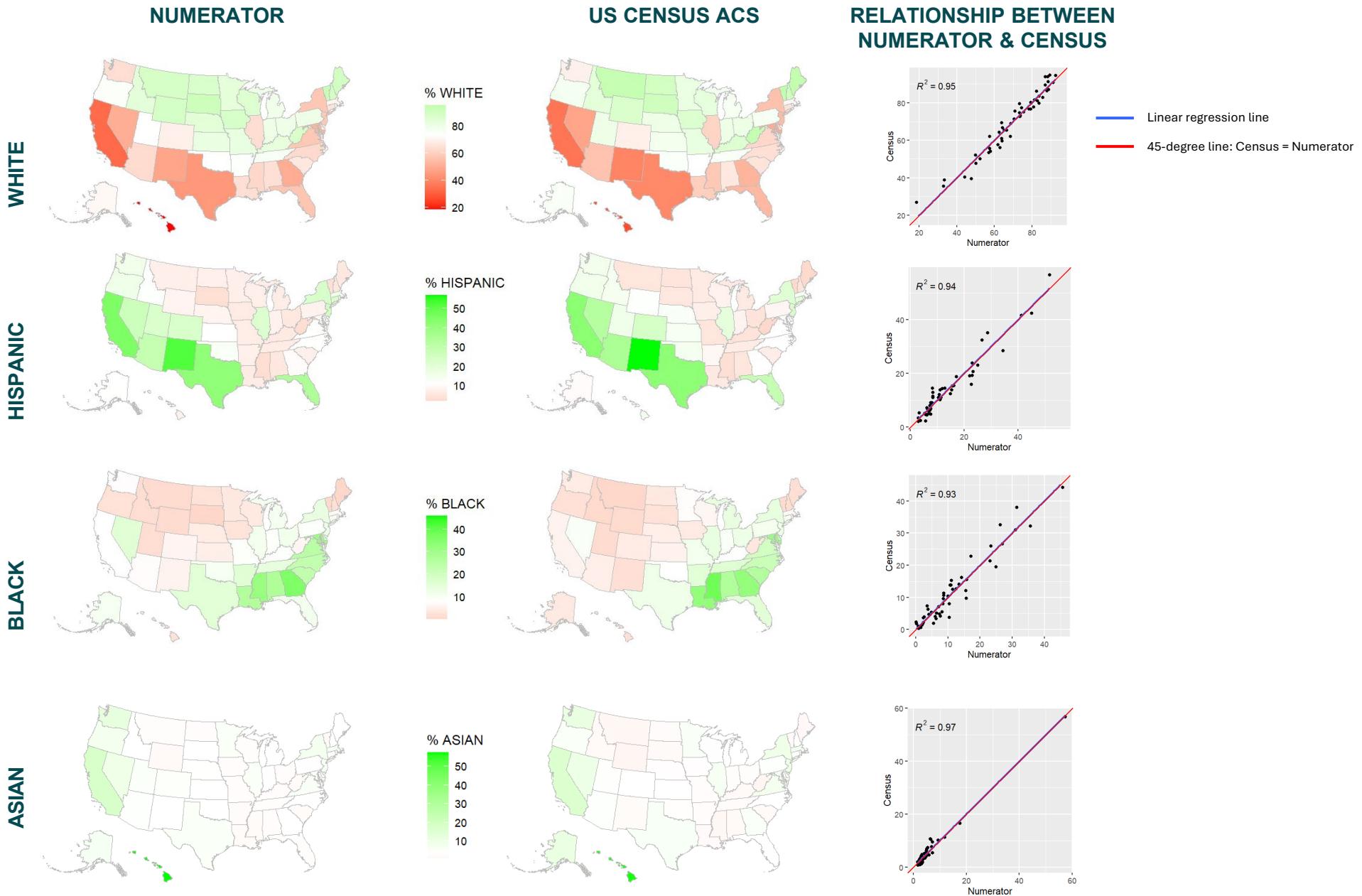


Each dot represents the self-reported home zip code of at least one panelist with at least one uploaded receipt or transaction in March '23

US POPULATION



Numerator and Census demographics match closely state by state



Transcription translates data into computer readable content

Image



OCR

See back of receipt for your chance to win \$1000 ID #:7N5LFF1ZRYGW

Walmart

(772) 301 - 6125
772-301-6125 Mgr :SUSAN SCHRENK
PORT ST. LUCIE , FL 34953

ST# 05704 OP# 009046 TE# 46 TR# 08304
REUSABLE SH 006791404652 0.98 X
CHEESECAKE 007874220009 F 6.98 0
CF TREE VAN 007617132005 2.68 X
CF TREE VAN 007617132005 2.68 X
CARD 006431930354 5.77 X
CARD 006898105581 4.97 X
CARD 006898160174 4.97 X
SUBTOTAL 29.03
TAX 1 7.00% 1.54
TOTAL 30.57
VISA TEND 30.57
VISA CREDIT **** * 4144 I 1
APPROVAL # 011442
REF # 910100204410
TRANS ID - 589101684796313
VALIDATION - K2KB
PAYMENT SERVICE - E
AID A0000000031010
TC 402A6E88977FE787
TERMINAL # SC011021
*NO SIGNATURE REQUIRED
04/11/19 15 :01:26
CHANGE DUE 0.00
ITEMS SOLD 7
TC# 9154 1005 1499 2607 8706
Low Prices You Can Trust. Every Day.
04/11/19 15 :01:26
* **CUSTOMER COPY**
Scan with Walmart app to save receipts
DO

Structured Data

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  "gas_only": false,  
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    "total": 30.57,  
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  ]  
}
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Here's a snapshot of what the data looks once we process it

USER_ID	BANNER_ID	BASKET_ID	ITEM_ID	ITEM_DESC	PARENTBRAND	MAJORCAT	DATE	AMOUNT
9015349	kroger	1917094895	105705	Little Debbie Snacks Iced Honey Bun, 4.02 oz	Little Debbie	Packaged Portable Sweet Snacks	5/27/2024	\$1.67
9015349	kroger	1917094895	41147491	KLGS SPC K PST CRS CRL BAR STRW 12 CT 003800016778	Kellogg's Special K	Nutrition and Wholesome Bars	5/27/2024	\$2.50
9015349	kroger	1917094895	1309689	kroger brand vegetable oil	Private Label	Oil & Shortening	5/27/2024	\$10.29
9015349	kroger	1917094895	107552	Ore-Ida Golden Crinkles French Fried Potatoes	Ore-Ida	Frozen Potato Snacks	5/27/2024	\$4.99
9015349	kroger	1917094895	791487539	KROGER GREEN APPLE CHERRY SOFT & CHEWY ROPES CANDY	Private Label	Non-Seasonal Candy	5/27/2024	\$1.79
				On The Border Salsa Natural Mexican Grill & Cntn Medium 1 Ct 16 Oz -				
9015349	kroger	1917094895	1234772	078113870016	On The Border	Dips	5/27/2024	\$2.99
9015349	kroger	1917094895	4089822	WONDER CLASSIC WHITE ROUND TOP 20OZ	Wonder	Packaged Bread	5/27/2024	\$2.99
9015349	kroger	1917094895	794500061	KROGER® VANILLA INSTANT PUDDING & PIE FILLING	Private Label	Baking Mixes	5/27/2024	\$1.49
9015349	kroger	1917094895	26943649	On The Border CafÃƒÂ© Style Tortilla Chips - 11oz	On The Border	Chips	5/27/2024	\$2.99
				DREYERS EDYS GRAND FROZEN CHOC PNUT BUTTER CUP ICE CREAM				
7263769	dollar_general	1915979832	1901789	REGULAR FAT CONTENT 48 OZ - 0041548024974	Dreyer's/Edy's	Ice Cream & Novelties	5/26/2024	\$4.50
7263769	dollar_general	1915979832	26743420	STORECV WHOLEDISCOUNTGALLON MI	Private Label	Milk, Cream, & Milk Substitutes	5/26/2024	\$7.50
7263769	dollar_general	1915979832	791136490	ZEP PRO STRENGTH DRAIN OPENER 64 FL OZ	Zep	Drain & Septic Care	5/26/2024	\$5.00
9929390	walmart	1916098475	62488	Dr Pepper Reg Pepper Soda Regular Plastic Bottle 1 Ct 20 Oz	Dr Pepper	Soft Drinks	5/26/2024	\$2.28
9929390	walmart	1916098475	25029504	Pizza Rolls	Totinos	Frozen Appetizers	5/26/2024	\$12.34
8423142	costco	1915835411	22886523	FRESH ATLANTIC SALMON	Private Label	Fish	5/25/2024	\$35.72
8423142	costco	1915835411	53329100	ECOS 225 OZ/225 LOADS HE	Ecos	Laundry Detergent	5/25/2024	\$14.99
8423142	costco	1915835411	65774606	WHOLE FARMED WHITE SHRIMP	Northern Chef	Frozen Seafood	5/25/2024	\$21.99
8423142	costco	1915835411	22893892	TOP SIRLOIN	Private Label	Beef	5/25/2024	\$37.04
				Strawberry Watermelon Liquid Water Enhancer Drops - 1.62 fl oz - Market				
6408297	targetcom	1915896316	783390305	Pantry™	Private Label	Drinks & Mixes	5/25/2024	\$2.29
				RASPBERRY LEMONADE LIQUID WATER ENHANCER DROPS - 1.62 FL OZ -				
6408297	targetcom	1915896316	783290155	MARKET PANTRYâ„¢	Private Label	Drinks & Mixes	5/25/2024	\$2.29
6408297	targetcom	1915896316	27216452	Pillsbury Toaster Strudel Strawberry Toaster Pastry Filled Frozen 11.7 Oz	Pillsbury	Frozen Breakfast Food	5/25/2024	\$2.99
6408297	targetcom	1915896316	20265	OM BACON TURKEY	Oscar Mayer	Bacon	5/25/2024	\$4.69
6408297	targetcom	1915896316	12466	Kellogg's Eggo Minis Regular Pancake Breakfast Entree Round Frozen 14.1 Oz	Kellogg's Eggo	Frozen Breakfast Food	5/25/2024	\$3.49
6408297	targetcom	1915896316	26865937	Strawberries, 1 lb.	Fruit	Fruits	5/25/2024	\$2.79

Here's a snapshot of what the data looks once we process it

USER_ID	BANNER_ID	BASKET_ID	ITEM_ID	ITEM_DESC	PARENTBRAND	MAJORCAT	DATE	AMOUNT
9015349	kroger	1917094895	105705	Little Debbie Snacks Iced Honey Bun, 4.02 oz	Little Debbie	Packaged Portable Sweet Snacks	5/27/2024	\$1.67
9015349	kroger	1917094895	41147491	KLGS SPC K PST CRS CRL BAR STRW 12 CT 003800016778	Kellogg's Special K	Nutrition and Wholesome Bars	5/27/2024	\$2.50
9015349	kroger	1917094895	1309689	kroger brand vegetable oil	Private Label	Oil & Shortening	5/27/2024	\$10.29
9015349	kroger	1917094895	107552	Ore-Ida Golden Crinkles French Fried Potatoes	Ore-Ida	Frozen Potato Snacks	5/27/2024	\$4.99
9015349	kroger	1917094895	791487539	KROGER GREEN APPLE CHERRY SOFT & CHEWY ROPES CANDY	Private Label	Non-Seasonal Candy	5/27/2024	\$1.79
				On The Border Salsa Natural Mexican Grill & Cntn Medium 1 Ct 16 Oz -				
9015349	kroger	1917094895	1234772	078113870016	On The Border	Dips	5/27/2024	\$2.99
9015349	kroger	1917094895	4089822	WONDER CLASSIC WHITE ROUND TOP 20OZ	Wonder	Packaged Bread	5/27/2024	\$2.99
9015349	kroger	1917094895	794500061	KROGER® VANILLA INSTANT PUDDING & PIE FILLING	Private Label	Baking Mixes	5/27/2024	\$1.49
9015349	kroger	1917094895	26943649	On The Border CafÃƒÂ© Style Tortilla Chips - 11oz	On The Border	Chips	5/27/2024	\$2.99
				DREYERS EDYS GRAND FROZEN CHOC PNUT BUTTER CUP ICE CREAM				
7263769	dollar_general	1915979832	1901789	REGULAR FAT CONTENT 48 OZ - 0041548024974	Dreyer's/Edy's	Ice Cream & Novelties	5/26/2024	\$4.50
7263769	dollar_general	1915979832	26743420	STORECV WHOLEDISCOUNTGALLON MI	Private Label	Milk, Cream, & Milk Substitutes	5/26/2024	\$7.50
7263769	dollar_general	1915979832	791136490	ZEP PRO STRENGTH DRAIN OPENER 64 FL OZ	Zep	Drain & Septic Care	5/26/2024	\$5.00
9929390	walmart	1916098475	62488	Dr Pepper Reg Pepper Soda Regular Plastic Bottle 1 Ct 20 Oz	Dr Pepper	Soft Drinks	5/26/2024	\$2.28
9929390	walmart	1916098475	25029504	Pizza Rolls	Totinos	Frozen Appetizers	5/26/2024	\$12.34
8423142	costco	1915835411	22886523	FRESH ATLANTIC SALMON	Private Label	Fish	5/25/2024	\$35.72
8423142	costco	1915835411	53329100	ECOS 225 OZ/225 LOADS HE	Ecos	Laundry Detergent	5/25/2024	\$14.99
8423142	costco	1915835411	65774606	WHOLE FARMED WHITE SHRIMP	Northern Chef	Frozen Seafood	5/25/2024	\$21.99
8423142	costco	1915835411	22893892	TOP SIRLOIN	Private Label	Beef	5/25/2024	\$37.04
				Strawberry Watermelon Liquid Water Enhancer Drops - 1.62 fl oz - Market				
6408297	targetcom	1915896316	783390305	Pantry™	Private Label	Drinks & Mixes	5/25/2024	\$2.29
				RASPBERRY LEMONADE LIQUID WATER ENHANCER DROPS - 1.62 FL OZ -				
6408297	targetcom	1915896316	783290155	MARKET PANTRYâ„¢	Private Label	Drinks & Mixes	5/25/2024	\$2.29
6408297	targetcom	1915896316	27216452	Pillsbury Toaster Strudel Strawberry Toaster Pastry Filled Frozen 11.7 Oz	Pillsbury	Frozen Breakfast Food	5/25/2024	\$2.99
6408297	targetcom	1915896316	20265	OM BACON TURKEY	Oscar Mayer	Bacon	5/25/2024	\$4.69
6408297	targetcom	1915896316	12466	Kellogg's Eggo Minis Regular Pancake Breakfast Entree Round Frozen 14.1 Oz	Kellogg's Eggo	Frozen Breakfast Food	5/25/2024	\$3.49
6408297	targetcom	1915896316	26865937	Strawberries, 1 lb.	Fruit	Fruits	5/25/2024	\$2.79

Here's a snapshot of what the data looks once we process it

USER_ID	GENERATION	ETHNICITY	EDUCATION	EMPLOYMENT	INCOME	MARITAL STATUS	HH SIZE	HAS CHILDREN	POSTAL CODE	STATE
9015349	Millennials [1982-1995]	Black or African American	Graduate Degree	Employed Full-Time	\$125k +	Never married	2	Yes	72227	Arkansas
7263769	Boomers+ [< 1965]	White/Caucasian	Trade/Technical Degree	Disabled	\$20k-40k	Married	2	No	74021	Oklahoma
9929390	Millennials [1982-1995]	White/Caucasian	High School/GED	Employed Full-Time	-\$20k	Married	4	Yes	43326	Ohio
8423142	Millennials [1982-1995]	White/Caucasian	Some College or university	Employed Full-Time	\$60k-80k	Living with partner	2	No	98042	Washington
6408297	Millennials [1982-1995]	Black or African American	4 year College Degree	Employed Full-Time	\$40k-60k	Living with partner	2	No	31407	Georgia

Here's a snapshot of what the data looks once we process it

User ID	Banner ID	Basket ID	Item ID	Item Desc	Parent Brand	Major Cat	Date	Amount
9015349	kroger	1917094895	105705	Little Debbie Snacks Iced Honey Bun, 4.02 oz	Little Debbie	Packaged Portable Sweet Snacks	5/27/2024	\$1.67
9015349	kroger	1917094895	41147491	KLGS SPC K PST CRS CRL BAR STRW 12 CT 003800016778	Kellogg's Special K	Nutrition and Wholesome Bars	5/27/2024	\$2.50
9015349	kroger	1917094895	1309689	kroger brand vegetable oil	Private Label	Oil & Shortening	5/27/2024	\$10.29
9015349	kroger	1917094895	107552	Ore-Ida Golden Crinkles French Fried Potatoes	Ore-Ida	Frozen Potato Snacks	5/27/2024	\$4.99
9015349	kroger	1917094895	791487539	KROGER GREEN APPLE CHERRY SOFT & CHEWY ROPES CANDY	Private Label	Non-Seasonal Candy	5/27/2024	\$1.79
				On The Border Salsa Natural Mexican Grill & Cntn Medium 1 Ct 16 Oz -				
9015349	kroger	1917094895	1234772	078113870016	On The Border	Dips	5/27/2024	\$2.99
9015349	kroger	1917094895	4089822	WONDER CLASSIC WHITE ROUND TOP 20OZ	Wonder	Packaged Bread	5/27/2024	\$2.99
9015349	kroger	1917094895	794500061	KROGER® VANILLA INSTANT PUDDING & PIE FILLING	Private Label	Baking Mixes	5/27/2024	\$1.49
9015349	kroger	1917094895	26943649	On The Border CafÃƒÂ© Style Tortilla Chips - 11oz	On The Border	Chips	5/27/2024	\$2.99
				DREYERS EDYS GRAND FROZEN CHOC PNUT BUTTER CUP ICE CREAM				
7263769	dollar_general	1915979832	1901789	REGULAR FAT CONTENT 48 OZ - 0041548024974	Dreyer's/Edy's	Ice Cream & Novelties	5/26/2024	\$4.50
7263769	dollar_general	1915979832	26743420	STORECV WHOLEDISCOUNTGALLON MI	Private Label	Milk, Cream, & Milk Substitutes	5/26/2024	\$7.50
7263769	dollar_general	1915979832	791136490	ZEP PRO STRENGTH DRAIN OPENER 64 FL OZ	Zep	Drain & Septic Care	5/26/2024	\$5.00
9929390	walmart	1916098475	62488	Dr Pepper Reg Pepper Soda Regular Plastic Bottle 1 Ct 20 Oz	Dr Pepper	Soft Drinks	5/26/2024	\$2.28
9929390	walmart	1916098475	25029504	Pizza Rolls	Totinos	Frozen Appetizers	5/26/2024	\$12.34
8423142	costco	1915835411	22886523	FRESH ATLANTIC SALMON	Private Label	Fish	5/25/2024	\$35.72
8423142	costco	1915835411	53329100	ECOS 225 OZ/225 LOADS HE	Ecos	Laundry Detergent	5/25/2024	\$14.99
8423142	costco	1915835411	65774606	WHOLE FARMED WHITE SHRIMP	Northern Chef	Frozen Seafood	5/25/2024	\$21.99
8423142	costco	1915835411	22893892	TOP SIRLOIN	Private Label	Beef	5/25/2024	\$37.04
				Strawberry Watermelon Liquid Water Enhancer Drops - 1.62 fl oz - Market				
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				RASPBERRY LEMONADE LIQUID WATER ENHANCER DROPS - 1.62 FL OZ -				
6408297	targetcom	1915896316	783290155	MARKET PANTRYâ„¢	Private Label	Drinks & Mixes	5/25/2024	\$2.29
6408297	targetcom	1915896316	27216452	Pillsbury Toaster Strudel Strawberry Toaster Pastry Filled Frozen 11.7 Oz	Pillsbury	Frozen Breakfast Food	5/25/2024	\$2.99
6408297	targetcom	1915896316	20265	OM BACON TURKEY	Oscar Mayer	Bacon	5/25/2024	\$4.69
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				On The Border Salsa Natural Mexican Grill & Cntn Medium 1 Ct 16 Oz -				
9015349	kroger	1917094895	1234772	078113870016	On The Border	Dips	5/27/2024	\$2.99
9015349	kroger	1917094895	4089822	WONDER CLASSIC WHITE ROUND TOP 20OZ	Wonder	Packaged Bread	5/27/2024	\$2.99
9015349	kroger	1917094895	794500061	KROGER® VANILLA INSTANT PUDDING & PIE FILLING	Private Label	Baking Mixes	5/27/2024	\$1.49
9015349	kroger	1917094895	26943649	On The Border CafÃƒÂ© Style Tortilla Chips - 11oz	On The Border	Chips	5/27/2024	\$2.99
				DREYERS EDYS GRAND FROZEN CHOC PNUT BUTTER CUP ICE CREAM				
7263769	dollar_general	1915979832	1901789	REGULAR FAT CONTENT 48 OZ - 0041548024974	Dreyer's/Edy's	Ice Cream & Novelties	5/26/2024	\$4.50
7263769	dollar_general	1915979832	26743420	STORECV WHOLEDISCOUNTGALLON MI	Private Label	Milk, Cream, & Milk Substitutes	5/26/2024	\$7.50
7263769	dollar_general	1915979832	791136490	ZEP PRO STRENGTH DRAIN OPENER 64 FL OZ	Zep	Drain & Septic Care	5/26/2024	\$5.00
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8423142	costco	1915835411	22886523	FRESH ATLANTIC SALMON	Private Label	Fish	5/25/2024	\$35.72
8423142	costco	1915835411	53329100	ECOS 225 OZ/225 LOADS HE	Ecos	Laundry Detergent	5/25/2024	\$14.99
8423142	costco	1915835411	65774606	WHOLE FARMED WHITE SHRIMP	Northern Chef	Frozen Seafood	5/25/2024	\$21.99
8423142	costco	1915835411	22893892	TOP SIRLOIN	Private Label	Beef	5/25/2024	\$37.04
				Strawberry Watermelon Liquid Water Enhancer Drops - 1.62 fl oz - Market				
6408297	targetcom	1915896316	783390305	Pantry™	Private Label	Drinks & Mixes	5/25/2024	\$2.29
				RASPBERRY LEMONADE LIQUID WATER ENHANCER DROPS - 1.62 FL OZ -				
6408297	targetcom	1915896316	783290155	MARKET PANTRYâ„¢	Private Label	Drinks & Mixes	5/25/2024	\$2.29
6408297	targetcom	1915896316	27216452	Pillsbury Toaster Strudel Strawberry Toaster Pastry Filled Frozen 11.7 Oz	Pillsbury	Frozen Breakfast Food	5/25/2024	\$2.99
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6408297	targetcom	1915896316	26865937	Strawberries, 1 lb.	Fruit	Fruits	5/25/2024	\$2.79



**What other data does
Numerator collect?**

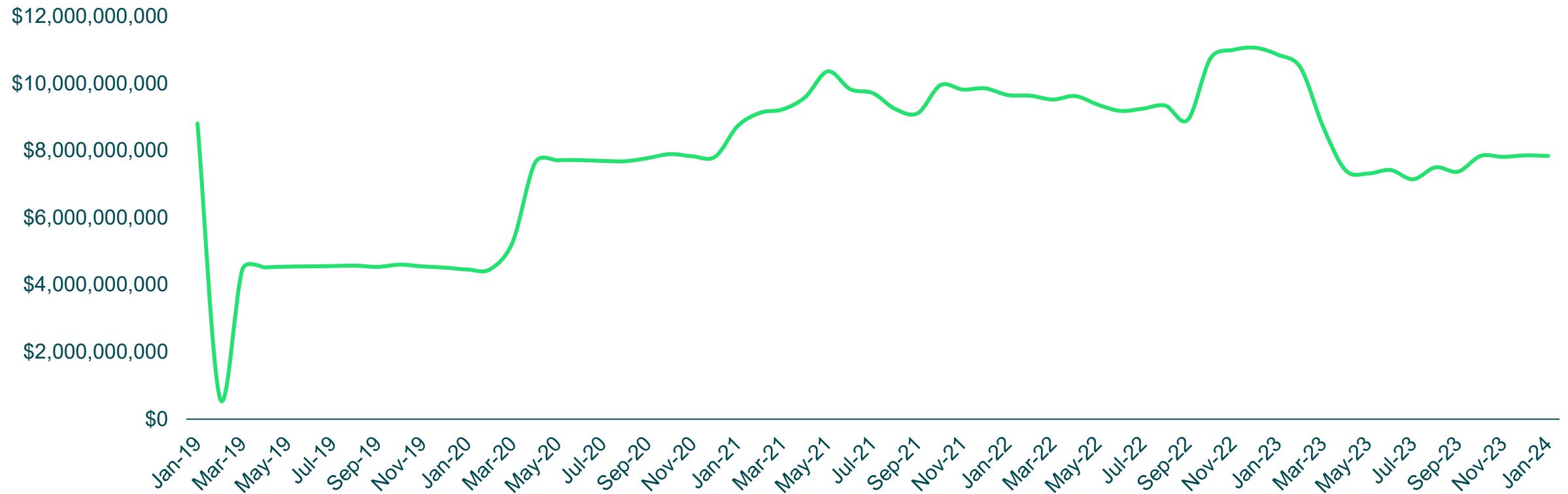
How do we capture SNAP Trips?

- When we receive a receipt, bots can it to identify the receipt as either a SNAP Trip or a Non-SNAP Trip. (**Brick & Mortar stores and Link receipts only**).
- We can then isolate trips in the Numerator platform where SNAP was used and then compare those trips to the average Grocery trip. (See Receipt to right)
- The SNAP flag in our data set is not applied to individual items in a trip. We **cannot discern** from our receipt capturing process **what SNAP was specifically used for on the trip if more than one payment method was used.**



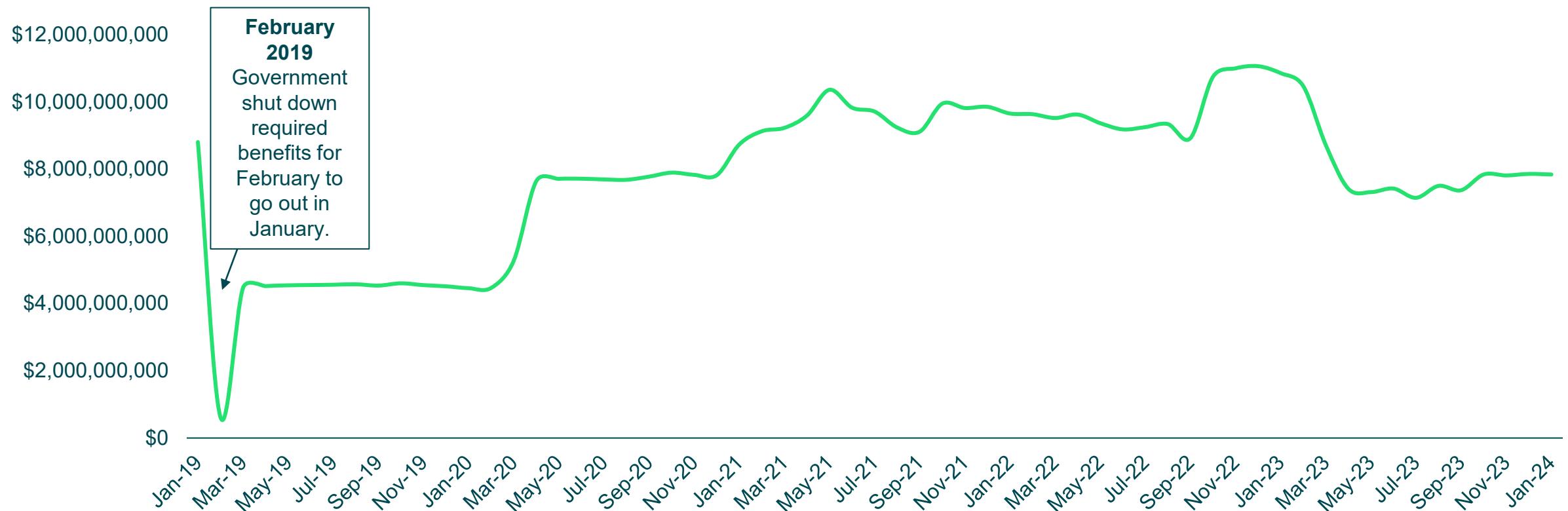
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



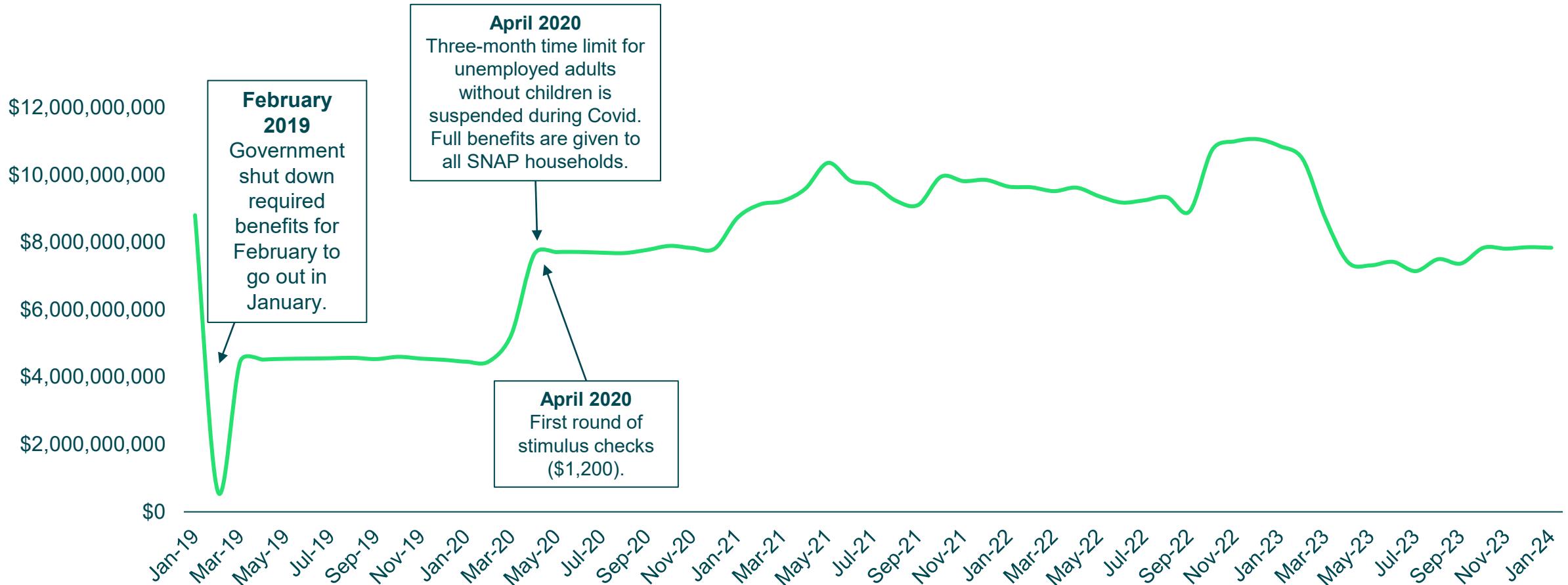
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



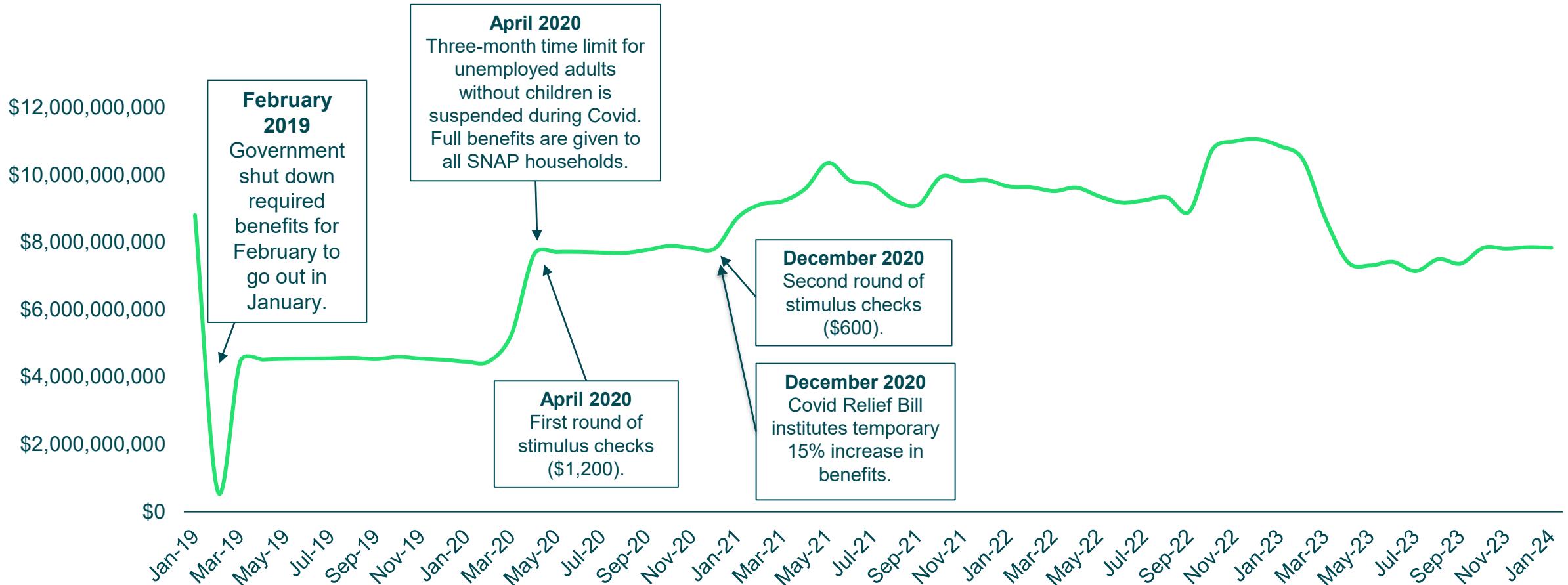
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



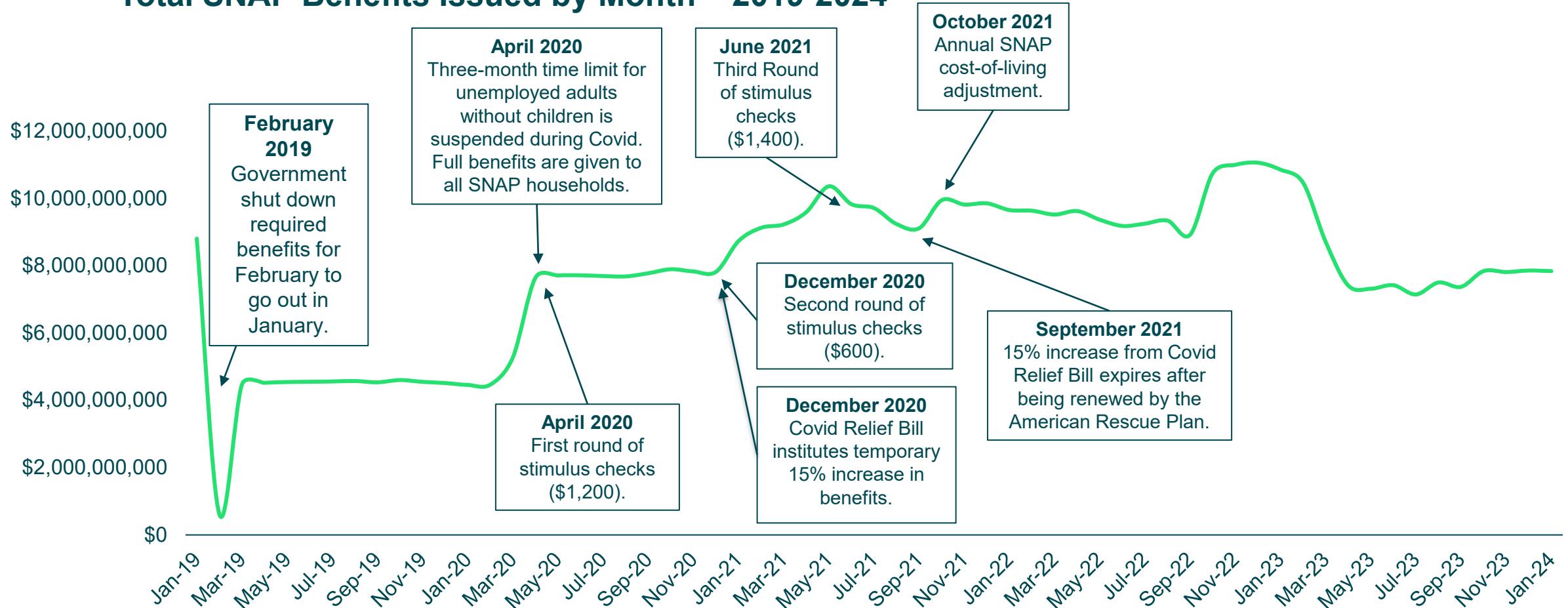
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



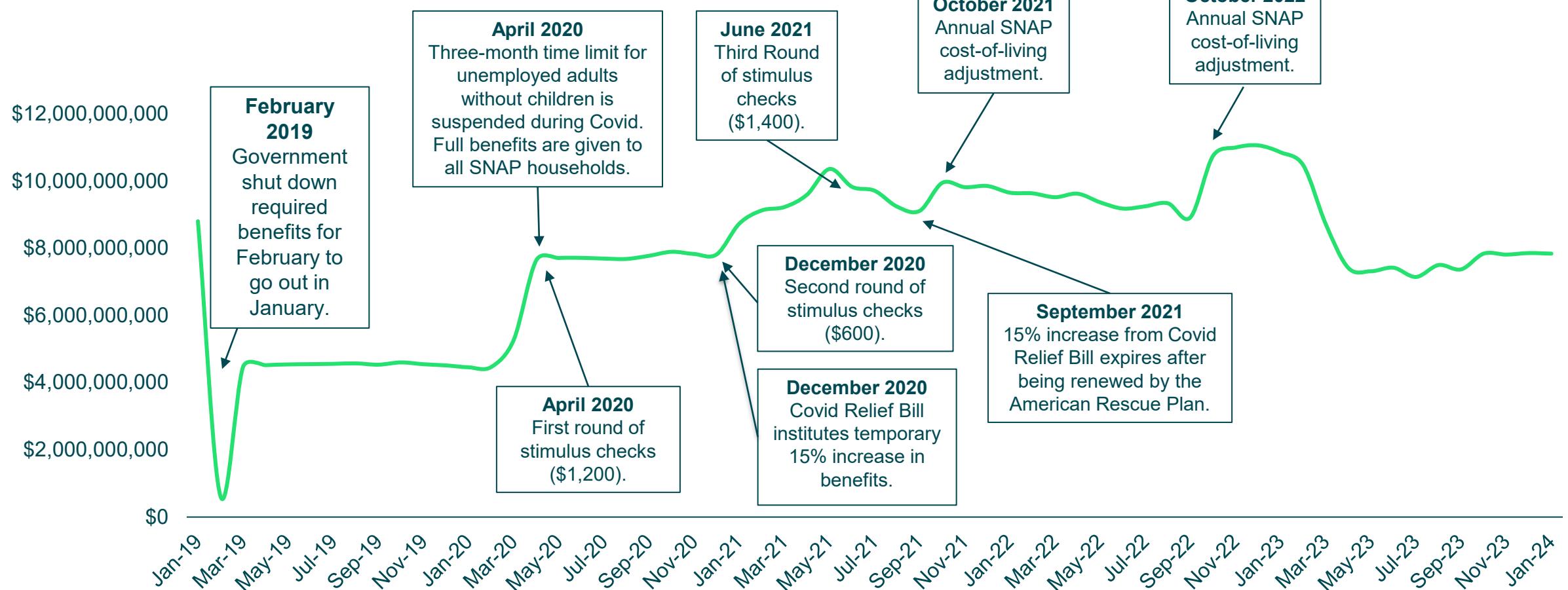
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



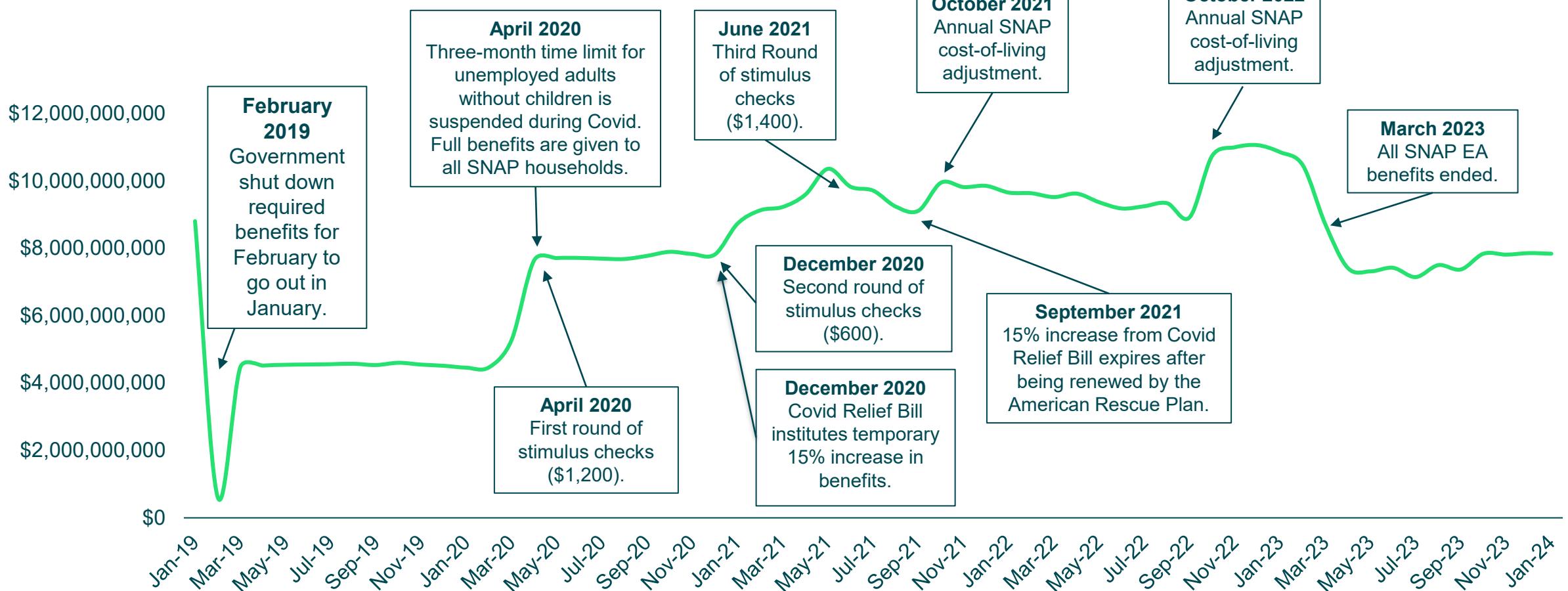
What happened to SNAP benefits in 2019-2024?

Total SNAP Benefits Issued by Month – 2019-2024



What happened to SNAP benefits in 2019-2024?

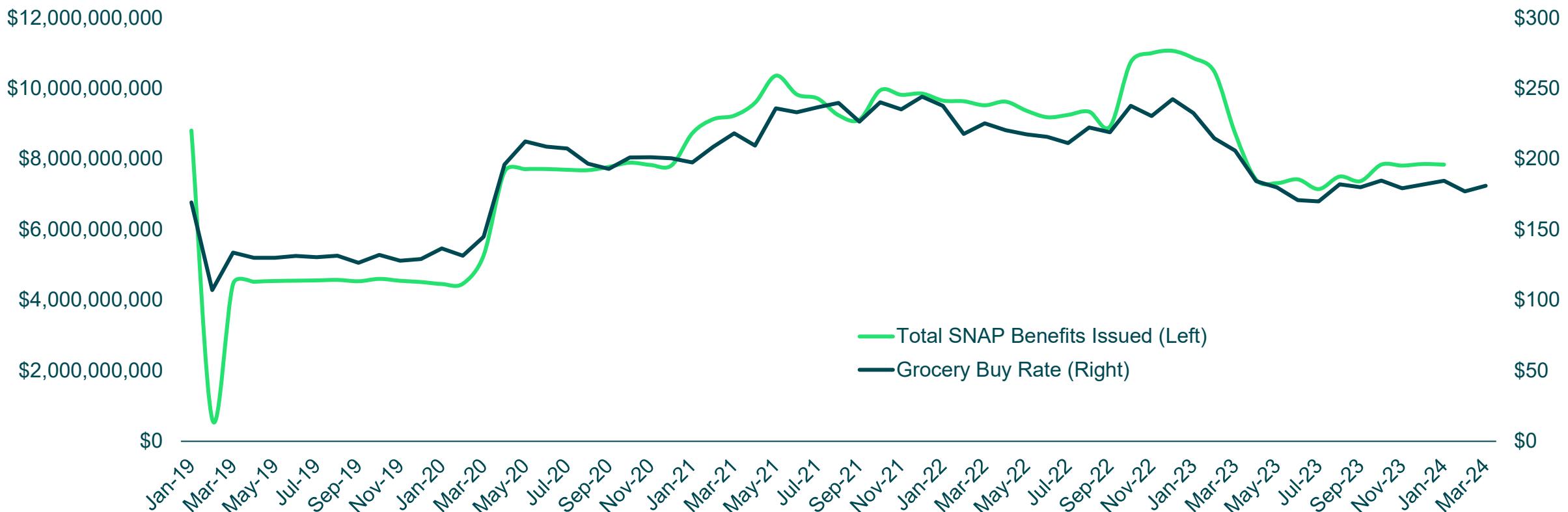
Total SNAP Benefits Issued by Month – 2019-2024



As benefits rose, so did the grocery buy rate where SNAP was used

Total SNAP Benefits Issued by Month vs Grocery Buy Rate

Buy Rate where SNAP was used on trip

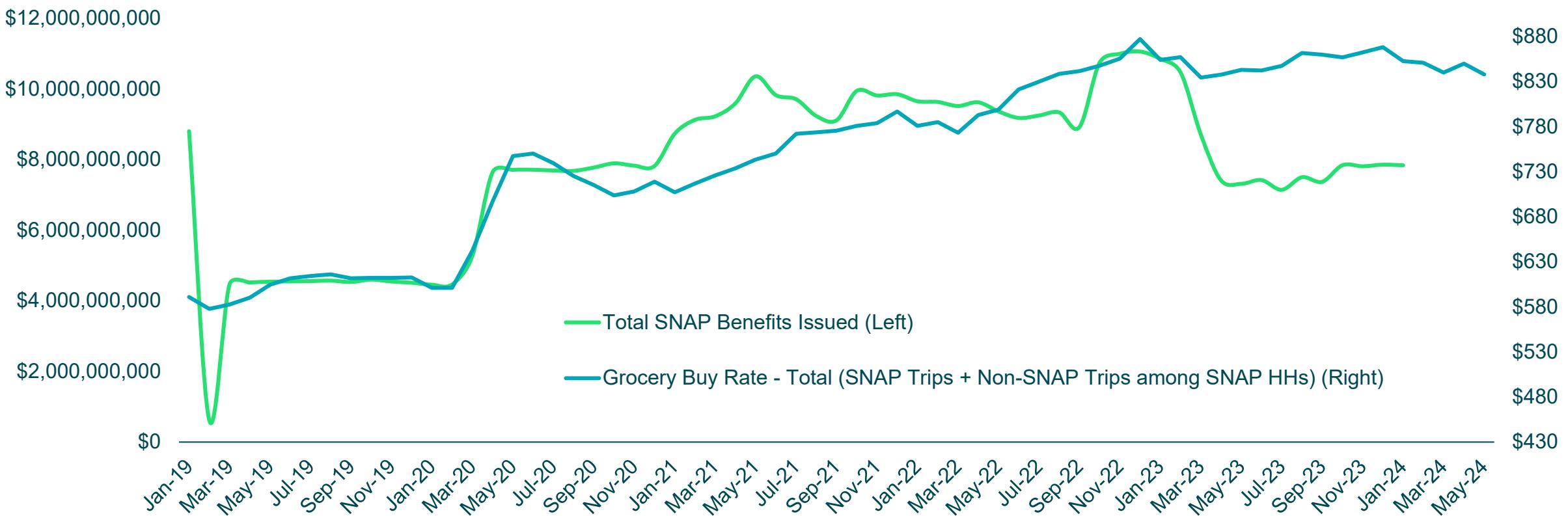


Source: SNAP Monthly Data [US Summary] <https://fns-prod.azureedge.us/pd/supplemental-nutrition-assistance-program-snap>; Numerator Insights, Rolling 1
Month by Month, FMCG + eCommerce + Specialty channels
Grocery sector excluding Alcohol and hot deli products

As benefits rose, so did the grocery buy rate for SNAP HHs regardless of whether SNAP used on a trip

Total SNAP Benefits Issued by Month vs Grocery Buy Rate

Rolling 13W by Month



Source: SNAP Monthly Data [US Summary] <https://fns-prod.azureedge.us/pd/supplemental-nutrition-assistance-program-snap>

Numerator Insights, FMCG + eCommerce + Specialty channels

SNAP households are defined as those who used SNAP as a payment method during the 13 weeks preceding the reported month.

Diet and allergy information

THEME_ID	THEME_DESCRIPTION	SUBTHEME_ID	SUBTHEME	TOPIC_ID	TOPIC_DESCRIPTION	HEADER_ID	HEADER_DESCRIPTION	TAG_ID	TAG_DESCRIPTION
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	48	Vegan
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	49	Vegetarian (w/Eggs)
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	50	Vegetarian (w/Dairy)
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	51	Vegetarian (w/Eggs, Dairy)
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	52	Pescatarian
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	53	Gluten-free
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	54	Lactose-free
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	55	None of the above
1	Psychographics	2	Eating	3	Dietary Restriction	7	Diets in the Household	3042	Grain-free
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	56	Peanuts
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	57	Tree nuts
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	58	Milk
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	59	Eggs
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	60	Wheat
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	61	Soy
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	62	Fish
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	63	Shellfish
1	Psychographics	2	Eating	3	Dietary Restriction	8	Allergies in the Household	64	None of the above
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1937	Atkins diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1938	Flexitarian / Semi-Vegetarian
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1939	Ketogenic diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1940	Mediterranean diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1941	Paleo diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1942	Raw food diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1943	South Beach diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1944	Weight Watchers Freestyle
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1945	Whole30 diet
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1946	Other
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	1947	None of the above
1	Psychographics	2	Eating	3	Dietary Restriction	193	Diet Programs in the Household	2773	Noom
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2047	Various (no alcohol)
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2048	Christianity (Lent)
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2049	Hinduism (no meat, fish, poultry or eggs)
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2050	Judaism (kosher requirements)
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2051	Islam (halal requirements, no pork)
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2052	Prefer not to answer
1	Psychographics	2	Eating	3	Dietary Restriction	214	Religious Restrictions in the Household	2053	None of the above

Health ailments and treatments

THEME_ID	THEME_DESCRIPTION	SUBTHEME_I	SUBTHEME	TOPIC_ID	TOPIC_DESC	HEADER_ID	HEADER_DESCRIPTION	TAG_ID	TAG_DESCRIPTION
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	746	Prescription Rx
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	747	Over-the-counter Remedies
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	748	Vitamins & Dietary Supplements
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	749	Homeopathic Remedies, Alternative Therapies
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	750	Diet or Lifestyle Changes
2 Premium		16 Health		60	Treatments	101	Diabetes (Type I), Treatments*	751	None of the above
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	752	Prescription Rx
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	753	Over-the-counter Remedies
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	754	Vitamins & Dietary Supplements
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	755	Homeopathic Remedies, Alternative Therapies
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	756	Diet or Lifestyle Changes
2 Premium		16 Health		61	Treatments	102	Diabetes (Type II), Treatments*	757	None of the above
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	776	Prescription Rx
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	777	Over-the-counter Remedies
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	778	Vitamins & Dietary Supplements
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	779	Homeopathic Remedies, Alternative Therapies
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	780	Diet or Lifestyle Changes
2 Premium		16 Health		65	Treatments	106	Heart Attack / Heart Disease, Treatment	781	None of the above
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	794	Prescription Rx
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	795	Over-the-counter Remedies
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	796	Vitamins & Dietary Supplements
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	797	Homeopathic Remedies, Alternative Therapies
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	798	Diet or Lifestyle Changes
2 Premium		16 Health		68	Treatments	109	High Cholesterol, Treatments*	799	None of the above
2 Premium		16 Health		83	Other Factors	125	Marijuana Use	895	Recreational User
2 Premium		16 Health		83	Other Factors	125	Marijuana Use	896	Medicinal User
2 Premium		16 Health		83	Other Factors	125	Marijuana Use	897	Previous User
2 Premium		16 Health		83	Other Factors	125	Marijuana Use	898	Never Used
2 Premium		16 Health		83	Other Factors	125	Marijuana Use	2417	Prefer not to answer

Alcohol consumption

THEME_ID	THEME_DESCRIPTION	SUBTHEME_ID	SUBTHEME	TOPIC_ID	TOPIC_DESCRIPTION	HEADER_ID	HEADER_DESCRIPTION	TAG_ID	TAG_DESCRIPTION
2	Premium	18	Specialty	86	Alcohol	128	Alcohol, Consumption Frequency	908	5+ drinks per week
2	Premium	18	Specialty	86	Alcohol	128	Alcohol, Consumption Frequency	909	2-4 drinks per week
2	Premium	18	Specialty	86	Alcohol	128	Alcohol, Consumption Frequency	910	2-4 drinks per month
2	Premium	18	Specialty	86	Alcohol	128	Alcohol, Consumption Frequency	911	Monthly or less
2	Premium	18	Specialty	86	Alcohol	128	Alcohol, Consumption Frequency	912	Never, I do not drink alcohol
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	913	People often ask my advice when it comes to alcoholic beverages
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	914	I tend to stick to the products / drinks I know I like
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	915	I enjoy experimenting with different types of alcoholic beverages
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	916	When I buy alcohol, I commonly buy for myself
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	917	When I buy alcohol, I commonly buy for others
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	918	I drink to celebrate special occasions
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	919	I drink to unwind
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	920	I drink to be social
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	921	I commonly drink at bars / clubs
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	922	I commonly have a drink with a meal at restaurants
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	923	I commonly have a drink with meals at home
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	924	I have a bar or liquor cabinet at home
2	Premium	18	Specialty	86	Alcohol	129	Alcohol, Behaviors*	925	None of the above
2	Premium	18	Specialty	86	Alcohol	179	Alcohol, On-Premise Frequency	1766	Always
2	Premium	18	Specialty	86	Alcohol	179	Alcohol, On-Premise Frequency	1767	Regularly
2	Premium	18	Specialty	86	Alcohol	179	Alcohol, On-Premise Frequency	1768	Occasionally
2	Premium	18	Specialty	86	Alcohol	179	Alcohol, On-Premise Frequency	1769	Rarely
2	Premium	18	Specialty	86	Alcohol	179	Alcohol, On-Premise Frequency	1770	Never
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1771	Beer - Craft
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1772	Beer - Domestic
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1773	Beer - Import
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1774	Cider
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1775	Flavored Malt Beverage
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1776	Hard Seltzer
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1777	Mixed Drink / Cocktail
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1778	Spirits (e.g., neat, on the rocks, shot)
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1779	Wine
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1780	Sparkling Wine / Bubbles
2	Premium	18	Specialty	86	Alcohol	180	Alcohol, On-Premise Preferences	1781	Other

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