sales transactions, said second means including antenna means physically disposed adjacent to a portion of said store loop for detecting digital data present on said store loop representative of said retail sales transactions, said second means further including microprocessor means, including a central processing unit, variable memory means and retail sales transaction data storage means, for processing said digital data detected by said antenna means, said microprocessor means being otherwise adapted to collect said retail sales transaction data represented by said digital data independently of said first means, said second means further including adapter means for adapting said second means to a particular first means in said store in which said second means is disposed for enabling said microprocessor to process said digital data detected by said antenna means, and

third means remotely located from said plurality of retail stores for receiving said market research data from said plurality of retail stores and for storing said market research data

wherein the only electrical signal connection between said first means and said second means is through said antenna means, and wherein said antenna means comprises part of a sensor assembly disposed adjacent to said portion of said store loop for monitoring said digital data present on said store loop and wherein said second means further comprises interface means disposed between said sensor assembly and said adapter means for supplying low voltage, direct current electrical power to said sensor assembly and for supplying time varying electrical signals representative of said digital data detected by said antenna means to said adapter means.

27. A market research data collection system as recited in claim **26** wherein said electrical power and said electrical signals are transmitted simultaneously between said sensor assembly and said interface means over the same electrical conductors.

28. A retail store data collection system for use in a retail store having at least one Point-Of-Sale scanner and a scanner controller interconnected by a store data communications loop comprising:

sensor means disposed in the vicinity of a portion of said store loop for monitoring and for detecting data signals present on said store loop,

memory means coupled to said sensor means for storing information in response to the detection of said data signals by said sensor means, and

said sensor means and said memory means operating responsive to said scanner and scanner controller and without requiring any responsive operation by said scanner and said scanner controller and without requiring any modification of said scanner and said scanner controller.

29. A retail store data collection system as recited in claim **28** wherein said data signals present on said store loop comprises digital data signals.

30. A method of collecting market research data from a plurality of cooperating retail stores, each store of said plurality of stores having at least one Point-Of-Sale scanner and a scanner controller and a store digital data communications loop interconnecting said scanner and said scanner controller, said method comprising the steps of

disposing non-invasive sensor means in each of said stores for monitoring and for detecting in a substantially totally passive manner with respect to said scanner and said scanner controller and said store loop digital data present on said store loop, said detected digital data being representative of retail sales transactions in said store,

detecting said digital data present in said store loop,

storing information in response to the detection of said digital data in a memory, said memory being separate from said scanner and said scanner controller in said store, said sensor means and said memory operating responsive to the normal retail sales operations of said scanner and said scanner controller in said retail store and

transmitting said information from said retail store to a remote central location, said transmitted information for processing, storage and use by market researchers.

31. A method of collecting market research data concerning retail sales transactions occurring in each store of a plurality of cooperating retail stores, each cooperating retail store having a first automated system for processing the retail sales transactions, said method comprising the steps of:

monitoring said first automated system and detecting in a substantially totally passive manner electrical data signals present in said store representative of said retail sales transactions,

storing information in response to the detection of said electrical data signals in a memory, said memory being located in said store and being separate from said first automated system in said store for processing said retail sales transactions and the normal operations of said store and

periodically sending said information stored in said memory from said store to a remote location for subsequent use by market researchers.

32. A market research data collection system comprising

a plurality of cooperating retail stores, each store of said plurality of stores having automated first means for processing retail sales transactions in said store, said first means comprising at least one Point-Of-Sale optical scanner and an automated scanner controller and a digital data store communications loop interconnecting said scanner and said controller,

non-invasive automated second means disposed in each store of said plurality of stores for monitoring said store loop and for collecting information based on said retail sales transactions useful in performing "market basket" analyses, said second means including sensor means for monitoring and for detecting digital data present on said store loop, said detected digital data being representative of said retail sales transactions, and said second means otherwise operating independently of said scanner and said scanner controller and said store loop and without requiring any responsive operation by said scanner and said scanner controller and without requiring any modification of said scanner and said scanner controller and

third means remotely located from said plurality of retail stores for receiving said information from said second means for further processing, storage and subsequent use by market researchers in performing "market basket" analyses.

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