Have your say • Make an impact • Enjoy the rewards

Nielsen Homescan Getting Started Instruction Booklet

Nielsen Homescan

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homescan.ca

Nielsen Homescan Panel Support Centre 1-800-263-1697

> **Monday to Friday** 9:00 a.m. – 9:00 p.m. ET **Saturday** 10:00 a.m. – 6:00 p.m. ET

support@homescan.ca

For a full notice of our current data practices, please review your copy of our privacy statement in your Start-Up Kit.

If you have any questions, please contact the Panel Privacy Officer of Nielsen by email at **CanadaPrivacyQuestions**@ **Nielsen.com** or by telephone at 905-475-3344, ext. 2390. Also, you may contact us by mail at Nielsen, 160 McNabb Street, Markham, Ontario, L3R 4B8.

Have your say. Make an impact. Enjoy the rewards.

Welcome to the Nielsen Homescan Consumer Panel! We're glad that your household decided to join this important market research project. Our panel represents thousands of households nationally and reflects the shopping habits and preferences of Canadian consumers.

As a Homescan[®] household you'll have the opportunity to:

- Make your household's opinions count by scanning and transmitting purchase data each week*
- Earn gift points redeemable toward thank you gifts from our members-only Gift Catalogue
- Earn entries in our panelist Sweepstakes for your chance to win great prizes
- Enjoy our monthly newsletter, *Nielsen Homescan News*, which contains tips, information updates and stories about the Nielsen Homescan Consumer Panel.

If it has a barcode**, scan it!

Each member of your household plays a part. So, please teach everyone how to use the scanner*** – *even kids!* Each time that you return home after a shopping trip, please take a few minutes to scan each item purchased from every type of store. Whether you bought just one item, several bags of products or a major appliance, *all* of your purchases are important. Your shopping habits will influence product manufacturers and retailers, and have an impact on products available in the Canadian marketplace.

What's next?

First, go to <u>Page 3</u> for instructions on Setting up the Scanner. <u>Pages 4 and 5</u> outline the scanner's functions. Then, with the scanner in hand, please read through our <u>three</u> easy step-by-step lessons to learn how to:

- Scan your household's purchases
- Answer an opinion survey
- Transmit your scanned data to us.

Scanning is fun and easy! Always watch the prompts on the scanner's screen. They will guide you through the necessary entries when scanning.

Remember, if you have any questions or just need help along the way, please call the Panel Support Centre tollfree at **1-800-263-1697**. We're open Monday through Friday from 9:00 a.m. to 9:00 p.m. ET and Saturdays from 10:00 a.m. to 6:00 p.m. ET. Our Panel Support Representatives are specially-trained to assist you, and they're friendly, too! To ensure prompt and efficient service, please have your member ID handy each time you call the Panel Support Centre. **Please see Page 23 for information on locating your member ID, then write it below for your quick reference.**

Again, thank you for joining Homescan. We look forward to working with you!

Lynne Morrison

Lynne Morrison National Director Nielsen Homescan Consumer Panel

P.S. Turn to Pages 27 and 28 to read more about the rewards of panel membership.

* A Homescan transmission week runs from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.

** Some non-barcoded purchases may also be scanned using the Barcode Directory Booklet in your Start-Up Kit. *** Upon completion of all sign-up criteria, scanners are issued to households according to the demographic needs of the Nielsen Homescan Consumer Panel. The scanner is for the use of Homescan panelists that meet the parameters of active participation in the market research project. The scanner remains the property of Nielsen. Nielsen reserves the right to recall their equipment at any time if deemed necessary.



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Setting up the Scanner



Y-Connector Set-up Instructions

- a. Unplug your regular home phone cord from its wall jack and insert the Y-connector into the wall jack.
- **b.** Insert the phone cord from the homebase into one opening of the Y-connector, and your home telephone cord into the other.

Installation Instructions

First, find a convenient location for the scanner and homebase, with access to an electrical outlet and a phone jack. We recommend the kitchen as an optimum location for the scanner.

- 1. Plug the **adapter** (power cord) into the back of the homebase. Plug the other end of the adapter into an electrical outlet. Then, place scanner in the homebase, and let it charge for one hour before use.
- 2. When the scanner is in the homebase and charging, you will see the message CHARGING... on the scanner's screen. When the scanner is completely charged and in the homebase, the message CHARGING... CHARGE OK !! will be displayed.
- **3.** While the scanner is plugged in and fully charged, plug the **phone cord** into the back of the homebase. Plug the other end of the phone cord into an available household phone jack.

(If you need to share a phone jack with a home phone, please use the Y-connector supplied and follow the Y-connector set-up instructions.)

Do you have high speed Internet access via your telephone line?

If you currently have a telephone line filter plugged into your wall jack, that was supplied by your high speed Internet provider, please continue to use the filter when setting up the scanner. The filter will reduce noise and interference on the line, allowing for a successful transmission. See page 22 for a scanner set-up diagram using a telephone line filter.



If your only phone is a cell phone, please call the Panel Support Centre for instructions. Please keep the scanner box in a safe place, because you may need it in the future.

There are two lights along the bottom of the scanner's homebase.

- This is the power light. When the unit is properly connected to a working power outlet, this light will be on.
- This light is the transmission light. It will flicker when the scanner is sending or receiving information via the internal modem in the homebase.

When you're not using it, always keep the scanner in its homebase and plugged into a working wall outlet and telephone line.

The Scanner

After charging, please take the scanner out of its homebase and familiarize yourself with the scanner keypad and its features.



IMPORTANT SAFETY INSTRUCTIONS

When using your CK2 Modem dock, basic safety precautions should always be followed to reduce the risk of fire, electric shock and injury to persons, including the following:

- Do not use this product near water, for example near a bathtub, wash bowl, kitchen sink or laundry tub, in a wet basement or near a swimming pool.
- Avoid using your unit during an electrical storm. There may be a remote risk of electric shock from lightning.

CAUTION: To reduce the risk of fire, use only No. 26 AWG or larger UL Listed or CSA Certified Telecommunication Line Cord.

Let's look at the scanner's three basic functions

Please remove the charged scanner from its homebase, and turn it on. (1)



Lesson 1 Scanning to Record Your Household's Purchases



Let's try scanning a quick "practice" shopping trip and see how easy it is to record your purchases.

Turn the scanner on and press the SCAN/Enter key at RECORD PURCHASES to select this function.

If the screen goes blank, just press the ON/OFF key. You'll be right where you left off.

2 A STORE NAME screen will now be displayed.

Store names and store types will be listed alphabetically from A to Z in the scanner's memory. To view these, you may:

- Use the ▲ or ▼ arrow keys to scroll through the list of store names and store types.
- Hold down either the ▲ or ▼ arrow key to scroll rapidly through the scanner's store list memory.
- Press the "**▼7**" key to advance through your store list, five stores at a time.
- Press the "9 ▲" key to reverse through your store list, five stores at a time.

Once you've located the store name* (or store type) where you shopped, press the SCAN/Enter key to select it.

For this Practice Trip, scroll to PRACTICE, then press the SCAN/Enter key.



The scanner comes with store types pre-programmed in its memory. After your first data transmission, we will automatically update the scanner's memory with specific store names in your area, via the unit's modem connection.

Then, once you begin using the scanner, your six most recently selected (favourite) stores will be listed first in the scanner's store list memory.

* IMPORTANT

When recording purchases, please select the actual **name of the store where you shopped** whenever possible, to ensure that your shopping data reflects the most accurate information. Store names include most major **Canadian**** retailers and local chains, rather than independent corner stores.

If the **name** of the store you shopped at is not available, please select the most appropriate **store type** listing. A store type is a general category which best describes the kind of store where you shopped — like Drug Store or On-line Shopping. For more information on store types, please refer to the Store Types booklet in your Start-Up Kit.

****NOTE:** When recording purchases made in the **United States**, please remember to scan your U.S. purchases under the store type of US STORE. All U.S. purchases, no matter the store name, should be scanned under this store type.





Trip, respond YES to the question.

Next, the scanner will ask if you presented a membership card when you shopped.

Answer the question appropriately, by pressing the YES key or the NO key.

Membership Cards are designed to gain customer loyalty by offering perks to members in the form of member-only privileges. points credits or price reductions. Typically, a membership card must be presented at the time of purchase to gain its privileges. Examples include HBC Rewards, Air Miles, Safeway Club, Costco, PC Optimum, etc. Major credit cards and debit cards, that allow you to collect points or earn discounts, do not qualify as membership cards (i.e. Walmart MasterCard, PC Financial).

When recording purchases, please enter any members-only price reductions as Store Coupons at Steps 8, 9 and 11.

4 Depending on where you shop, the scanner may ask you to enter prices for the items you buy, or it may indicate that the prices are not needed because we get the price information directly from the store.



For this Practice Trip, please find a few items around the house that have UPC (or EAN) barcodes on them – i.e. cereal, tissues, etc.



The scanner will bring you to the SCAN BARCODE screen. Now, you're ready to scan and record purchases!

While holding the scanner about 2 inches from the item, simply aim the scanner at the barcode and press the SCAN/Enter key. **Please see the next** page for some helpful information about scanning technique.



Let's practice scanning barcoded purchases

Scanning is easy!

At the SCAN BARCODE screen, simply aim the scanner at the product's barcode and press the SCAN/Enter key.

Scanning Technique Tips

- While holding the scanner about **2 inches** (5 cm) from the item, aim the scanner at the middle of the barcode.
- When you press the SCAN/Enter key, a red light should be beaming from the top of the scanner, across the barcode.

(If the scanner does not read the barcode right away, you may be too close. Simply hold down the SCAN/Enter key while pulling the scanner slowly away from the barcode.)

- Once you've scanned the barcode successfully, you will hear a "beep" and see the message on the scanner's screen change.
- If the barcode is **damaged** or **difficult to scan**, you can manually enter a UPC or EAN barcode by typing all of the numbers (from left to right) beside and below the barcode using the scanner's numeric keypad, and then pressing the SCAN/Enter key.

Scanning may be tricky at first, but with a little practice you'll see how easy it is.

If you're having trouble scanning, please call the Panel Support Centre at 1-800-263-1697.

If multiple products are packaged and sold together, they're called Multi-Packs.

For more information on scanning Multi-Packs, see Page 25.



IMPORTANT:

The scanner is designed to read Universal Product Codes (UPC) or European Article Numbers (EAN).

For information on tracking nonbarcoded purchases, see Page 23.

If the screen goes blank, just press the ON/OFF key. You'll be right where you left off.





6 PRICE

If you shopped at a store where you are asked to enter prices, please refer to your sales receipt and enter the price that you paid* for the item, then press the SCAN/Enter key.

* If the item was on sale, please enter the sale price.

For this Practice Trip, let's say this item cost \$1.00. At ENTER PRICE MARKED\$_, type in 100, then press the SCAN/Enter key.

If you scan a purchase priced greater than \$40.00, or enter a quantity purchased greater than six, you will see the message ARE YOU SURE? This is the scanner's way of double-checking your entry.

If it's correct, just press the YES key. If not, press NO, then re-key your entry.

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QTY PURCHASED 1

<u>SCAN</u>

8

5

2

9.

6

3

7 QUANTITY

How many of this item did you buy? The scanner defaults to a quantity of '1', so if this is correct, simply press the SCAN/Enter key at this screen. For any other quantity, please use the scanner's numeric keypad to type the quantity purchased, then press the SCAN/Enter key.

For this Practice Trip, let's say you purchased one, so simply press the SCAN/Enter key.

Correcting mistakes is easy!

- To correct a quantity keyed, use the NO key before pressing SCAN/Enter.
- To delete a scanned item *before* completing the entry, at QTY PURCHASED press the CLEAR key. The scanner will ask DELETE THIS ITEM? Press the YES key to delete. The scanner will then confirm ITEM DELETED.



8 ANY DEALS USED?

The scanner is asking if you used a coupon, if the item was on sale, or if there was any other kind of special deal associated with the purchase of this item. If so, press the YES key. If no, press the NO key.

.7

4

1

For this Practice Trip, press the YES key.



9 TYPE OF COUPON

First the scanner wants to know if you used any coupons when purchasing the item scanned. Simply type the number(s) that correspond to the type(s) of coupon(s) used, if any. (*Later you will be asked to enter the value of any coupons.*)

- If you used a **Store Coupon (STR)** for the item scanned, press 1, then press the SCAN/Enter key. A Store Coupon is redeemable <u>only</u> at a particular store/chain, toward a specific item.
- If you used a **Manufacturer's Coupon (MFR)** for the item scanned, press 2, then press the SCAN/Enter key.
- A Manufacturers' Coupon is redeemable toward a specific item at <u>any</u> store.
- If you used **both** types of coupons on the item scanned, press 1 then 2, followed by the SCAN/Enter key.
- If **no coupons** were used toward the purchase of the item scanned, simply press the SCAN/Enter key to indicate "none" and continue.

For this Practice Trip, let's say you used a Manufacturer's Coupon. Enter 2 for Manufacturer's Coupon, then press the SCAN/Enter key.

10 TYPE OF SALE

Now, the scanner wants to know if you took advantage of any special sale pricing when purchasing the item scanned. Simply type the number(s) that correspond to the type(s) of sale discount(s) given on the item, if any.

- If the store offered a sale price on the item scanned (either for a limited time or as a permanent markdown), please press 1 then the SCAN/Enter key to indicate a **Store Sale (STR)**.
- The term **Other Sale (OTH)** refers to special prices for staff and seniors discounts, damaged goods reductions, or bonus packs (i.e. 25% more product in a bonus size). Press 2 then the SCAN/Enter key if applicable.
- If **both** types of sales applied to the item scanned, press 1 then 2, followed by the SCAN/Enter key.
- If **neither** type of sale applied, simply press the SCAN/Enter key to indicate "none" and continue.

For this Practice Trip, let's say the store you shopped at was having a sale and reduced the price of the item. This is considered a Store Sale. Press 1 for Store Sale, then press the SCAN/Enter key.







COUPON FACE VALUE

This screen will appear **only if** you indicated that you used a coupon for the item scanned. Enter the face value of the Store Coupon or the Manufacturer's Coupon used. If you used more than one coupon, enter the total of all coupons used.

For this Practice Trip, let's say we only used a Manufacturer's Coupon for 35¢. Enter 35, then press the SCAN/Enter key.

If you make a keying mistake,

- To clear one digit, press the NO key.
- To delete the entire entry keyed, press the CLEAR key.
- To move back to a previous screen, press the EXIT key.

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SCAN BARCODE

SCAN Enter

8

5

2

0

9 *

6

3

EXIT

You've just completed scanning your first barcoded item! The SCAN BARCODE screen will be displayed again.

Now, you would continue to scan any other purchases made during the same shopping trip. When you finish scanning all of the items purchased, press the EXIT key.

> Each visit to a store where a purchase was made is considered a separate shopping trip. In effect, one sales receipt equals one shopping trip.

If you need to delete an item scanned earlier in the shopping trip, press the CLEAR key at SCAN BARCODE. At the screen, SCAN TO DELETE, simply scan the barcode on the item that you want to delete. The scanner will then confirm ITEM DELETED.



Press the EXIT key when you are finished practicing to scan items.

12 DONE SHOPPING?

After exiting the shopping trip, the scanner will ask ARE YOU DONE SHOPPING?, to confirm that you have completed scanning all items in the shopping trip. Simply respond by pressing YES if you're done, or the NO key if you're not.

7

4

1

For this Practice Trip, press the YES key.



13 TOTAL AMOUNT SPENT

At TTL AMOUNT SPENT, please enter the total spent for the shopping trip, then press the SCAN/Enter key. Simply refer to your sales receipt and key the grand total, which includes all applicable taxes as well as any non-scannable or non-barcoded purchases.

If you misplaced your receipt or do not know the total, please just estimate it.

For this Practice Trip, let's say you spent \$5.00 on the shopping trip. Enter 500 and press the SCAN/Enter key.

TIP:

Have your sales receipt handy to amount spent for

CONGRATULATIONS! You've just scanned

your first shopping trip!

Remember, it's important that all household members scan each of their shopping tripsbig or small!

Then, once a week, you'll transmit your household's purchase data to us. (You'll learn more about transmitting in Lesson 3.)

The scanner has the ability to retain up to 500 barcodes. When its memory is close to capacity, the scanner will beep three times and display a message relaying how many scans you have left, as a reminder to transmit soon.



SCAN Enter

Caring for the Scanner

Like other small appliances, a little care goes a long way in keeping the scanner in top working order.

Just follow these tips for problem-free operation!

- Once a month, please clean the scanning window at the top of the scanner, using a glass cleaner sprayed on a soft cloth. Please do not spray a cleaner directly onto the scanner.
- Store the scanner safely in the homebase when you're not using it.
- The homebase should always be plugged into a wall outlet and a phone jack.
- Choose a location for the scanner that does not expose it to excessive heat, cold or moisture. So, please avoid placing the unit near a window, sink or major kitchen appliance like your oven or refrigerator. Try to keep it away from splattering grease, too.
- If you accidentally spill something on the scanner, causing the keys to stick down, please wipe only the exterior surface of the scanner. Spray a non-abrasive plastic cleaner onto a soft, lint-free cloth and wipe. Please do not spray a cleaner directly onto the scanner.
- If the scanner is accidentally damaged, displays an error message, or just stops working, please call the Panel Support Centre immediately, toll-free at **1-800-263-1697**. We will try to fix the problem over the phone or we will arrange for a replacement scanner to be sent to you.

Please have your member ID handy each time you call the Panel Support Centre. (See Page 23 for details.)

Equipment Notice

By using the enclosed scanner and equipment, you assume full responsibility for its care, and the care of your phone lines, computer lines and equipment.

Nielsen is not responsible for any damage to your telephone, telephone line, computer system, hardware, or software. Nielsen is not responsible for any equipment malfunctions, or failures or delays in telephone or Internet connections that are human or technical in nature, including but not limited to non-connecting or incomplete telephone or Internet transmissions, or calls to the Panel Support Centre (for example, if lines are down due to a storm, scanner is left out of the homebase, or unplugged, etc.).

Nielsen assumes liability for all failed equipment owned by Nielsen.

NOW LET'S SCAN A PRACTICE SURVEY Watch the green boxes and arrows for instructions on what to do at each step.

Lesson 2 How to Answer Surveys

Please turn the scanner on and let's see how easy it is to answer surveys.

At the HOMESCAN MENU screen, press the ▼ key once to scroll down, so that ANSWER SURVEYS is highlighted. Then press the SCAN/Enter key to select this scanner function. nielsen Homescan

HOMESCAN MENU: RECORD PURCHASES

SCAN

Enter

NO

SURVEYS

Homescan surveys are an important part of panel membership. They give you the opportunity to provide important feedback on a variety of topics, while earning valuable gift points!

Survey participation is easy. After participating on the panel for three months, you'll begin receiving surveys.

If you provide us with your email address, you'll receive email invitations to take part in Panel Views surveys online at **homescan.ca**. Just point and click your way to earning gift points for your survey participation. Surveys can be found under the 'Surveys' tab on our panelist website.

Scannable barcoded surveys may also arrive by mail. Scanning a survey is like answering multiple choice questions whereby you scan the barcode that corresponds to your response. Your survey responses are transmitted along with your weekly purchase data.

Survey participation is voluntary. Your purchase data lets product manufacturers and retailers know what you bought and where, but it's your survey participation that often answers the question why. As well as rating existing products and services, surveys provide insight into consumer preferences.

Once a year we send out a survey that needs to be answered by all active panelists. Our annual **Demographic Update** profiles our Homescan households, so that we're aware of any lifestyle, employment or family composition changes affecting our panel members. We use this information to maintain a balanced panel that is truly representative of the Canadian population.

RECORD PURCHASES

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When scanning the Practice Survey, for Steps 2 through 5 please refer to the brief survey on Page 17.

2 First, scan the "survey number" at the beginning of the survey. Simply point the scanner at the barcode and press the SCAN/Enter key.

Always watch the scanner screen. It will help guide you through the steps.



Tips for Scanning Surveys

- Since the scanner's beam is located on the top of the scanner, be sure to hold the scanner at a 90° angle to the paper when scanning survey barcodes.
- You may find it easier to hold your survey upright with one hand while scanning the survey response with the other hand.
- Place the scanner above the barcode you wish to select, and press the SCAN/Enter key, while pulling the scanner back **1-2 inches** from the barcode. This ensures that the red beam scans only the intended response option.
- The scanner's beam may partially overlap more than one barcode, but the scanner will record the barcode that is in the center of the scanner's beam. Accuracy is important because once a survey question has been scanned, there is no way to back up and re-answer the question.
- Always watch the scanner's screen because it will prompt you through scanning the survey, question by question.
- After scanning your response to the last survey question, the scanner will automatically exit the survey.

Scanning surveys may be tricky at first, but with a little practice you'll see how easy it is.

If you need help, please call the Panel Support Centre toll-free at 1-800-263-1697.



Here's a brief practice survey for you to scan!



NOW LET'S LEARN HOW TO TRANSMIT Watch the green boxes and arrows for instructions on what to do at each step. Lesson 2

Lesson 3 Transmitting Your Information To Us





Please turn the scanner on and see how easy it is to transmit scanned data.

At the HOMESCAN MENU screen, scroll down using the \checkmark key until TRANSMIT NOW is highlighted.

Place the scanner in the homebase, and press the SCAN/Enter key. (Be sure that the scanner is properly set-up according to the installation instructions on Page 3.)

The scanner will connect through the internal modem in the homebase and transmit your scanned data toll-free to Nielsen's data centre.

The scanner should be on while transmitting, but it will shut off when the transmission is complete.

For this Practice Transmission, you will be sending the data from your practice shopping trip and the brief practice survey that you scanned.

Please choose a convenient transmission day, then transmit once a week, every week. That way, scanning becomes a weekly habit.

When you won't be scanning or transmitting for a week or more (due to vacation, business, illness, etc.), if you call the Panel Support Centre to notify us before your absence, we'll make sure you continue to receive your weekly gift points while you're away!

NOTE:

If the scanner is not firmly set in the homebase, it will display a PLACE SCANNER IN HOMEBASE message. The scanner must be correctly set up and firmly placed in the homebase in order to transmit. To clear this message, press the SCAN/Enter key.

• This light is the transmission light. It will flicker when the scanner is sending or receiving information.



See Page 28 to learn more about our Sweepstakes.



4 While the scanner is in communication with Nielsen, periodically our system will send information to the scanner, such as Store List updates. When this occurs, the scanner's screen will read RECEIVING STORE LIST.

Another example of two-way modem communication occurs when the scanner's internal date setting is automatically updated after each transmission.

What is a Store List?

The scanner comes with **store types** pre-programmed in its memory. After your first data transmission, we will automatically update the scanner's memory with specific **store names** in your area, via the unit's modem connection.

Then, once you begin using the scanner, your six most recently selected (favourite) stores will be listed first in the scanner's store list memory.

It is important to select the actual **name of the store where you shopped** whenever possible, to ensure that your shopping data reflects the most accurate information. Store names include most major **Canadian*** retailers and local chains, rather than independent corner stores.

If the **name** of the store you shopped at is not available, please select the most appropriate **store type** listing. A store type is a general category which best describes the kind of store where you shopped — like Drug Store or On-line Shopping. For more information on store types, please refer to the Store Types booklet in your Start-Up Kit.

***NOTE:** When recording purchases made in the **United States**, please remember to scan your U.S. purchases under the store type of US STORE. All U.S. purchases, no matter the store name, should be scanned under this store type.





You will see a reminder to call in for your weekly messages. (See Step 8 below for more information on weekly messages.)

Press the SCAN/Enter key to proceed to the next screen.

For this Practice Transmission, press the SCAN/Enter key.

Next, the scanner will confirm the number of shopping trips and surveys that were sent in your data transmission. Press the SCAN/Enter key to return to the HOMESCAN MENU.



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Press the SCAN/Enter key.

8 WEEKLY MESSAGES

Now, please phone our toll-free message line at **1-866-802-1464**. It's important that you call in once a week, after each weekly transmission, to hear a special message. *Don't forget to call!*

For your convenience, this toll-free number also appears on a sticker on the scanner's homebase.

Congratulations! You have just completed your first data transmission! Please return the scanner to the homebase, securing it firmly.

Remember to scan and transmit your household's purchase information once a week, every Homescan week*, to earn valuable gift points and make your household's opinions count. Points are awarded for only one transmission per week, so please do not transmit more than once a week unless it's the only way to meet a survey deadline. Your transmission of purchase data also automatically enters your household in our monthly Nielsen Homescan Sweepstakes. (Maximum one entry per week.) Good luck and happy scanning!

*A Homescan transmission week runs from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.

Transmitting Tips

If you're having problems transmitting, please review the checks below, then try again. If problems persist, call the Panel Support Centre toll-free at **1-800-263-1697**. Our Panel Support Representatives are available to help you Monday through Friday from 9:00 a.m. until 9:00 p.m. ET, and Saturdays from 10:00 a.m. to 6:00 p.m. ET.

If you prefer to contact us online, just send us an email at **support@homescan.ca** and be sure to include your member ID and a brief description of the problem. We also invite you to visit our panelist website at **homescan.ca**.

Is the scanner properly connected?

Make sure that the scanner is properly setup and firmly placed in the homebase. Please refer to **Page 3** for installation instructions.

Do you have high speed Internet access via your telephone line?

If you currently have a telephone line filter plugged into your wall jack, that was supplied by your high speed Internet provider, please continue to use the filter when setting up the scanner.

The filter will reduce noise and interference on the line, allowing for a successful transmission. For proper installation when setting up the scanner using a telephone line filter, please refer to the diagram provided.

*Use the Y-Connector (supplied in your scanner box), **only if** you need to share a wall jack with your home telephone and the scanner's homebase.



Do you have to dial a prefix?

Some telephone systems are set up so that a prefix (such as the number 8 or 9) has to be entered before dialing any phone number. If your telephone is set up for a prefix, here's how to adjust the scanner's setting:

- At the HOMESCAN MENU: RECORD PURCHASES screen, enter the numbers **7931**. This will bring you to the SETUP MENU.
- Use the $\mathbf{\nabla}$ arrow key to scroll to DIAL-IN-PREFIX and press the SCAN/Enter key.
- Enter the prefix number that your telephone system requires (usually an 8 or 9) then press the SCAN/Enter key.
- Press the Exit key to return to the HOMESCAN MENU.

Where do I find my member ID?

Your household has its own unique member ID. Each time that you contact the Panel Support Centre with an inquiry or comment, we ask you to provide your member ID. It allows our Panel Support Representatives to access your file and panel history quickly, in order to serve you better. Your member ID appears above your name and address on your Gift Points Statement that accompanies your monthly newsletter.

You may also find your member ID by accessing the scanner's memory as follows:

- At the HOMESCAN MENU: RECORD PURCHASES screen, enter the numbers 7931. This will bring you to the SETUP MENU.
- The cursor should be blinking on PANEL INFO. Press the SCAN/Enter key.
- The first item displayed is your member ID.
- Press the Exit key twice to return to the HOMESCAN MENU.

How do I scan an item if it doesn't have a barcode?

Sometimes you may buy products that have no barcode at all. While many non-barcoded items cannot be directly tracked by scanning, your **Barcode Directory Booklet** provides barcodes which will allow you to record some traditionally non-barcoded purchases including fruits and vegetables, in-store fresh prepared food to go, bulk, restaurant/fast food, breads, gas, cannabis and more. Please see your Start-Up Kit for your copy of our Barcode Directory Booklet.

For all non-barcoded purchases that are <u>not</u> covered by the Barcode Directory Booklet:

- If at least one scannable item is purchased in the same shopping trip, the non-barcoded item(s) will show up indirectly in the total amount spent. The total may be found on your purchase receipt and includes all applicable taxes as well as any non-scannable or non-barcoded purchases.
- If all items purchased within the shopping trip have no barcode or are non-scannable, the entire shopping trip cannot be recorded by the scanner.

What should I do if I can't scan a barcode?

Some barcodes may be difficult to scan because they are blurred, shiny or damaged. Occasionally, the product packaging itself (i.e. bread and frozen food bags) makes a barcode difficult to scan. In these cases, you can manually enter a UPC or EAN barcode by typing all of the numbers (from left to right) beside and below the barcode using the scanner's numeric keypad, and then pressing the SCAN/Enter key.



Our rule is, **"If it has a barcode, scan it!"**. You may come across barcodes that are truly non-scannable because they are not Universal Product Codes (UPC) or European Article Numbers (EAN). Store barcodes, created to track inventory stock levels, are also not scannable. If the scanner will not accept a barcode after trying to scan it and key it, the barcode is likely not a UPC or EAN and cannot be recorded by the scanner. If at least one scannable item was purchased within the same shopping trip, the non-scannable item will show up indirectly in the total amount spent.

Is there anything I shouldn't scan?

If you operate a business out of home, please do not scan any purchases made specifically for business use (i.e. office supplies and equipment, food for an in-home daycare etc.).

When it comes to gifts, please scan only gifts that you give, because you actually made the purchase. Therefore, please don't scan gifts that you receive.

What if a store that I shop at changes name?

The scanner comes with store types pre-programmed in its memory. After your first data transmission, we will automatically update the scanner's memory with specific store names in your area, via the unit's modem connection. Stores listed by name in the scanner's memory include most major retailers and local chains, rather than independent corner stores.

If a store that you shop at changes name it is important that you record your purchases under the new, correct store name. Please scroll through the scanner's memory listings to check if the new store name is already programmed. If it's not listed, please use the most appropriate store type to record the shopping trip. Then, at your earliest convenience, please contact the Panel Support Centre to request the store name addition. If the store name is part of our database, we will transmit the addition to your scanner's memory via the unit's modem connection.

What if I'm going away and won't be able to transmit?

When you won't be scanning or transmitting for a week or more (due to vacation, business, illness, hospitalization or any other reason), if you call the Panel Support Centre at **1-800-263-1697** to notify us before your absence, we'll make sure you continue to receive your weekly gift points while you're away.

How do I show that I took advantage of a buy-one-get-one-free offer?

This type of bonus offer often involves a special sale or coupon. As there are far too many variations of buy-one-get-one-free offers to list, please call the Panel Support Centre if you need help recording a specific purchase. Here is just one example of entering a buy-one-get-one-free deal whereby a store coupon entitled you to two identical bottles of shampoo for the price of one:

- Scan the barcode on one of the items. If the scanner asks you to enter prices, please key the price of one bottle of shampoo, then press the SCAN/Enter key.
- At QTY PURCHASED, type in '2', then press the SCAN/Enter key.
- At ANY DEALS USED?, press the YES key.
- When asked about coupons, key '1', then press SCAN/Enter to indicate Store Coupon.
- Press the SCAN/Enter key when asked about sales, to indicate no sales applied.
- At COUPON FACE VALUE \$_, please key in the price of the item that you would have had to pay for if it were not free, then press the SCAN/Enter key. This tells the scanner that the coupon allowed you to get the second item for free.

Please note: If you are entering the price of a truly free item, the scanner will not accept a price of '\$__.00' for the free item. Therefore, please enter one cent, as '\$__.01'.

How do I show percentages or reductions 'off' a total shopping trip?

Sales incentives like 'scratch cards' or 'Canadian Tire Money' are typically applied by the retailer at the end of the shopping trip, rather than against a particular item. Therefore any savings would be reflected in the total entered, because the total amount spent would be lower than the total value of the items scanned within the shopping trip.

When scanning shopping trips involving this type of reduction, for each purchase, scan the item, enter the price indicated on your sales receipt, then indicate OTHER SALE when asked about deals. When you enter the total amount spent, please refer to your sales receipt and key the total paid.

How do I scan Multi-Packs?

Multiple products are sometimes packaged and sold together in Multi-Packs. Multi-Packs can create a scanning dilemma, because they often have more than one barcode – one barcode on the outer wrapper holding the Multi-Pack together, as well as a barcode on each individual product.

Here's how to scan the <u>three</u> basic kinds of Multi-Packs:

- 1. If there is a barcode on the outside wrapper of a Multi-Pack, it **supersedes** any barcodes on individual items because it contains **all** of the product information for the entire Multi-Pack (i.e. a case of pop cans). When recording purchases, scan only the barcode on the exterior packaging, then enter the quantity as '1'. If you are asked to enter prices, key the price of the entire Multi-Pack.
- 2. If there is no barcode on an outside wrapper, and only **one** of the individual products is barcoded (i.e. linked yogurt cups), this barcode contains **all** of the product information for the entire Multi-Pack. When recording purchases, scan the barcoded product, then enter the quantity as '1'. If you are asked to enter prices, key the price of the entire Multi-Pack.
- **3.** If there is no barcode on an outside wrapper and each item within the Multi-Pack is barcoded (i.e. a six-pack of pop cans), each barcode represents just one item within the Multi-Pack. When recording purchases, scan only one of the barcoded products, then for the quantity, enter the number of individual items within the Multi-Pack. Using the example of a six-pack of pop cans, the quantity entered would be '6'. If you are asked to enter prices, key the price of **one individual item**. Using the example of a six-pack of pop cans costing \$3.00, the price of an individual can would be 50 cents (\$3.00 divided by 6).

What is a Homescan Report Period?

We break down the calendar year into Homescan transmission weeks and Report Periods. A Report Period covers either four or five transmission weeks, and serves as a cut-off for each monthly data cycle. Your monthly Gift Points Statement covers a specific Report Period, and the same Report Period dates define the qualifying terms of our monthly Sweepstakes.

At the beginning of each year, we provide our panelists with a copy of our Homescan Report Period Calendar designating Report Period cut-offs, as well as our transmission weeks which run from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.

What if I forgot to scan an item?

If you realize that you forgot to scan an item after exiting a shopping trip and entering the total amount spent, the item cannot be added to the shopping trip. However, you may record the purchase of the forgotten item as a separate trip, using the store name (or store type) of the original shopping trip.

How do I show the return of a purchase?

Once you have exited a shopping trip and entered the total amount spent, there is no way to go back and remove the purchase information. The scanner does not have a mode to scan returned items. If you return a purchase, it often means that you were dissatisfied with it and therefore are unlikely to purchase it again. In this case, your future shopping habits will reflect your ongoing buying preferences.

What if the scanner stops working?

Our Panel Support Representatives are specially-trained to assist you if the scanner stops working, so please call our Panel Support Centre toll-free at **1-800-263-1697**. Malfunctions can often be corrected over the phone, while sometimes our scanning equipment needs to be returned for repair. If necessary, we'll make convenient shipping arrangements at Nielsen's expense and send you a replacement scanner.

I'm moving. Can I remain on the panel?

Yes! Once you are a Homescan member, you can remain an active panelist as long as you want. However, please note that our Canadian panel does not currently encompass Newfoundland or Canada's Territories. As soon as you know your new mailing address and phone number, please notify the Panel Support Centre, so that we may update our records.

Nielsen Homescan Consumer Panel Gift Points Program

There are so many ways to earn gift points toward free gifts!

Weekly Transmission Points — Each week you transmit, you'll automatically receive gift points. Transmission points vary based on the length of time your household has been scanning.

Charter Members	For the first six months of membership, you'll earn 150 points for each weekly transmission.
Silver Members	After six months on the panel, you will automatically receive a bonus of 1,500 points! At the same time, your points credit will increase to 200 points per weekly transmission.
Gold Members	When you share your purchase information with us for one full year, you will receive another 1,500-point bonus as our Anniversary gift to you. Your points will also increase to 225 points for each weekly transmission.

(Since we require only one transmission a week* from each Homescan household, points are awarded for only one transmission per week.)

Super Scanner Points — In addition to transmission points, we reward our dedicated panelists with **250 Super Scanner points** for transmitting weekly during a Homescan Report Period. Super Scanners can earn up to **3,000 bonus points** in a year! It certainly pays to scan and transmit regularly.

Survey Points — Occasionally, you'll be invited to answer Homescan surveys. Survey participation is voluntary and you will receive additional points for taking part.

Nielsen Homescan Panelist Website

We'll keep in touch online with regular communications through your 'Message Centre' on our panelist website, **homescan.ca**. You can conveniently check your recent gift point activity anytime online, simply by visiting **homescan.ca** and selecting the 'Rewards' tab. Our informative panelist newsletter is posted on our website, so please be sure to read *Nielsen Homescan News* regularly, under the 'Newsletters' tab. We encourage you to stay informed by visiting our panelist website often! Keeping up-to-date with Homescan is easy! We invite you to also follow us on Facebook and Twitter.

Redeeming Points for Gifts

Your gift points accumulate in your household's 'account' and are redeemable toward special *thank you* gifts from our Nielsen Homescan Gift Catalogue. It's our way of showing that we appreciate your participation.

You can view our current gift selections anytime, on our panelist website, **homescan.ca**. Before placing an order, please check your gift point balance to ensure you have enough points. Your gift point balance can be found online under the 'Rewards' tab or at the right-hand side of any page.

To place a gift order simply go to **homescan.ca** and then select the 'Rewards' tab. Click on the 'View Gifts' link in the top navigation bar and then click on the 'Gift Catalogue' link. The online Gift Catalogue contains the latest listings of all available items. To view a complete product description, click on the picture of an item or 'Details'. 'Add To Cart' the item(s) you wish to order, then 'Proceed To Checkout' and complete your order. It's that easy! Your gift should arrive in four to six weeks from when you placed the order. **Please be aware that accumulated gift points expire three months after ending panel participation.**

Enjoy the rewards of panel membership!

^{*} A Homescan transmission week runs from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.

You could be a Sweepstakes Winner!

12 winners every month! **Nielsen Homescan Sweepstakes** — Each weekly* transmission of purchase data automatically enters your household into our monthly Nielsen Homescan Sweepstakes. *(Maximum one entry per week.)* Depending on the month, you can earn either four or five entries in our Nielsen Homescan Sweepstakes just by scanning and transmitting regularly! Each month, **12** panel members will win a **\$500** (Cdn) Nielsen Universal Visa[®] Prepaid Card.



Grand Prize Super Scanner Sweepstakes — Transmit purchase data once each week during three specified consecutive Homescan Report Periods** and you'll be automatically entered into our Grand Prize Super Scanner Sweepstakes. Each quarter, **one** lucky panelist will win a **\$2,500** (Cdn) Nielsen Universal Visa[®] Prepaid Card.



Lucky Seven Sweepstakes — In the year that your household celebrates its seventh annual consecutive membership anniversary, you will receive one automatic entry into our Lucky Seven Sweepstakes. Each year, seven winners will receive a \$1,000 (Cdn) Nielsen Universal Visa[®] Prepaid Card.

Your Start-Up Kit contains Rules and Regulations outlining qualifying periods, draw dates and prize values for each of our current Sweepstakes.

Draws are handled by an independent judging organization which contacts winners by mail. We announce the names of our Sweepstakes winners on our panelist website, **homescan.ca**, under the 'Rewards' tab. Each year we award prizes totalling tens of thousands of dollars. Increase your chances of winning by scanning and transmitting your purchase data once a week, every week!

Good luck!

* A Homescan transmission week runs from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.

** A Homescan Report Period consists of either four or five Homescan transmission weeks and serves as a cut-off for each monthly Homescan data cycle.

Thank you for choosing to make your opinions count as a member of the Nielsen Homescan Consumer Panel.

Remember to scan and transmit once every Homescan week!

Nielsen Homescan

160 McNabb Street Markham, Ontario L3R 4B8

homescan.ca

Nielsen Homescan Panel Support Centre 1-800-263-1697

> **Monday to Friday** 9:00 a.m. – 9:00 p.m. ET **Saturday** 10:00 a.m. – 6:00 p.m. ET

support@homescan.ca



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