

Nielsen Homescan News

For members of the Nielsen Homescan Consumer Panel

Issue 4 Version C/MC | April 2013

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

Gift Catalogue Update

Please note that the following items have been discontinued and may no longer be ordered:

- 5-piece Bamboo Cutting Board Set – item 40006
- Bugatti Leather Wallet – item 40028
- TaylorMade Golf Umbrella – item 40030
- Salter MaxView Bathroom Scale – item 40051
- Aluratek Bump 2.0 Speaker System – item 40055
- Mikasa Flatware Set with Caddy – item 40095

Also, just a reminder that our current gift catalogue expires on **June 30, 2013**, so be sure to check on how many points you've earned and place any gift orders from this catalogue as soon as possible. It could take up to eight weeks for certain items to be delivered, so better to be safe than sorry!

For the most up-to-date list of gifts, check out our online catalogue on homescan.ca.

Reminder:

The Panel Support Centre will be closed on **Monday, May 20, 2013**, for Victoria Day



Recycle me – I'm earth-friendly! If you're earth-friendly and have Internet access, please contact the Panel Support Centre to let us know that you prefer to view your newsletters and gift point statements online at homescan.ca.

homescan.ca

E-mail: lynne.c.morrison@nielsen.com

Phone: 1-800-263-1697

(Please include your panelist ID# when e-mailing or calling us.)

Panel Support Centre Hours

Monday–Friday, 9 a.m.–9 p.m. ET

Saturday, 10 a.m.–6 p.m. ET

Nielsen Homescan

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Store List Memory Update

At the end of March, we released our spring store list update. So, upon your first transmission on or after that update, the store list in your scanner's memory will reflect the changes. This semi-annual process ensures that you have the most current list of stores to choose from when recording purchases. Please take a moment to scroll through your scanner's store list to note any stores that may have been added or removed. **Here are a few highlights to note:**

- The store type of **TV/HOME SHOPPING** been added to your store list. Here's when to use it: Has this ever happened to you? You're watching TV and switch it to a channel where someone is trying to sell something. The next thing you know, you're on the telephone and placing an order. That's TV/Home Shopping, and you should use this store type specifically for purchases (exercise equipment, kitchen gadgets, etc.) that you bought by phone because you saw the item on a TV infomercial or shopping network. (Excludes online orders.)
- **Paragon Drugs** has been added in British Columbia, Alberta, Saskatchewan and Manitoba.
- Several new ethnic food store names have been added in Ontario, including **Hong Tai Supermarket, Oriental Food Mart, Sunny Foodmart**, etc.
- **Vitapath** has been added in Ontario.
- Two new home accessory retailers, **Homesense** and **Bed Bath and Beyond**, have been added Canada-wide.
- **The Apple Store** has been added in all regions.
- Many new online retailers have been added to all regions, including **costco.ca, dealfind.com, petsmart.com, sephora.com, theshoppingchannel.com (SHOPCHANNEL.COM), beyondtherack.com**, etc.

Thank you for taking the time to ensure all your purchases are accurately recorded! Be sure to read our companion story, **Know Your Stores**.

Know Your Stores!

For your data to be as complete and accurate as possible, it is very important when you scan your purchases that you provide us with the specific store name of where you bought the item. However, if you are unable to use the specific store name, the next best thing is selecting the most appropriate store type.

SHOPCHANNEL.COM VS. TV/HOME SHOPPING

Not sure when to use the online store name SHOPCHANNEL.COM or the store type TV/HOME SHOPPING?

Use **SHOPCHANNEL.COM** when you make a purchase specifically from the **Shopping Channel**, and there is an online component involved, in viewing and/or ordering the product.

Use **TV/HOME SHOPPING** when you are motivated to buy a product as a result of seeing it on television, in an infomercial or on a home shopping network, with no online component involved in the purchase. Typically the purchase is made by phoning a toll-free number.

Please Note: For purchases made over the Internet, whenever possible scan them under the specific name of the online e-tailer (i.e., **petsmart.com**). If it's not available in your store list memory, please defer to the more general listing of **ON LINE SHOPPING**.

Spring Cleaning? Don't Forget To Scan These Items!

Spring cleaning isn't only reserved for the indoors. It's also a great time to spruce up the lawn and clean up the garden beds. As you roll up your sleeves and pull on your rubber gloves, don't forget to scan all the indoor and outdoor products you purchase for the big cleanup.

REMEMBER: Manufacturers, retailers and advertisers need this information to figure out what's selling and not selling, where to place items on store shelves and in what stores, and where to most effectively advertise them. Consumers across Canada depend on you to help make these valuable marketing decisions! So they don't get left in the dust, here's a checklist of common springtime purchases to scan:

- Ant traps and other insect repellants
- Disinfectants
- Electronic household cleaners, such as hand vacuums and steam cleaners
- Household cleansers
- Lawn care products, fertilizers, herbicides, insecticides, plants, seeds, and soil
- Mops, brooms, and dusters
- Rakes, gardening gloves, and other gardening tools
- Rubber gloves
- Scouring pads and sponges
- Storage bins/boxes
- Window cleaners
- Wood polishes

Fourth-Quarter 2012 Grand Prize Super Scanner Sweepstakes Winner

Congratulations to **Lynn Molloy of Campbellton, NB**, winner of a **\$2,500 American Express® Rewards Card**. Lynn says her win was an "excellent surprise" because she's never won anything before. Scanning runs in Lynn's family as her brother is also a Homescan panelist!



The Molloy family, l-r: Lynn, her daughter Alex and husband Dennis.

Lynn plans to use her winnings to buy a new living room set and treat her family to some gift cards for their favourite stores!

It's Easy Being Green

Impact With Earth Day in April, if you haven't already done so, consider going green! Since the first Earth Day in 1970, people around the world have been celebrating the earth and renewing their commitment to building a safer, healthier, and cleaner world by lessening their impact on the environment. Simple actions involving reducing, re-using and recycling can have a BIG impact.



So, how does this relate to you as a panelist?

One way you can easily contribute is to save trees by cutting down on the amount of paper you use. When you send us your e-mail address, important membership information you normally receive in the mail will simply arrive in your e-mail inbox instead, including invitations to complete surveys worth points that go toward terrific gifts from our catalogue. By going green, not only will you receive important membership information through e-mail, but you'll also be able to contact us quickly and conveniently directly from homescan.ca if you have any questions or comments.

To provide us with your e-mail address, head to homescan.ca (select **First-time Login** if you've never logged in before). In the **My Homescan** section, which appears on every page, under **My Profile**, select **Edit**. (Or you can select the **My Profile** section, then click on the **Update Profile** button.) Under **Mailing Address**, type in your e-mail address next to the **E-mail Address** field, verify it, **Submit** then **Confirm**. It's that simple!

Our panelist website provides 24/7 access to all kinds of important membership information, including an up-to-the-minute record of your gift points, as well as current and past newsletters. You can even download instruction manuals and order supplies.

What is Homescan doing to become even greener?

Starting this May, panelists who have been receiving their monthly newsletter and gift points statement by mail, will now receive the mailing quarterly, in February, May, August and November. Don't worry, the newsletter will still be published online each month under the **Newsletters** section as usual, and up-to-date gift point totals and activity is always available under **Rewards** on homescan.ca.

Thank you for helping to save our earth by "going green!"

Follow Us On Facebook!

Your Say Keep tabs on the pulse of the panel quickly by following Homescan on Facebook. Weekly updates highlight YOUR final responses to our Homescan Instant Poll questions, as well as fun and interesting Nielsen facts.



And, speaking of the **Instant Poll**, be sure to take part in this feature on our panelist website! It's located on the Home page, just below the Message Centre. Each week we post a new question for you to answer and instantly see where your answer stands compared with fellow panelists. Here are the final results from one of our recent Instant Polls:

When grocery shopping, how often do you use a shopping list?

- Every time – 34%
- Most of the time – 42%
- Rarely – 20%
- Never – 4%



Join the fun and make sure your vote counts by taking part in our Instant Poll every week on homescan.ca.