

Nielsen Homescan News

For members of the Nielsen Homescan Consumer Panel

Issue 8 Version C/MC | August 2014

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:

- Delsey Helium Fusion Tote Bag – item 40163
- Coby Digital Photo Key Chain – item 40168
- Air Canada Luggage Set – item 40264

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



Tip Of The Month

Scan Back-To-School Supplies!

Notebooks, pencils, glue, folders, binders, electronics ... 'tis the season to stock up on all those glorious back-to-school supplies! As you buy these items, don't forget to scan them! And remember: Many of them come in multipacks. If you have any questions about how to record these types of purchases, please refer to the **FAQs** section on homescan.ca.



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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Lynne Morrison's Top 10 List

Your Say

Homescan's National Director has put together the following suggestions to help you remain (or become) a great panelist! Lynne Morrison's useful tips will help make sure your consumer voice counts while you earn all the rewards you possibly can!

10. Keep Your Scanner In The Homebase When Not In Use

This will ensure that the scanner stays charged and retains its memory – not to mention you'll always know where it is!

9. Scan Your Purchases As Soon As You Return From A Shopping Trip

Scanning the products from all of your shopping trips as soon as you get home keeps your purchases fresh in your mind. Follow your receipt as a guide.

8. Remind Other Household Members To Scan

Scanning is a family affair, so please encourage all household members to take part. If you're the designated 'scanner' in your household, please remind everyone to save the barcodes from the purchases they've made throughout the day, so you can record them later. Consider having everyone put their receipts and barcoded labels, packaging or tags in a common place, such as a basket on the kitchen counter.

7. Visit homescan.ca Regularly

The Homescan® website enables you to view your up-to-date gift points, read current as well as past newsletters, browse gifts, answer surveys, and find answers to your questions, among many other things!

6. Answer Surveys

Survey participation is a great way to make even more of your opinions count, while earning valuable gift points! For online surveys, visit homescan.ca's **Surveys** section frequently.

5. Remember To Scan All Your Purchases

Big or small, every shopping trip you make is equally important! From deli to mall, scan it all!

4. Send Your Purchase Data Once A Week, Every Week!

Remember, one transmission (of purchase data) a week, every week, will earn you the most entries into our sweepstakes program – not to mention transmission points!

3. Use The Correct Store Name Or Store Type

When recording purchases, it is important to let us know what stores you are shopping at to ensure that your information is accurate.

2. Notify Us Of Any Change Of Address Or E-Mail Address

It is very important that we have your current mail and e-mail addresses, so you can receive all your membership information in a timely manner. So please make sure you provide us with any updates by editing your profile in homescan.ca's **My Profile** section, or by contacting the Panel Support Centre. (See *Panelist Question Of The Month* for more details.)

And finally ...

1. Have Fun While Making Your Opinions Count!

Your opinions really make a difference! By scanning and sending your purchase information, manufacturers and retailers are learning more and more about what their customers want and need. Keep up the great work!

Record Your Beer And Liquor Store Purchases

Don't forget to scan your barcoded beer and liquor store purchases. Depending on your provincial guidelines, you may be able to purchase spirited beverages in grocery,



convenience and/or liquor stores. Either way, please use the appropriate store name or store type when scanning.

If you purchase wine at a wine kiosk that rents space in another store—such as a grocery store—please scan the purchase under the store type of Wine Store. For more information on when to use store type categories like Beer Store, Liquor Store or Wine Store, please refer to your store types booklet.

Kids Count

Impact Attention kids and teens! By scanning your purchases you can speak for your generation and influence the selection of items found on store shelves. We're listening and we need your participation to let product manufacturers and retailers know what's hot and what's not. Whenever you're on the run or out at the mall, simply hang onto product packaging and wrappers from items purchased on-the-go. That way, the barcodes can be scanned when you get home. Your sales receipt provides your total amount spent information. *It's as easy as 1-2-3! We're counting on you!*



Reminders:

- Please make note that the Panel Support Centre will be closed on **Monday, September 1**, in observance of Labour Day.
- If you haven't already done so, please complete your **2014 Demographic Update** to earn **500 gift points**. It is vital that all of our members take part in this annual survey because it profiles our current panel, allowing us to ensure that it is truly representative of the Canadian population.

How To Enter Difficult Barcodes

We realize the UPC barcodes on some products can be difficult to scan because they are blurred, printed on a shiny or rough surface, damaged, or just too small. Sometimes coloured barcodes can be tricky to scan, as well.

In these cases, if scanning doesn't work, please try typing the barcode using the scanner's number keypad. To manually enter a UPC barcode, simply type in all the numbers (from left to right) beside and below the barcode. We appreciate your patience and extra efforts when entering difficult barcodes!



Panelist Question Of The Month

I Have Recently Moved. Can I Remain On The Panel?

If you have moved within Canada, we want you to know that in most cases you can continue your participation with the Nielsen Homescan Consumer Panel. (Note: Our panel does not currently encompass Newfoundland or Canada's Territories.)

Your opinions are just as important to us as they were in the past, and it's vital to let us know your new address by visiting homescan.ca.

Here's How To Update Your Profile:

There are two ways to change your address:

1. On the right-hand side of any page, you'll see a section called **My Homescan**. Under **My Profile**, select **Edit**. This will bring you to the **Update My Profile** page, where you can edit your mailing address (and also your e-mail address).

OR

2. At the top of any page, select the **My Profile** tab. Then simply select the **Update Profile** button. This will bring you to the **Update My Profile** page, where you can edit your address information.

Once your address information is updated, we can ensure that your scanner's store list memory reflects your new location, so you can continue to accurately record your household purchases. If you can't access the website, please call the Panel Support Centre so a representative can immediately update your profile in our computer system.

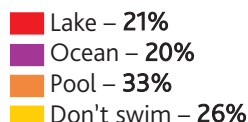
Follow Us On Facebook!

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:

Where is your favourite place to swim?



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