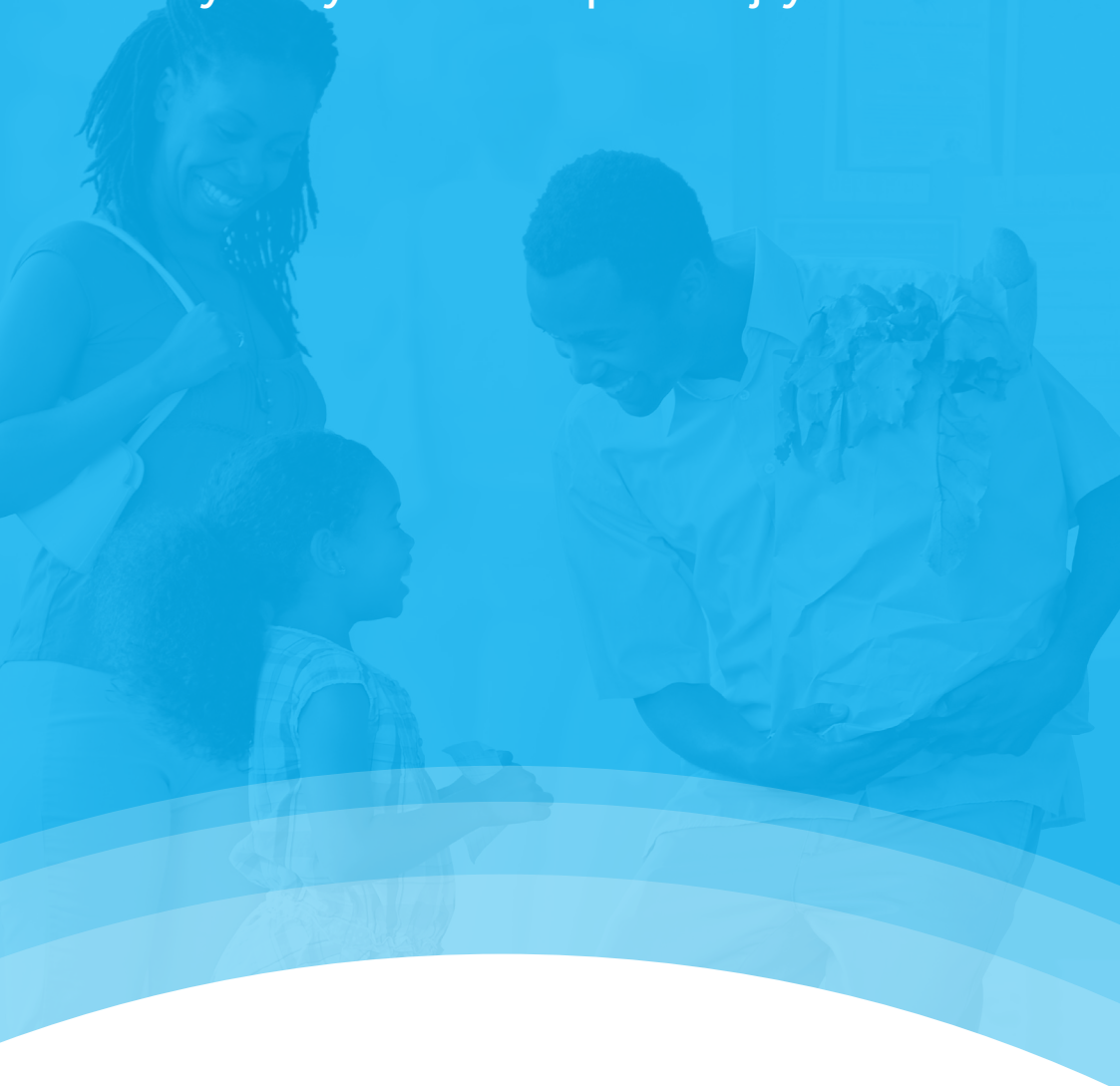Have your say • Make an impact • Enjoy the rewards

Nielsen Homescan

Panel Membership Instructions

Welcome

Dear Panel Member,

Welcome to the Nielsen Homescan Consumer Panel. We're glad your household decided to join this important program. You now have the unique opportunity to make your consumer voice count with manufacturers and retailers.

How?

On most of the products sold today, you'll find a UPC barcode. For everything you buy, you'll use the scanner to scan the barcodes on those items. Every member of your household will make their opinions count – simply by scanning their purchases.

If you have any questions or problems, please call our Panel Support Centre toll-free at 1-800-263-1697. Our friendly and knowledgeable staff is available to assist you Monday through Friday, 9 a.m. to 9 p.m. ET and Saturday, 10 a.m. to 6 p.m. ET.

We're confident that you'll enjoy your membership on the Homescan® Consumer Panel! Your household will make a difference in what manufacturers and retailers make and put on store shelves! Thanks again for joining!

Sincerely,

Lynne Morrison

Lynne Morrison
National Director
Nielsen Homescan Consumer Panel

IMPORTANT: Please take a moment to write your member ID in the space below. Your member ID is on the mailing label on the box the scanner arrived in. Your member ID is very important; you will need it when contacting us.

Member ID _____

TIP
Please remember to keep the original scanner box, in case you need to return the equipment.

Rewards

As an active panel member*, you will earn gift points for recording your purchase data each week. But that's not all! Your regular weekly transmissions of purchase data will earn you entries into our fabulous sweepstakes program, where you can win prizes ranging in value from $500 to $2,500! Details about the gift points and sweepstakes programs can be found on pages 25 – 27.

You can also earn extra gift points by answering Homescan surveys. You'll learn about the different types of surveys in this guide.

Once you've earned enough gift points, you can redeem them for exciting brand-name items from the Homescan gift catalogue. There are so many great items to choose from!

*To be deemed an "active" member of the Nielsen Homescan Consumer Panel, a member's status on Nielsen's database is considered "active", member has not given Nielsen notice of termination, and member has not been given notice of termination from Nielsen.

It's easy to get started...
here's what you need to do:

1. **Set up the scanner.** Follow the simple instructions beginning on page 4 to get the scanner ready.

2. **Learn how to use the scanner**. Please read this guide carefully to become familiar with the scanner's features, and to learn how to scan and transmit.

3. **Go to homescan.ca**. This website is for panel members only and will provide you with fast, up-to-the-minute access to your gift points balance, newsletters, and surveys. You'll also find a Frequently Asked Questions (FAQs) section that will provide you with valuable tips to help you become a great panelist.

   If you haven't already registered, you'll need your member ID to login. Your member ID can be found on the mailing label on the box the scanner arrived in. Please take some time to become familiar with the website and all it has to offer.

The Scanner

WELCOME TO
NIELSEN
HOMESCAN

nielsen

YELLOW KEY
Press to scan a barcode

RED KEY
Press to answer NO

GREEN KEY
Press to answer YES or to make a selection

ESC

BS

ESC KEY
Escape Key - Press to go to previous screen

BS KEY
Backspace Key - Press to delete data

ARROW KEYS
Press to scroll up or down through lists

ON/OFF KEY

+ $ % # •
1 SP   2 ABC   3 DEF
4 GHI   5 JKL   6 MNO
7 PQRS   8 TUV   9 WXYZ
FN ALPHA   0 / *

FN ALPHA

ALPHA KEY
Press to enter alphabetical characters

Homebase

TIP

Like any electrical equipment, please avoid exposing the scanner and homebase to high or low temperatures and moisture. Clean with a soft cloth, and avoid using cleaning sprays or fluids.

Scanner Setup
The Homebase

The homebase has one of two connection types. If you received an **Internet broadband** homebase, it will have one open port on the back along with a long grey network cable with a large plastic clip at both ends. If you received a **Telephone modem** homebase, it will have two ports on the back and will say Phone Line. It also comes with a long grey phone cord with small plastic prongs on each end that will fit into a telephone jack. We've provided you with the connection type we felt was the best fit for your household.

The homebase keeps the scanner charged, so you should always place the scanner in the homebase when you are not using it. Also, it is important to keep the scanner in the homebase because the equipment automatically contacts our computer system to transmit your data.

Internet Broadband Connection

Here's how to set up the homebase if you have an Internet broadband connection.

If you received a broadband kit and do not have a modem and/or router in your home, please contact the Panel Support Centre as soon as possible.

The data you collect will be transmitted to Homescan over an Internet, or broadband, connection. So you need to make sure you have a modem and/or router that is connected to the Internet and has at least one open port (slot).
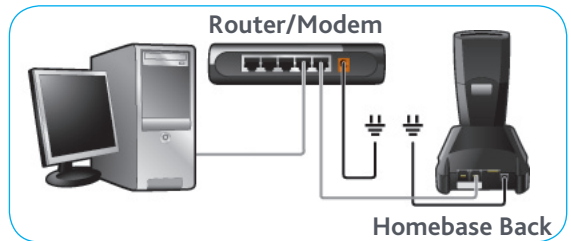
Router/Modem

Homebase Back

1. Connect the power cord to the socket on the right side of the back of the homebase. Then plug the power cord into an electrical outlet. You should now see a red LED light on the unit's front.

Important: Do not plug the equipment into an electrical outlet controlled by a light switch. You may accidentally turn off power to the outlet, and the equipment won't be able to transmit.

2. Connect one end of the network cable to one of the open ports on the modem or router and connect the other end to the back of the homebase.

3. Place the scanner in the homebase and charge it for at least one hour. When the scanner is charging, you should see the message **CHARGING…** on the scanner's screen. (When it is completely charged, the scanner will turn itself off and the screen will go blank.)
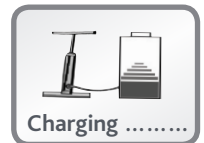
Scanner Setup

Telephone Modem Connection

Here's how to set up the homebase if you have a telephone modem connection (look in the box for a long, thin grey phone cord with small plastic prongs on each end that will fit into a telephone jack).

If you received a modem kit and have digital phone service (such as voice over IP, DSL [digital subscriber line], or a fibre-optic connection), please call the Panel Support Centre as soon as possible.

The data you collect will be transmitted toll-free to Homescan over a standard "analogue" (traditional) telephone line.

1. Connect the power cord to the socket on the right side of the back of the homebase. Then plug the power cord into an electrical outlet. You should now see a red LED light on the unit's front.

Telephone Jack

Telephone

Homebase Back
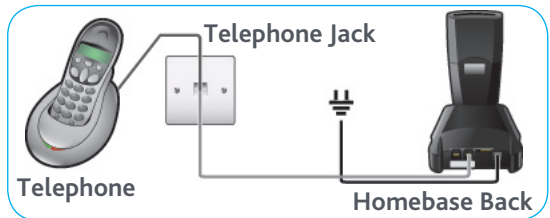
Important: Do not plug the equipment into an electrical outlet controlled by a light switch. You may accidentally turn off power to the outlet, and the equipment won't be able to transmit.

2. Plug one end of the phone cord into the second port on the back of the homebase, above the word "Line".

3. Plug the other end of the phone cord into an available telephone jack.

3a. If you don't have an available phone jack, unplug your telephone and insert the "Y"-connector (included in the box) into the jack. Plug the homebase's phone cord into the Y-connector. Reconnect your telephone line into the other slot in the Y-connector.

Y-connector
(Phone line splitter)

4. Place the scanner in the homebase and charge it for at least one hour. When the scanner is charging, you should see the message **CHARGING ...** on the scanner's screen. (When it is completely charged, the scanner will turn itself off and the screen will go blank.)

Charging ....

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

Continue to use the filter supplied by your Internet provider. Please see page 29 for scanner setup using a telephone line filter.

Basic Functions Of The Scanner

The scanner has six basic functions to choose from at the main menu.

After the **Welcome** screen, the main menu will appear with these options:

1 **EnterPurchases** – Select this to record a shopping trip.

2 **No Purchases** – Select this if you did not purchase anything in a given week.

3 **Answer Surveys** – Select this to answer a survey.

4 **Practice** – Select this to practice using the scanner.

5 **Transmit Now** – Select this if you need to manually transmit your purchase information.

6 **Message Centre** – Select this to view messages.

> 1 EnterPurchases
> 2 No Purchases
> 3 Answer Surveys
> 4 Practice
> 5 Transmit Now
> 6 Message Centre
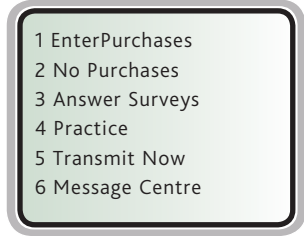
For each shopping trip, you will tell us...

• Who the primary shopper (main decision-maker) was and who else went shopping.

• The store you shopped in.

For each item you purchase, you will...

• Scan the UPC barcode and enter the quantity; you may also be asked to enter the price of the item.

• Let us know if you received a deal on the item (store sale, coupons, etc.).

When you are finished scanning, you will...

• Enter the total amount spent from your receipt.

<div align="center">
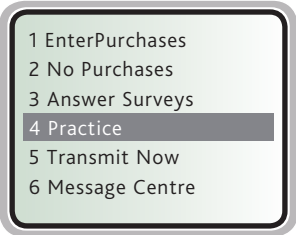
It's that easy!

</div>

Now, please continue with the Practice Shopping Trip on the next page to learn how easy it is to record your purchases!

Recording Your Household's Purchases

To learn how to use the scanner, we recommend that you take a Practice Shopping Trip. Before you begin, you will need an item that has a UPC barcode. Follow the instructions below.

To begin the Practice Shopping Trip, you will need to put your scanner in "Practice" mode. Any data that you enter during the **Practice** mode will not be transmitted to Homescan, so you can practice as often as you like. You'll notice a star (*) displayed in the top right-hand corner of the screen to show that you are in the **Practice** mode.

```
1 EnterPurchases
2 No Purchases
3 Answer Surveys
4 Practice
5 Transmit Now
6 Message Centre
```

NOTE: For a regular shopping trip, you would choose the **EnterPurchases** option from the main menu to scan your purchases.

1) Begin Recording A Shopping Trip
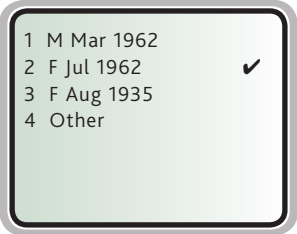
Turn the scanner on by pressing and holding down the On/Off Key. When you first use the scanner, if you see the message **Last Xmit Failed, Transmit Now?**, just press the Red Key for NO. If you see this message in the future, please manually transmit (see page 18).

For the Practice Trip, press the 4 Key for Practice. The scanner will ask Start practice? Press the Green Key for YES.

NOTE: If the screen ever goes blank, just press the On/Off Key. In most cases, you'll be right where you left off.

2) Who Went Shopping?

The scanner will briefly show the message **Please select primary shopper.** Then it will list everyone in your household, displaying M for male and F for female and their birth month and year. (The household members listed were provided to Homescan when your household registered for the panel.)

```
1  M Mar 1962
2  F Jul 1962      ✔
3  F Aug 1935
4  Other
```

For the Practice Trip, select your birth month and year by pressing the appropriate number on the scanner's keypad.

NOTE: The primary shopper is the one who made most of the purchase decisions for the shopping trip being recorded.

3) Who Went Shopping With You?

The scanner will briefly display the question, **Who was shopping with you?** The scanner will then list other household members who may have shopped with the primary shopper.

> **For the Practice Trip, let's say you shopped alone. Press the 1 Key, then press the Green 🟢 Key.**

NOTE: If more than one person went on the shopping trip with you, press the appropriate number key for each person and you will see a checkmark next to the ones you selected. Then press the Green 🟢 Key for OK.

```
1  Shopped Alone        ✔
2  F Jul 1962
3  F Aug 1935
4  Other


OK
```
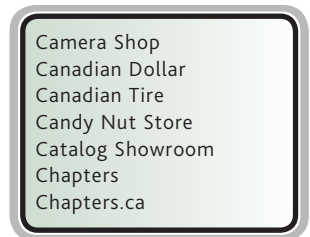
4) Store Name

The scanner will briefly display the message **Please select the store name or store type**. The scanner contains a list of pre-loaded store names and store types in your area.

When recording purchases, please select the actual **name of the store where you shopped** whenever possible. 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** which best describes the kind of store where you shopped — like Drug Store or On-line Shopping.

*NOTE: When recording purchases made in the **United States**, please scan your U.S. purchases under the store type of US STORE, no matter the store name.

The stores are listed in alphabetical order. You can select the store name or store type as follows:

- Press the key that corresponds to the first letter of the store name or store type (for example, for the letter **C**, you will need to press the number 2 Key three times). A list of all store names or store types beginning with that letter will appear. Press the second letter of the store name, or use the Arrow 🔼 🔽 Keys to scroll to the store name. Then, press the Green 🟢 Key.

```
Camera Shop
Canadian Dollar
Canadian Tire
Candy Nut Store
Catalog Showroom
Chapters
Chapters.ca
```

NOTE: You'll learn more about store lists on page 20.

> **For the Practice Trip, select the "Practice" store type by pressing the 7 Key once for the letter "P". Then press the 7 Key three times for the letter "R" or use the Down Arrow 🔽 Key to scroll to "Practice". Then press the Green 🟢 Key.**

5) Scanning Barcodes

At the **Scan barcode** screen, you'll tell us about all the purchases you make.

```
Scan barcode for
PRACTICE

Scan barcode:
_ _ _ _ _ _ _ _ _ _ _ _ _

To end press ESC
```

How To Scan A Barcode

To record your purchases, aim the top of the scanner at the item's barcode and press and hold the Yellow 🟡 Key.

Point the red beam a few inches from the barcode making sure it covers the width of the barcode. Once you've scanned the barcode successfully, you'll hear a "beep" and the scanner will move on to the next screen. The barcode number will appear at the top of the screen.

If, after repeated attempts, the barcode will not scan, enter the barcode numbers manually using the scanner's keypad. Type in every number (from left to right) beside and below the barcode, then press the Green 🟢 Key. (See page 21 for more details.)
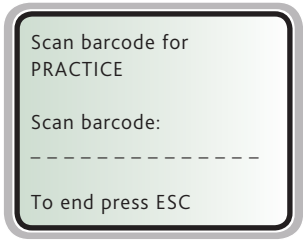
For the Practice Trip, scan the barcode on your household item.

NOTE: In addition to scanning products with a UPC barcode, we'd like you to tell us about some of your purchases that don't have a UPC barcode. See page 13 for information on using the **Barcode Directory Booklet**.

6) Quantity Purchased

The scanner assumes a quantity of '1', so if this is correct, simply press the Green 🟢 Key. Otherwise, enter the quantity purchased using the scanner's keypad and then press the Green 🟢 Key. The scanner **may** ask you to confirm the quantity you entered.
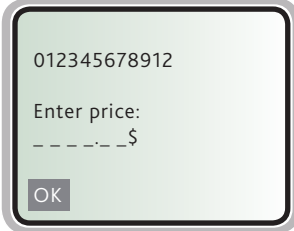
```
012345678912

Qty purchased:
__1
OK
```
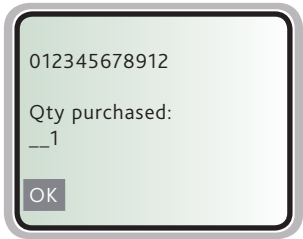
For the Practice Trip, let's say you purchased two of the item. Press the 2 Key and then press the Green 🟢 Key.

7) Price

Depending on where you shop, you may need to enter prices for the items purchased. If the scanner asks you to enter a price, type in the price you paid for the item and press the Green 🟢 Key. The scanner **may** ask you to confirm the price you entered.

```
012345678912

Enter price:
_ _ _ _._ _$

OK
```

Type in the price you paid, with no decimal point. (**NOTE**: The dollar sign will appear at the end.)
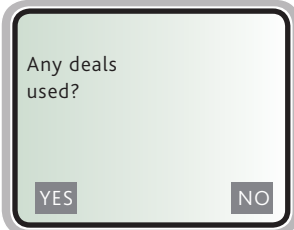
> For the Practice Trip, let's say the item cost $5.25. Type in 5 2 5 and press the Green 🟢 Key.

8) Any Deals Used?

If the item was on sale, or if you used a coupon, press the Green 🟢 Key for YES.

> For the Practice Trip, press the Green 🟢 Key.

```
Any deals
used?

YES          NO
```
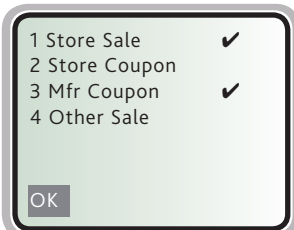
9) Coupons And Sales

It's very important to tell us about the type of coupon(s) you used and/or the type of sale you received. Please select the appropriate deal option(s).

Here are descriptions of the choices:

- A **Store Sale** is a deal that a particular store offers on a product, such as special pricing displays, temporary price reductions on products, etc. Store Sales are deducted automatically at the cash register.
- A **Store Coupon** can only be used for an item purchased at a specific store.
- A **Manufacturer (Mfr) Coupon** can be used for a specific item purchased at any store.
- An **Other Sale** is a special deal such as a senior citizen or employee discount, damaged goods that have been marked down, etc.

> For the Practice Trip, let's say you used a 35¢ manufacturer coupon and the store was offering a sale on the item. Select both the Store Sale and Mfr Coupon options by pressing the 1 and 3 Keys. A checkmark will appear next to your choices. Then press the Green 🟢 Key.
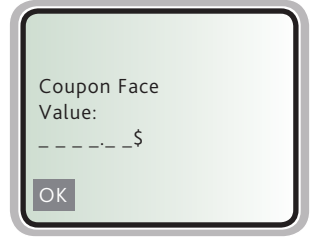
```
1 Store Sale      ✔
2 Store Coupon
3 Mfr Coupon      ✔
4 Other Sale

OK
```

10) Coupon Face Value

If you used a store and/or manufacturer coupon, enter the face value of the coupon. If you used more than one coupon for an item, enter the total amount of all coupons used.

> **For the Practice Trip, enter 3 5 for the 35¢ manufacturer coupon and press the Green Key.**
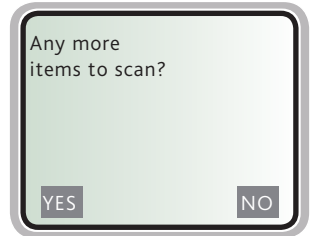
```
Coupon Face
Value:
_ _ _ _._ _$

OK
```

The **Scan barcode** screen will be displayed again. Normally, for a regular shopping trip, you would continue to scan the remaining items you purchased. When you finish scanning all your items, press the ESC **ESC** Key.

> **For the Practice Trip, press the ESC ESC Key.**

11) Finished Scanning?

The scanner will ask **Any more items to scan?** Answer YES or NO as appropriate.

> **For the Practice Trip, press the Red Key for NO.**

```
Any more
items to scan?




YES                NO
```
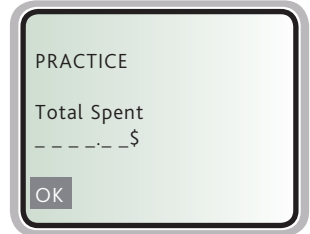
12) Total Spent

Enter the total amount spent on the shopping trip, **including sales tax for all items purchased**. Then press the Green Key for YES.
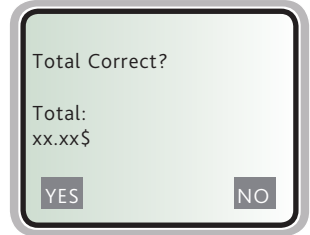
> **For the Practice Trip, let's say you spent a total of $10.89. Type in 1 0 8 9, then press the Green Key.**

```
PRACTICE

Total Spent
_ _ _ _._ _$
OK
```

The scanner will also ask **Total Correct?** If the total you entered is correct, press the Green Key. If it is incorrect, press the Red Key and enter the correct amount.

> **For the Practice Trip, press the Green Key for YES.**

```
Total Correct?

Total:
xx.xx$


YES                NO
```

> **TIP**
> Keep your register receipt handy. You may find it helpful to use it as a guide when entering prices and for recording the total amount spent.

Recording Purchases

13) Membership Card

Did you use a membership card? Answer YES or NO as appropriate.

Typically, as a membership card holder, you present your card at the register in that store. Membership privileges may include points, credits or special price reductions.

> For the Practice Trip, press the Green 🟢 Key for YES.

14) That's It For The Shopping Trip!

You've finished scanning your first shopping trip! The scanner will show you the total amount spent on your shopping trip and ask **Record another trip?**

If the total is correct and you have no further shopping trips to record, press the Red 🔴 Key for NO at **Record another trip?** If you have another trip to record, press the Green 🟢 Key for YES. If the total is incorrect, press the ESC **ESC** Key twice.

> For the Practice Trip, press the Red 🔴 Key for NO. The scanner will ask End practice? Press the Green 🟢 Key for YES. Place the scanner in the homebase.

For a regular shopping trip, you would see a **Thank You** screen and then the main menu.

NOTE: Please make sure to complete the entire shopping trip before placing the scanner in the homebase. The scanner is set up to automatically send your data to Homescan on a weekly basis. (See page 18 for more details.)

TIP

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.

Scanning Non-Barcoded Purchases Using The Barcode Directory Booklet

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.

No Purchases

If your household simply doesn't do any shopping during a week, we still need to hear from you.

In the event that you have not purchased anything at all in a week, you must let us know **before the Saturday 12:00 midnight ET of that week** by using the **No Purchases** function. Your 'No Purchases' selection will let us know your household didn't have anything to report that week and we'll credit you with your weekly gift points.

To tell us you didn't make any purchases, press the 2 Key to select **No Purchases** from the main menu.

```
1 EnterPurchases
2 No Purchases
3 Answer Surveys
4 Practice
5 Transmit Now
6 Message Centre
```

The scanner will ask **No purchases this week?** Press the Green ⬭ Key for YES if you did not make any purchases during the week.

If you do have purchases to record, press the Red 🔴 Key for NO and you'll be brought back to the main menu.

```
No purchases
this week?


YES              NO
```
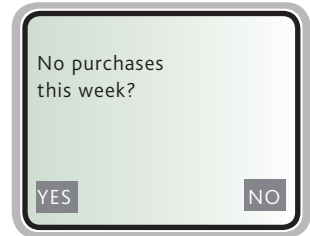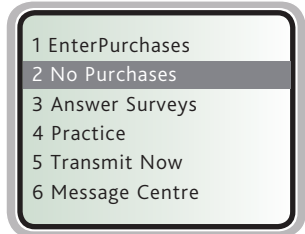
PLEASE NOTE:

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.

TIP

Please remember to scan all your purchases – not just *your* purchases, but purchases from *everyone* in your household.

So if someone buys candy or pop from a vending machine, record it! If you buy a newspaper or magazine from a card store or pharmacy, record it! Remember, everything counts! And this also includes purchases from CD, DVD, and book clubs, and any other items available through catalogues. If it has a barcode, or is listed in the Barcode Directory Booklet, please scan it!

Surveys are an important part of panel membership. They not only give you the opportunity to make your opinions heard on a variety of topics, but they are also another way to earn bonus gift points!

There are two main types of surveys: Online and Paper

Online Surveys

Homescan's online surveys are a great way to get us your opinions fast! Most often, we'll let you know about special Homescan online surveys via an e-mail invitation or simply go to your **Surveys** page at **homescan.ca**. Be sure to check your **Surveys** page frequently for special online surveys for your household!

Paper Surveys

Homescan's paper surveys are barcoded surveys you *may* receive via regular mail.

You will use the scanner to answer paper surveys, as well as a few special electronic surveys. To answer a survey, choose option **3 Answer Surveys** from the main menu.

```
1 EnterPurchases
2 No Purchases
3 Answer Surveys
4 Practice
5 Transmit Now
6 Message Centre
```

Please select the type of survey.

1. **Paper-based** is for paper surveys that are sent to you through the mail.
2. **Electronic** is for surveys sent directly to your scanner or those triggered when you scan specific barcodes. (You may or may not see this option on the screen, depending on if you have an electronic survey waiting for you. If this screen is not shown, the scanner will go directly to **Please scan survey number**.)

```
Please select
type of survey

1 Paper-based
2 Electronic

OK
```

Use the Arrow ⬛ ⬛ Keys or enter the number to choose the type of survey, then press the Green ⬤ Key.

While taking a paper survey, the scanner will always tell you which questions to answer. When prompted by the on-screen instructions, please scan the appropriate barcode(s) printed on the paper questionnaire that corresponds to your answer.

```
Please scan
survey number

_ _ _ _ _ _ _ _ _
```
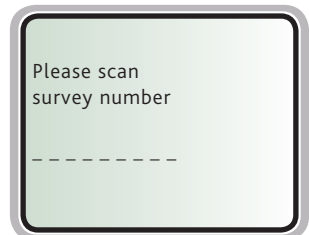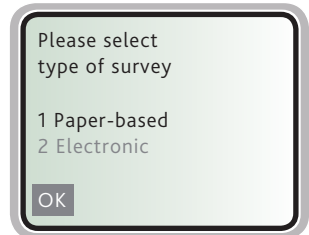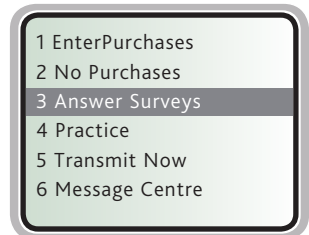
Answering Surveys

Electronic Surveys

When you choose **Electronic**, you'll be asked to select the survey shown. Then press the Green 🖊 Key to confirm your selection. You'll then be shown the question and possible answers. To select an answer, use the Arrow 👁 👁 Keys or enter the number, then press the Green 🖊 Key.

```
Choose survey:
1 Survey A
2 Survey B


 OK
```
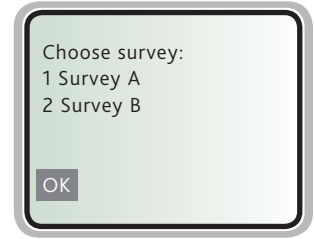
Entering Responses

Some surveys have open-ended questions, where you'll be asked to type in a response. For instance, if a question says **Please enter your answer**, this means it's open-ended. To answer such a question, please select the ALPHA 🔳 Key, which is on the bottom left of the keypad, and use the appropriate keys to enter alpha characters (this is similar to using a cell phone for text messaging). For example, to type the letter **S**, simply push the 7 Key four times. Then wait a moment, and type in the next letter. **To create a space between words, push the 1 🔳 Key**. If you've made a mistake, just push the BS 🔳 Key, which will erase what you have typed and allow you to start over again.

Other Surveys

Occasionally, after you've scanned certain barcodes, the scanner might ask you additional questions.

For instance, when you record a particular product from a specific store, it might "trigger" special surveys related to that product or retailer. If you receive this type of survey, just follow the scanner's instructions.

Important: You may not receive this type of survey; it depends on what you purchased, as well as when and where you purchased it.

> **TIP**
>
> If you make a mistake while taking a survey, press the ESC 🔳 Key to go back to the previous question.

Here's a brief LAUNDRY & DISH WASHING practice survey to scan!

At the main menu, press the 3 key for **Answer Surveys**, follow the instructions on the scanner screen, then scan the barcode next to your response.

Please scan this survey number to begin:

||||| |||| ||||| |||||
1   0   0   6   8   8

1. **Do you use a washing machine to do your laundry? (Scan the barcode next to your response.)**

   Yes
   ||||| |||| ||||| |||||
   0   1   1   0   2

   Remember to keep the scanner at a 90° angle to the paper.

   No
   ||||| |||| ||||| |||||
   0   1   2   0   3
   → Please skip to question #3.

2. **How often if ever, do you use a fabric softener (liquid or sheets)?**

   Always
   ||||| |||| ||||| |||||
   0   2   1   0   3

   Sometimes
   ||||| |||| ||||| |||||
   0   2   2   0   3

   Rarely/Never
   ||||| |||| ||||| |||||
   0   2   3   0   3

3. **Do you currently have a dishwasher in your home?**

   Yes
   ||||| |||| ||||| |||||
   0   3   1   0   0

   No
   ||||| |||| ||||| |||||
   0   3   2   0   0

   After scanning your last response, the survey ends automatically.

How To Transmit Your Information

Automatic Transmission

Once a week, the scanner is set up to **automatically** send data to Homescan. However, the data transmission can also be done manually, if necessary (see instructions below).

For the automatic transmission, just make sure the scanner is in its homebase, all the wiring is properly connected, and the red light is on (see setup instructions on pages 4 and 5).

The automatic data transmission occurs in the early morning hours. There will be no noise, but the lights on the homebase will flicker. If during the scheduled transmission time the scanner did not transmit, because it was not in the homebase, for instance, the scanner will try to again transmit the data during the week.

In the event of a failed transmission, you will see the following screen upon turning the scanner on: ⟶

If this is the case, place the scanner in the homebase and press the Green 🟢 Key for YES.

```
Last Xmit Failed
Transmit now?

 YES                      NO
```

Manual Transmission

If you need to transmit your data manually, go to the main menu and press the 5 Key, for **Transmit Now**. At the **Xmit Now** screen, press the Green 🟢 Key. Then place the scanner in the homebase and the transmission will begin.

```
1 EnterPurchases
2 No Purchases
3 Answer Surveys
4 Practice
5 Transmit Now
6 Message Centre
```
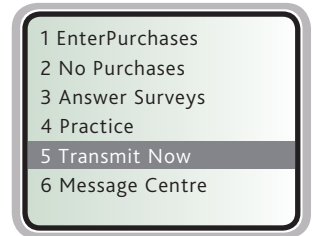
NOTE: It may take several attempts to get a successful transmission. If the scanner does not transmit successfully, please contact the Panel Support Centre.

> **TIP**
> Always keep the scanner in the homebase when you're not using it. Make sure the unit is connected to a working power supply.

You may receive messages from Homescan through the scanner.

If there is a new message for you to read, it will pop up before the main menu.

If you want to read it, answer YES by pressing the Green Key.

If you don't want to read the message(s) right away, just press the Red Key for NO.

```
There is a new
message for you

YES to read
NO to exit

YES                      NO
```
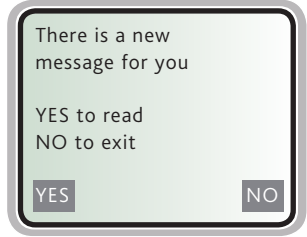
Message Centre Option

If you want to read the message(s) at a later time, go to the main menu, press the 6 Key for **Message Centre**.

```
1 EnterPurchases
2 No Purchases
3 Answer Surveys
4 Practice
5 Transmit Now
6 Message Centre
```
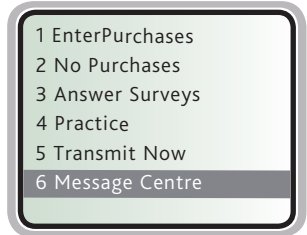
To see if you have any messages from Homescan, select the 1 Key for **Received**. Once you're finished reviewing your message(s), press the ESC Key.

NOTE: You may need to use the Down Arrow Key to scroll down and read the entire message, or messages.

```
Messages:

1 Received
2 Send message
```
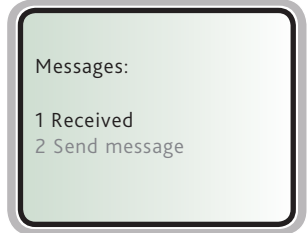
Important Membership Information

Please read this section thoroughly. It contains important information that you need to know. For more information, please visit the **FAQs** section at **homescan.ca**.

Member ID

Your member ID is an important part of your Homescan membership. You'll need your member ID when calling or e-mailing the Panel Support Centre. It enables the representatives to identify who you are so they can better assist you with any problems or questions you may have. Occasionally, you may receive special mailings or surveys that ask you to enter your member ID, so it's important that you have it on hand at all times. You'll also need your member ID to access **homescan.ca**.

You'll find your member ID on the mailing label on the box the scanner arrived in. If you haven't already, please take a moment to write your member ID in the space provided on the inside cover of this booklet.

Store Lists

The scanner is pre-loaded with a list of store names and store types you may shop at. All store names and store types are listed alphabetically.

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.

What To Scan

- Scan purchases made for your household's use only. Do not scan purchases made for a business or other organization.

- Scan all of your household's purchases from all types of stores. Even gifts you purchase for others should be scanned.

- Scan all of your household's shopping trips, big and small. For "on-the-run" purchases that don't make it home, such as a snack from a vending machine, simply save the packaging/barcode, or write down the barcode number and then record the purchase(s) when you get home.

- Scan purchases made by **all** members of your household. Every item purchased reflects your household's buying preferences.

- If you make a purchase at the same store more than once on the same day, you should scan each shopping trip separately. This is important because manufacturers and retailers are very interested in knowing the number of shopping trips consumers make to any given store on any given day.

- There may be some instances where a UPC barcode may be difficult to scan. This may occur on product packaging that is rough, shiny, wet, or damaged. Or the barcode might be too small, blurred, or coloured. If this occurs, please manually enter the barcode number using the scanner's keypad. Type in every number (from left to right) beside and below the barcode, then press the Green 🟢 Key.

Start with this number

End with this number

```
0 |||| 1 2 3 4 5 6 7 8 9 1 2
```

- You can tell us about your purchases that don't have a UPC barcode, for example fresh fruits and vegetables, by using the enclosed **Barcode Directory Booklet**. The barcodes listed in the booklet are generic UPC barcodes designed to allow you to scan many traditionally non-barcoded purchases. (See page 13 for more information.)

Other

Entering Prices

Whenever possible, we get the prices of items directly from certain stores. If we can't, you'll be prompted to enter the prices for your purchases. So, when the scanner says, **Enter price: _ _ _ _._ _$**, do the following:

- If the item was on sale, enter the sale price.
- If you used a coupon, enter the price you paid before the coupon value was deducted. You'll enter the value of the coupon at the **Coupon Face Value: _ _ _ _._ _$** screen.
- If you buy two or more of the same item, enter the price of one of the items. At the **Qty purchased** screen, enter the quantity you purchased.
- If you enter a large dollar amount or quantity, the scanner may ask, **Price Correct?** or **Quantity Correct?** Answer YES or NO as appropriate. When you're finished shopping, at the **Total Spent: _ _ _ _._ _$**, screen, enter the total amount you spent on the shopping trip (including sales tax) for all items purchased, even the ones you were unable to scan. You may find it helpful to use your receipt as a guide.

Making Corrections

- Press the ESC **ESC** Key to go to the previous screen.
- Press the BS **BS** Key to delete data you have entered.
- To delete an item you may have scanned in error, after entering the price and deal information, you will be back at the **Scan barcode** screen. Press the Red 🔴 Key for NO and **Scan barcode to delete Item** will appear on the screen. Scan the item in question and the screen will say: **Delete Item?** Press the Green 🟢 Key for YES. You can now continue recording your other purchases.

  NOTE: You can't delete an item once you've exited the shopping trip.

  If you forget to scan some items and remember later on, please scan them. Better late than never!

Scanning Tips

- Be sure to hold the scanner at a 90° angle when scanning survey barcodes or UPC barcodes.
- Place the scanner above the barcode and press the Yellow 🟡 Key while pulling the scanner back 2 to 4 inches to ensure the red beam scans the entire barcode correctly.
- When scanning a survey response, the scanner's red beam may overlap onto more than one barcode; the scanner will record the barcode that is in the middle of the scanner's beam.

Multipacks

Various products come packaged together – toilet paper, paper towels, pop, socks, etc. Here are the basic rules for recording the purchase of one multipack:

If there's a barcode on the outside package (wrapper, carton, etc.):

If The Scanner Asks For Prices	If The Scanner Doesn't Ask For Prices
• Scan the barcode on the outside package. (It contains **all** of the product information for the entire multipack.) • At **Qty purchased: _1**, press the Green 🟢 Key to tell us you purchased one multipack. • At **Enter price: _ _ _ _._ _$** type the price you paid for the multipack. • At **Any deals used?** enter any deals you may have received.	• Scan the barcode on the outside package. (It contains **all** of the product information for the entire multipack.) • At **Qty purchased: _1**, press the Green 🟢 Key to tell us you purchased one multipack. • At **Any deals used?** enter any deals you may have received.

If there's no barcode on the outside package OR if the barcode on the outside package won't scan, use the barcode on one of the items:

If The Scanner Asks For Prices	If The Scanner Doesn't Ask For Prices
• Scan the barcode on one of the items in the multipack. • At **Qty purchased: _1**, type the number of items in the multipack. • At **Enter price: _ _ _ _._ _$** type the amount you paid for one individual item, calculated by dividing the price of the entire multipack by the number of items in the multipack. • At **Any deals used?** enter any deals you may have received.	• Scan the barcode on one of the items in the multipack. • At **Qty purchased: _1**, type the number of items in the multipack. • At **Any deals used?** enter any deals you may have received.

The Nielsen Homescan Website

Everything you need to know is right at your fingertips!

Just go to homescan.ca and take advantage of all the benefits your membership has to offer:

- Get messages and announcements just for you
- Answer online surveys
- Read newsletters
- View your gift points balance
- Check out our exciting sweepstakes prizes and winners
- Browse and order gifts online
- Find answers to your questions in the **FAQs** section
- Read interesting "fun facts" and membership tips
- And much more!
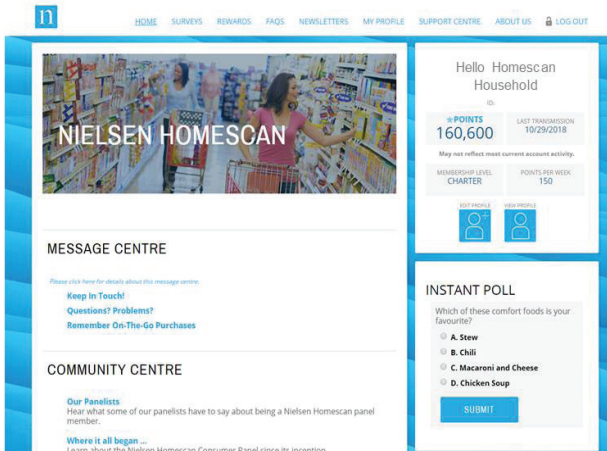
Just log on to homescan.ca!

Keeping up-to-date with Homescan is easy!
We invite you to follow us on Facebook and Twitter!

Gift Points Program

There are many ways to earn gift points to redeem for free gifts:

Sign-up Points — When you become an active* household and receive your equipment, you automatically receive 1,000 sign-up gift points.

Weekly Points — Each week** that we receive your purchase*** data, you'll receive gift points. (Since we require only one transmission a week from each Homescan household, points are awarded for only one transmission of purchase data per week.) 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 of purchase data.

Silver Members After six months on the panel, your points credit will increase to 200 points per weekly transmission of purchase data.

Gold Members When you share your purchase information with us for one full year, your points will also increase to 225 points for each weekly transmission of purchase data.

Anniversary Points — Each time you celebrate an annual panel membership anniversary, you're awarded a special bonus of 1,500 gift points! For membership milestones, the point bonus gets even better! When you reach your 5th Anniversary as an active panelist, you'll earn 5,000 gift points. Then, when you celebrate your 10th Anniversary with Homescan, you'll receive 10,000 gift points. Your dedication really pays off!

Super Scanner Points — We reward your weekly dedication with additional points. To qualify, we must receive your purchase data every week during a Homescan Report Period****. Super Scanners are awarded 250 additional gift points every time they qualify. That's up to 3,000 additional gift points each year!

* To be deemed an "active" member of the Nielsen Homescan Consumer Panel, a member's status on Nielsen's database is considered "active", member has not given Nielsen notice of termination and member has not been given notice of termination from Nielsen.

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

*** If you simply did not purchase anything during the week, press the 2 Key at the main menu to select No Purchases to qualify for your weekly transmission points. 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 to notify us before your absence, we'll make sure you continue to receive your weekly gift points while you're away. Remember to always keep the scanner in the homebase.

**** 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.

Rewards

Survey Points — You can earn additional gift points by answering Homescan surveys. You may receive surveys via regular mail, e-mail, or on your **Surveys** page at **homescan.ca**. Be sure to check your **Surveys** page frequently for special online surveys for your household!

Gift Points Balance

You can view your current gift points balance anytime at **homescan.ca**. As long as you're an actively participating panelist, you'll earn gift points.

Redeeming Points For Gifts

Our online gift catalogue is available at **homescan.ca**, under the 'Rewards' tab. Before placing a gift order, please make sure you have enough points for the gift you're ordering. Gift points expire three months after panel membership ends.

Sweepstakes Program

12 winners every month!

Nielsen Homescan Sweepstakes — Each week* that we receive your purchase** data, you'll earn an entry into our monthly Nielsen Homescan Sweepstakes. (Maximum one entry per week.) Depending on the month, you can earn either four or five entries just by scanning and transmitting regularly! Each month, 12 panel members will win a $500 (Cdn) Nielsen Universal Visa® Prepaid Card.

1 winner every quarter!

Grand Prize Super Scanner Sweepstakes — If we receive your purchase data once each week during three specified consecutive Homescan Report Periods***, 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.

7 winners every year!

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.

Winners Announced Every Month!

Draws are handled by an independent judging organization which notifies winners by mail. Winners and prizes are announced on our panelist website, **homescan.ca**. Increase your chances of winning by scanning and transmitting your purchase data once a week, every week!

For additional details about all of our exciting sweepstakes, along with the official sweepstakes rules and regulations, please visit **homescan.ca**.

Good luck!

*   *A Homescan transmission week runs from Sunday 12:01 a.m. through Saturday 12:00 midnight ET.*
**   *A transmission of purchase data is required to earn a sweepstakes entry.*
***   *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.*

Troubleshooting Tips

If you experience any problems, try these tips. If, after following these tips, you are still having problems or are experiencing a problem not listed, please call the Panel Support Centre at 1-800-263-1697.

The Scanner

- The scanner will shut off automatically to conserve the battery when not in use. Just press and hold the On/Off 🔴 Key to turn the scanner back on.
- Always keep the scanner in the homebase when not in use to ensure that it remains charged.
- Do not leave the scanner in direct sunlight or near areas of extreme heat or it may not operate properly.
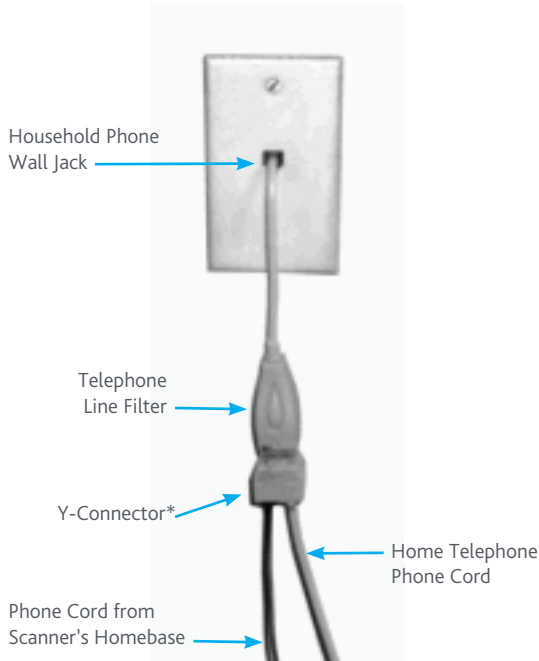
Scanning Barcodes

- Look at the scanner's screen to make sure you see the **Scan barcode** message. Your screen must display this message before you can scan a barcode.
- Aim the red beam at the barcode making sure it covers the width of the barcode while pressing and holding the Yellow 🟡 Key. You will hear a "beep" when the scanner reads the barcode successfully. You can also manually enter the barcode number using the scanner's keypad. Just type in every number (from left to right) beside and below the barcode, then press the Green 🟢 Key. (See page 21.)

Transmissions

- Make sure the scanner is properly set up and placed in the homebase. Please refer to the setup instructions on pages 4 and 5. Check that all cables or cords are properly connected and secure and that the red light on the homebase is on.
- If you have a telephone modem homebase and have transmission trouble, try plugging the telephone cable into the other socket on the homebase.
- If the automatic transmission fails and you need to do a manual transmission, you may need to make several attempts to get a successful transmission. If you still can't transmit, call the Panel Support Centre.
- To avoid accidentally turning off the power to the outlet and missing an automatic transmission, make sure the equipment is not plugged into an electrical outlet controlled by a light switch.

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 a Telephone modem 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.

Household Phone Wall Jack

Telephone Line Filter

Y-Connector*

Home Telephone Phone Cord

Phone Cord from Scanner's Homebase

*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.

Notes

Notes

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.

Please be advised the equipment is the property of Nielsen. If at any point you no longer participate on the panel, you will need to return the equipment.

Nielsen Homescan Consumer Panel
160 McNabb Street
Markham, Ontario
L3R 4B8

homescan.ca

PANEL SUPPORT CENTRE
Phone: 1-800-263-1697
E-mail: support@homescan.ca
Hours: Monday to Friday, 9 a.m. to 9 p.m. ET
                Saturday, 10 a.m. to 6 p.m. ET

nielsen