

Nielsen Homescan News

For members of the Nielsen Homescan Consumer Panel

Issue 12 Version C/MC | December 2013

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



Happy Holidays!

All of us at Nielsen Homescan would like to extend holiday greetings to all of our panel members and their families. Thank you for making your opinions count, and enjoy the holidays!

REMINDERS:

Upcoming Holiday Closures For The Panel Support Centre

Please note that the Nielsen Homescan Panel Support Centre will be closed on **December 24, 25, 26 and 27, 2013** for the Christmas holidays; and **January 1, 2014** for the New Year.



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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Out-Of-Sight, Out-Of-Mind Purchases

Impact When your kitchen is full of shopping bags, it's obvious that it is time to scan your purchases. But what about items that are easily overlooked or actually never make it into your home? We're counting on you to capture these elusive purchases by scanning them!

I Can't Believe I Ate The Whole Thing!

If you buy a can of pop or bag of chips (from a retailer or a vending machine) and consume it right away, please don't throw out the can or wrapper. Instead, save it and when you get home, scan the packaging using the appropriate store name or store type. If the packaging is just too awkward or messy to keep, simply write down the barcode numbers and key the entry instead.

Scan Me If You Can!

On-the-go purchases and gifts, like a bottle of wine picked up on the way to a party, pose a unique scanning challenge. Instead of asking for the empty bottle to go, why not write down the barcode numbers on the back of the receipt and key the entry when you get home.

Just Can't Wait!

With CD and DVD players in the car, it's tempting to pop in that new disk on the way home from the store. Enjoy your new entertainment safely, but don't forget to scan your music and movie purchases later. The scanner's 'beep' is music to our ears! Similarly, sometimes it's hard for kids (and adults) to wait until getting home to play with their new toys! So, when your eager little one tears open their new toy, save the packaging scrap with the barcode on it and be sure to scan it.

Now You See It, Now You Don't!

A purse can be a deep, dark abyss containing everything but the kitchen sink! No wonder it's so easy to forget to scan small purchases like gum, cigarettes, cosmetics, and prescriptions that get dropped into a purse. Pockets can be good hiding places for these small items too, so whenever possible it's a good idea to leave your purchase in the bag, scan it, then tuck it in your pocket or purse.

Not In My Kitchen!

Larger items that are stored in the basement or garage are easy to overlook because they don't pass through the room where the scanner is kept. Examples include large bags of pet food and seasonal purchases such as fertilizers, shovels, skis, soil, plants, and salt. Since these items are usually heavy or bulky, it's much easier to bring the scanner to the item to track the purchase. We appreciate all your extra efforts to make every purchase count!

Getting Away From It All?

Your Say If you're all shopped out and eager to visit faraway friends and relatives over the holidays, please remember to contact the Panel Support Centre or scan and send your "Won't Be Shopping Survey" **at least one week prior** to your trip.

Reminder: We included the "Won't Be Shopping Survey" with your instruction materials when we sent you the scanner. If you don't have the survey, you can print or order it on homescan.ca, in the **Support Centre** section.

Another important note: If you'll be unable to send purchase data for five weeks or more, please notify the Panel Support Centre.

Recording Online Purchases

Every year, online shopping, or “e-commerce”, continues to grow. Chances are that your household has made an online purchase. As you know, it’s important to tell us about all of your purchases, and that includes online purchases, too.

So, the next time you receive a UPC-barcode item you ordered online, please be sure to record the purchase under the specific online store name. **If you purchase an item online from a retailer’s website, please use the “.com” or “.ca” store name, not the regular store name.**

If the specific online store name you require is not available, please record your purchase under the store type of **Online Shopping**.

Gift Catalogue Update

Please note that the following items have been substituted:

Fila Casual Collection Watch 360° (White) – item 40207

This item has been updated to a newer Fila model with a round face shape; all other product specifications remain the same.



Nikon Coolpix Camera – item 40246

Only the colour is changing for this item; all other product specifications remain the same. The unit is now being offered in black only.

Sony® Reader with Wi-Fi – item 40254

The item has been substituted for a newer model, featuring highly responsive 6” touchscreen, easy page turning, zoom, 758x1024p glare-free screen, and the ability to take notes while reading. This compact and lightweight unit stores up to 1,200 books and has a 2GB memory (1.2GB available memory). Colour: White.



iPad Mini with Wi-Fi 16GB – item 40270

This item is currently available again! Only the colour is changing for this item; all other product specifications remain the same. The unit is now being offered in Space Grey only.

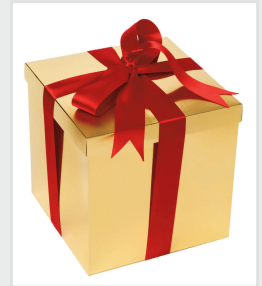
For the most up-to-date list of gifts, check out our online catalogue on homescan.ca.

Remember To Scan The Gifts You Buy!

Impact We know you’re busy during the holidays, but please remember to keep on scanning!

Here are some helpful tips:

- Whether or not you buy things for yourself or for others, don’t forget to scan ALL of your purchases. If it has a barcode, scan it!
- Please scan the barcode on all **gift cards** you purchase. You’ll find the barcode on the card itself or on the packaging in which the card is inserted.
- Remember to scan **‘on the run’ purchases and gifts**, such as boxed candy and/or cookies, gift packs, wine, liquor, beer and other assorted items picked up in small shopping trips or on the way to a party. To always make sure your ‘on the run’ purchases count, scan the items when you get home, or if you don’t bring them home (such as if you’re visiting someone and don’t want to show up empty-handed), if possible bring the products’ wrappers or empty boxes/containers home, so you can scan them later on. Otherwise, simply write down all the UPC barcode numbers and manually key them to record the purchase when you get home.
- And don’t forget the family dog or cat this holiday season. Please record the presents you buy for them, whether it’s a toy, or food or some other treat.



It’s VERY Important To Correctly Choose Between ‘Regular’ And ‘Super’ Stores!

Impact Some store names can be very similar, so it’s important to always carefully select the correct store name when recording purchases.

Take the example of **Walmart** and **Walmart Supercentre**. Your store list memory clearly distinguishes **Walmart** as WAL-MART REGULAR and **Walmart Supercentre** as WAL-MART SPRCTRE, making it easy to choose the correct store name.

But choosing the correct store name starts with knowing **where** you shopped. While only some Walmart Supercentres are identified as a ‘Supercentre’ on the outside building signage, the departments inside the store define it. A **Walmart Supercentre** has a **full grocery store** inside, including a produce section featuring fresh fruits and vegetables, as well as other specialty sections such as fresh meat, deli and bakery products.

Thank you for taking the time to choose the correct store name when scanning and helping us accurately capture your important shopping data!

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:

What device can you not live without?

- Desktop – 51%
- Laptop – 25%
- Tablet – 8%
- Cell phone/Smartphone – 16%



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