

NCP VOICE

A Newsletter For Members Of The National Consumer Panel

April 2018

Scan "Out Of Sight, Out Of Mind" Purchases, Too!

Don't forget to record the items you purchase that go straight to the basement, shed, and/or garage!

Some of those "out of sight, out of mind" items include:

- Bulk items such as large packages of paper towels and toilet paper
- Cases of soda, juice, water or other beverages
- Cat litter
- Pet food
- Games and toys
- Garbage bags
- Outdoor toys and tools
- Lawn and garden products
- BBQ grill and utensils



Spring Cleaning And Scanning

Do you do some "spring cleaning" every year? Yes, we know, it usually involves lots of dusting, washing, polishing, organizing, and decluttering! Manufacturers and retailers look closely at the purchases our panel members make. So, at this time of year, it's important to remember to record all of the spring cleaning items (for indoor and outdoor use) that you, or other household members, purchase.

Indoor And Outdoor Items...

Here is just a sampling of some of the items you might buy:

- Brooms, mops, dusters
 - Disinfectants
 - Window cleaners, wood polish, rug cleaners
 - Sponges, cleaning cloths, wipes
 - Trash bags
 - Storage bins and boxes
 - Gardening tools, gloves, rakes
 - Lawn care products
 - Insect repellants
- and so on...you get the idea!*

The Great Outdoors

Spring is a perfect time to enjoy the outdoors! Maybe you'll buy a new pair of sneakers, a new bicycle, new sports equipment, or other outdoor gear. If you do, be sure to report those purchases. And, make sure other household members, if any, tell you about their purchases, too. Everyone in your household is an important part of the panel and their purchases and opinions also count!



Spotlight On...Connecticut!

Connecticut was the 5th state admitted to the Union on January 9, 1788. It is the 48th largest state in the U.S. based on square miles.

Connecticut STATE Facts*:

State Capital: Hartford

Nickname: The Constitution State

Population: 3.6 million (2017 est.)

Size: 5,544 sq. miles (est.)

State Bird: American Robin

State Flower: Mountain Laurel

State Tree: White Oak

State Song: Yankee Doodle

State Motto: "Qui transtulit sustinet" (He Who Transplanted Still Sustains)



Connecticut PANEL Facts: 1,047 NCP panel members in this state (as of 2/22/18):

Most Popular Retailers (based on panel members' transmissions)

Stop + Shop
 Shoprite
 Big Y
 Walmart Super
 BJs
 CVS
 Aldi
 Target
 Walgreens
 Dollar Tree

Panel Members' Household Composition

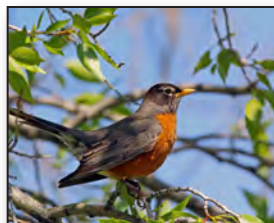
Single Member
19%
 Multi-member with children
35%
 Multi-member, no children
46%

Panel Members' Occupation Type

Professional/ Executive
39%
 Retired/ Not working
22%
 Blue Collar
25%
 White Collar
13%
 Military
1%

Panel Members' Age Breakdown

Under 25
1%
 25-34
15%
 35-54
43%
 55-64
23%
 65 and over
18%



Spotlight On...Two Panel Members From Connecticut!



Meet John from Trumbull; he's been a panel member since 1997 -Wow!

What motivates you to participate on the panel?

Having my opinions and shopping habits make meaningful impacts are great motivators.

Do you do all of the scanning for your household and how much time do you spend scanning each week?

I do all the scanning in our household and that typically takes about 30 minutes per week.

What advice/tips would you give to other panel members?

Using the NCP Mobile App is much easier than the handheld scanner. Also, scanning while unpacking after shopping trips is the way to go. I try to line up the items in the order they appear on the receipt to save time. I've also found having a free-standing calculator handy to tally savings instead of using the phone is easier.

In what ways do you think you make a difference with manufacturers and retailers by being a member of NCP?

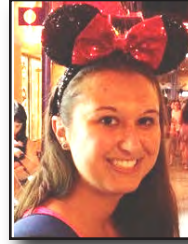
I enjoy the opportunity to have my opinions and shopping habits influence manufacturers and retailers, especially since Connecticut is a small state.

What do you like most about being a panel member?

I've been a panel member for more than 20 years. It has been very informative, and watching the evolution of NCP has been fun. From my perspective, participating in surveys is the most interesting part of my membership.

What do you like most about living in your area? Are there any local vacation spots or attractions you would recommend to someone who might be visiting your area?

We live in Fairfield County, which has the Beardsley Zoo, and there are many museums and cultural galleries throughout the state. Connecticut has over 140 state parks and forests open to the public. Our town alone has 18 public parks totaling more than 800 acres.



Meet Cassandra from Lisbon; she's been a panel member since 2015.

What motivates you to participate on the panel?

What motivates me is being fiscally responsible. It's so easy to shop and not pay attention to what you're spending, but when you have the accountability of scanning everything and reporting prices and totals, it really keeps you on your toes! When you add in the emails about how your spending aligns with similar households, it's really eye-opening!

Do you do all of the scanning for your household and how much time do you spend scanning each week?

I do all the scanning. I'd say I spend under an hour a week scanning.

What advice/tips would you give to other panel members?

Plan ahead! Before I grocery shop I make sure I have a clear spot to put my groceries on when I get home. It's so much easier to scan when you can remove something from the bag, scan it and put it on the counter or put it away. When I was a child, my mom actually was a member!

In what ways do you think you make a difference with manufacturers and retailers by being a member of NCP?

I think that reporting what items people in my area are buying helps keep them in stock and helps show shopping trends.

What do you like most about being a panel member?

I like answering surveys. It's interesting to me to see what types of information people care about. And getting rewards is pretty great, too!

What do you like most about living in your area? Are there any local vacation spots or attractions you would recommend to someone who might be visiting your area?

It's close to everything and there is so much to do! There's great museums, restaurants and casinos. Make sure you check out the USS Nautilus in Groton, the world's first nuclear-powered submarine that was built right here in Connecticut!

Sweeps And Winners

As a member of NCP, you should be scanning and sending us your purchase information every week. This is how you **automatically earn entries** into all of our great sweepstakes (there are many, so please take some time to become familiar with all of them).

Where Are The Sweeps And Winners?

To view our latest sweepstakes along with lists of winners, go to the **Rewards** section of the website and click on Sweepstakes, then choose the specific sweepstakes for the list of winners of that sweepstakes.

An easy way to keep track of your entries is to print out the **NCP Sweepstakes Entry Tracking Calendar**. You can find it in the **Rewards** section of the website.

How Are The Winners Selected?

For each of the sweepstakes, all entries are put into one file and winners are randomly selected from among all of our transmitting households. The size of the state or the region of the country you live in does not affect or improve your chances of winning any of our sweepstakes. To accurately represent the population of each state in our “mini-USA,” we take into account the total number of people in each state. As a result, some states have more NCP members than other states.

Everyone has an equal opportunity to win based on our receipt of his or her weekly purchase data. What does affect and improve your chances of winning is making sure we receive your purchase data every NCP week. The NCP week runs from Sunday, 12:01a.m. to Saturday, 12 midnight ET.



No Barcode?

In your shopping and scanning endeavors, you will most likely come across products that don't have a barcode, such as fruits and veggies, gasoline, prescriptions, flowers, take out food, and so on. When this happens, please refer to the **Barcode Reference Booklet** if you are using a NCP scanner or, if you are using the NCP Mobile App, please refer to the **Non-Barcoded Items List** in the app.

If you are not familiar with the items listed in the booklet or app, please take some time to review them so you will be ready the next time you buy something that doesn't have a barcode or has a barcode that won't scan. Non-UPC barcoded purchases are just as important as UPC barcoded purchases. By telling us about all of your purchases, you are giving us a complete picture of your household's shopping habits and preferences. This is especially important since it enables us to provide accurate information to manufacturers and retailers and to make sure that your consumer voice is heard!

Please note that at this time we do not collect purchase information for services such as visits to the nail salon, hair salon, car wash, movie theater, etc.

