Welcome To The National Consumer Panel!

Dear Panel Member,

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.

In addition, you'll also tell us about your purchases that do not have a UPC barcode, such as fresh fruits, fresh vegetables, apparel, and gasoline, by using the **Barcode Reference Booklet** (included in the box the scanner arrived in). Then, just transmit your household's purchase information to us at least once a week – it’s as easy as that!

**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 great prizes!

You can also earn extra gift points by answering NCP 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 NCP gift catalog. There are so many great items to choose from!

**Support**

Our Panel Support Center is available to assist you. Please call them at 1-800-962-6700 or email support@ncponline.com if you need assistance or have any questions.

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

*To be deemed an “active” member of the National Consumer Panel, a member’s status on NCP’s database is considered “active,” member has not given NCP notice of termination, and member has not been given notice of termination from NCP.
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1. Set up the scanner. Follow the simple instructions on pages 2 or 3 to get the scanner ready.

2. Learn how to use the scanner. Please read this booklet to become familiar with the scanner’s features, and to learn how to scan and transmit.

3. Visit www.ncponline.com frequently to view your messages, gift points balance, surveys, FAQs, newsletters, sweepstakes, the gift catalog and more.

4. Make sure we have your current email address* so you don’t miss out on survey invitations and important emails from NCP. If we don’t have your email address, you can provide it to us by going to the My Account page on the website, calling the Panel Support Center at 1-800-962-6700, or emailing them at support@ncponline.com.

*Note: Please do not use an email address that ends in “gov” or “edu” as these are usually blocked due to security issues. Emails that are also usually blocked are ones that contain the word “spam” or begin with such words as “info@”, admin@, mail@, sales@, orders@, etc.
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 gray 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 a label that says “Phone Line.” It also comes with a long, thin gray 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 Center as soon as possible.

The data you collect will be transmitted to NCP 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).

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.

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

The data you collect will be transmitted toll-free to NCP over a standard “analog” (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.

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.

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.)
Scanner Features

**YELLOW KEY**
Press to scan a barcode

**GREEN KEY**
Press to answer YES or to make a selection

**ESC KEY**
Escape Key - Press to go to previous screen

**ARROW KEYS**
Press to scroll up or down through lists

**RED KEY**
Press to answer NO

**BS KEY**
Backspace Key - Press to delete data

**ON/OFF KEY**

**ALPHA KEY**
Press to enter alphabetical characters

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**TIP**
When scanning, you’ll mostly use the Green, Yellow, and Red Keys.

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**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.
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. **Enter Purchases** – 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 Center** – Select this to view messages.

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 and tell us how you paid for the shopping trip.

**It’s that easy!**

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 NCP, 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.

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 19).

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. 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 NCP when your household registered for the panel.)

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.

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. Choose the appropriate store name or store type for the shopping trip you are recording.

**NOTE:** Always look for the store name first before selecting a store type.

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.

**NOTE:** You'll learn more about store lists on page 21.

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) **Double or Triple Coupons**
Some stores offer double or triple coupons. Answer YES if you received this type of deal.

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

6) **Scanning Barcodes**
At the **Scan barcode** screen, you’ll tell us about all the purchases you make.

**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 22 for more details.)

**NOTE:** If the item does not have a barcode, or if you scan the item’s barcode and the scanner’s screen displays **Go to barcode reference book** (or **Scan barcode on reference card**), please go to the Barcode Reference Booklet (included in the box) and check to see if there is a barcode for that item or product category. Then follow the scanner’s screens and the instructions in the booklet to record the purchase.

**For the Practice Trip**, scan the barcode on your household item.
7) 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.

For the Practice Trip, let’s say you purchased two of the item. Press the 2 Key and then press the Green Key.

8) 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.

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.

9) 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.

TIP
Keep your receipt handy. You may find it helpful to use it as a guide when entering prices and for recording the total amount spent.
10) **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:**

- **Store coupons** are distributed by the stores and can be redeemed only at the store that issued the coupon. Most store coupons will either have "Store Coupon" or the name of the store printed on the top of the coupon. The exception to this is in stores that have a coupon policy that will accept competitor's coupons. In this case, you would still select Store Coupon.

- **Manufacturer coupons** are distributed by the companies that make the products. They can be used for a specific product purchased at any store. The words "Manufacturer Coupon" will usually be on the top of the coupon (you will not see a store name on the coupon).

- 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. Please check your receipt if you are not sure if a store sale was applied.

- 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.

11) **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. If you answered YES to “Double or Triple Coupons?”, enter the **Face Value** of the coupon(s) used - you do not have to calculate the double or triple amount.

**For the Practice Trip,** enter 3 5 for the 35¢ manufacturer coupon and press the Green Key.

For more details on how to enter coupons and sales, including special deals like “Buy One, Get One...” and “10% off your entire purchase,” please view our online tutorial at [www.ncponline.com/wbcnt/Members/deals.pdf](http://www.ncponline.com/wbcnt/Members/deals.pdf)
12) 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.

13) 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.

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.

14) Frequent Shopper Card
Did you use a frequent shopper card? Answer YES or NO as appropriate.

Typically, as a frequent shopper card “member,” you present your card at the register in that store and pay a reduced price on specially marked items without having to cut out store coupons from flyers or circulars.

For the Practice Trip, press the Green Key for YES.
15) How Did You Pay?
Did you pay by cash, check, credit card, debit/ATM card, or another method? Press the number key that corresponds to the payment option you used, then press the Green Key.

For the Practice Trip, let's say you used a credit card to pay for the shopping trip. Press the 3 Key.

NOTE: If you choose "credit card," the scanner will display a list of credit cards options. Press the number key that corresponds to the correct credit card option.

For the Practice Trip, let's say you used a Visa card. Press the 4 Key for Visa.

16) 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 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 NCP on a weekly basis.
No Purchases

If your household 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 evening 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 gift points and sweepstakes entries.

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

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.

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

So if you (or another household member) buy candy or soda 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 of CDs, DVDs, video games, etc. If it has a barcode, or is listed on the Barcode Reference Booklet, please scan it!
Answering Surveys

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

NCP’s online surveys are a great way to get us your opinions fast! Most often, you will receive special NCP online surveys via an e-mail invitation or on your Surveys page at www.ncponline.com. Be sure to check your Surveys page frequently for special online surveys for your household!

Paper Surveys

NCP’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.

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.)

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.
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.

Entering Responses
Many 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, press the 1 Key. If you've made a mistake, just press 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 and 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.
How To Transmit Your Information

Automatic Transmission
Once a week, the scanner is set up to automatically send data to NCP. 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 5 and 6).

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.

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.

NOTE: It may take several attempts to get a successful transmission. If the scanner does not transmit successfully, please contact the Panel Support Center.

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.

*The NCP Week begins on Sunday at 12:00:00 a.m. ET and ends on Saturday at 11:59:59 p.m. ET.
Messages
You may receive messages from NCP 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.

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

To see if you have any messages from NCP, 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.

If You Are Unable To Shop (Transmit) For A While
If you are unable to record your purchases and transmit because of vacation, illness, or any other personal reason, please let us know! Contact the Panel Support Center at 1-800-962-6700. It is very important that you always let us know if you won’t be able to scan and transmit; if we don’t know, you may receive compliance communications from us. But, if you let us know, you can avoid getting these communications and you will receive credit for participating!
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 www.ncponline.com.

Member ID Number
Your Member ID number is an important part of your NCP membership. You’ll need your ID number when calling or emailing the Panel Support Center. It enables the representatives to identify who you are so they can better assist you with any problems or questions you may have. You’ll find your ID number on the mailing label on the box the scanner arrived in.

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 a shopping trip, please carefully select the name of the store you shopped at so we receive the most accurate information possible from you. If the name of the store you shopped at isn’t available, you should then select the store type. For instance, if you shopped at Sears and it’s not in the scanner’s store list, you would select the Department Store store type to record the purchase(s).

Remember: Please select the store name whenever possible!
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.

• Scan purchases that do not have a barcode, or have a barcode the scanner will not accept, by using the **Barcode Reference Booklet**. Please read the instructions in the booklet, as well as the barcode descriptions before scanning any of the barcodes.

• 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 colored. 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.

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0 1 2 3 4 5 6 7 8 9 1 2
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• Don't forget online purchases! When you place the order online, save the email confirmation receipt and/or check for an invoice in the box when the item arrives. As soon as you receive the item, scan the barcode on it (if there is one) and choose the specific online store name. If the store name is not on your store list, choose the "online shopping" store type to record the purchase.
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** Key to go to the previous screen.
- Press the **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, soda, socks, etc. Here are the basic rules for recording these purchases:

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

<table>
<thead>
<tr>
<th>If The Scanner Asks For Prices</th>
<th>If The Scanner Doesn’t Ask For Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Scan the barcode on the outside package.</td>
<td>• Scan the barcode on the outside package.</td>
</tr>
<tr>
<td>• At Qty purchased: _1, press the Green Key to tell us you purchased one multipack (or type the number of multipacks you purchased, if you purchased more than one.)</td>
<td>• At Qty purchased: _1, press the Green Key to tell us you purchased one multipack (or type the number of multipacks you purchased, if you purchased more than one.)</td>
</tr>
<tr>
<td>• At Enter price: _ _ _ _ _ _$ type the price you paid.</td>
<td>• At Any deals used? enter any deal information you may have received.</td>
</tr>
<tr>
<td>• At Any deals used? enter any deal information you may have received.</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>If The Scanner Asks For Prices</th>
<th>If The Scanner Doesn’t Ask For Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Scan the barcode on one of the items in the multipack.</td>
<td>• Scan the barcode on one of the items in the multipack.</td>
</tr>
<tr>
<td>• At Qty purchased: _1, type the number of items in the multipack.</td>
<td>• At Qty purchased: _1, type the number of items in the multipack.</td>
</tr>
<tr>
<td>• At Enter price: _ _ _ _ _ _$ type the amount you paid for the multipack.</td>
<td>• At Any deals used? enter any deal information you may have received.</td>
</tr>
<tr>
<td>• At Any deals used? enter any deal information you may have received.</td>
<td></td>
</tr>
</tbody>
</table>
Panel Website

Everything you need to know about panel membership is right at your fingertips! At www.ncponline.com, you have access to current and past newsletters, gift points, special announcements, the gift catalog, frequently asked questions and answers, and more!

To take advantage of all the benefits your membership has to offer, log on to www.ncponline.com to:

- View special messages and announcements
- Answer online surveys
- Answer the weekly Instant Poll
- Read newsletters
- View your gift points balance
- Browse the online gift catalog
- Check out our exciting sweepstakes programs
- Find answers to your questions in the FAQs section

...and much more

NCP Is Social! Connect With Us!

Like us on Facebook - National Consumer Panel

Follow us on Twitter - @ncppanel and on Instagram - ncppanel

Read the NCP Blog - blog.ncponline.com

Subscribe to National Consumer Panel's YouTube Channel
Gift Points Program

There are many ways to earn gift points to redeem for 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 you provide us with your shopping data, you receive gift points.

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Time on the panel</th>
<th>Points Per Weekly Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charter</td>
<td>0-6 months</td>
<td>150</td>
</tr>
<tr>
<td>Bronze</td>
<td>7-12 months</td>
<td>200</td>
</tr>
<tr>
<td>Silver</td>
<td>1-2 years</td>
<td>225</td>
</tr>
<tr>
<td>Gold</td>
<td>2 years</td>
<td>235</td>
</tr>
<tr>
<td>Platinum</td>
<td>3 years</td>
<td>245</td>
</tr>
<tr>
<td>Double Platinum</td>
<td>4 years</td>
<td>255</td>
</tr>
<tr>
<td>Triple Platinum</td>
<td>5 years</td>
<td>280</td>
</tr>
<tr>
<td>Excellence</td>
<td>6+ years</td>
<td>325</td>
</tr>
</tbody>
</table>

**Anniversary Points** — We give you bonus gift points when you reach your 6 month and 1 year anniversaries! These extra gift points are also given on each yearly anniversary thereafter.

**Super Scanner Points** — To qualify, you must scan and transmit your purchase information every week in a month.

Super Scanners are awarded 350 additional gift points every month they qualify. That’s up to 4,200 additional gift points each year!

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

**Birthday Points** — The heads of household are awarded 250 points every year during their birthday month.

**Promotions** - NCP sometimes runs promotions throughout the year where you can earn extra gift point and prizes!
Your Gift Points Balance
You can view your current gift points balance anytime at www.ncponline.com. As long as you’re an actively participating panelist*, you’ll earn gift points.

Redeeming Your Points For Gifts
NCP's Gift Catalog is available online in the Rewards section at www.ncponline.com.

The gift catalog includes a variety of name-brand gifts for everyone in your household!

- Electronics
- Home & Garden
- Housewares
- Children's Items
- Personal Items
- Sporting Goods
  - Tools
  And More!

Before placing a gift order, please make sure you have enough points for the gift you’re ordering. Your gift points balance is displayed on the homepage of the website. Gift points expire 60 days after panel membership ends.

Visit the Rewards section of the website for more details about NCP’s rewards program, including the online gift catalog, sweepstakes rules, lists of winners, and much more!

* To be deemed an “active” member of the National Consumer Panel, a member’s status on NCP’s database is considered “active,” member has not given NCP notice of termination and member has not been given notice of termination from NCP.
Sweepstakes Program

NCP has an amazing selection of sweepstakes, including monthly and quarterly contests!

Best of all, participation is easy: as long as we receive your weekly transmissions, you're entered automatically into nearly all our sweepstakes! *

Visit the Rewards section of the panel member website (www.ncponline.com) for information about all the sweepstakes and to see a list of recent winners.

Sweepstakes winners will be notified by email. Winners names are listed in the Rewards section of the website.

*NOTE: You must transmit once during an NCP week, which runs from Sunday at 12:00:00 a.m. ET and ends on Saturday at 11:59:59 p.m. ET to qualify.

For the most up-to-date information and to view the NCP Sweepstakes Entry Tracker Calendar and Sweepstakes Official Rules, please go to the Rewards section of the website. All sweepstakes subject to change.
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 Center at 1-800-962-6700.

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 all of the numbers under the barcode from left to right (see page 26).

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 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 Center.
• 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.
Equipment Notice

By using the scanner and equipment, you assume full responsibility for its care, and the care of your phone lines, computer lines and equipment.

The National Consumer Panel is not responsible for any damage to your telephone, telephone line, computer system, hardware, or software. The National Consumer Panel 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 Center (for example, if lines are down due to a storm, scanner is left out of the homebase or unplugged, etc.).

The National Consumer Panel assumes liability for all failed equipment owned by the National Consumer Panel.

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

National Consumer Panel
6800 Jericho Turnpike
Suite 102E
Syosset, New York
11791-4401
www.ncponline.com