Welcome to ACNielsen’s Homescan Panel

One of our telephone interviewers recently spoke to a member of your household about joining the Homescan Panel. At that time you advised us you would like some more information. We would like to thank you for your interest in Homescan and hope the following information helps you make a decision about joining the panel.

How was I chosen?

Your household has been randomly selected to participate on the Homescan Panel to represent other similar households across New Zealand. The shopping information you provide tells manufacturers about the types of products your household prefers to buy. Not only does this represent the consumer’s best interests, but it also helps manufacturers to produce the types of products you want to see when you go shopping.

WHAT HAPPENS TO THE INFORMATION I PROVIDE FOR HOMESCAN

All information provided is combined with that of similar panel households to provide valuable insights to manufacturers and retailers about the products people prefer, while still protecting the privacy of our Panel Members. ACNielsen abides by the code of ethics of the New Zealand Market Research Society and does not provide information about individual households or families to any third party.
What do I do?

The scanning equipment is very easy to install and use. The scanner and the cradle it sits in are approximately the size of a cordless phone, and can be installed in a place that suits you.

You simply scan the barcode on items purchased and then enter the price. We provide a Barcode Guide with barcodes for items that do not have barcodes, such as meat, fruit and vegetables. The cradle is connected to your phone line and allows the information collected to be downloaded to our head office. There is no interference with your telephone, and calls are at no cost to you. The Homescan Helpline is available to offer any assistance required via Freephone or email.

Are there any other benefits of being a part of Homescan?

As a Homescan Panel Member you will receive points, which can be redeemed for a wide range of rewards as part of the Homescan Incentive Scheme. The longer you participate, the more points you will earn.

You will also receive the monthly edition of our Newsletter containing the latest Homescan scanning tips, stories and competitions. There are great prize give-aways in every issue!

How do I join?

In a few days you will receive another phone call from our telephone interviewers asking if you would like to take the opportunity to join the Homescan Shopping Panel. During this call any questions may be answered and explained.

We look forward to speaking to you.

Yours faithfully,

Chris Beach
Homescan Co-ordinator