

# National Price Verification Survey

A collaboration between the National Conference on Weights & Measures (NCWM), National Institute of Standards & Technology (NIST), and 68 State & County Weights & Measures Jurisdictions



NCWM

# Price Verification Survey Focus Group

Marc Paquette	Vermont
Chris Guay	Associate Member
Daniel Walker	Ohio
Paul Floyd	Louisiana
Mike Brooks	Arizona
David Sefcik	NIST
John McGuire	NIST
Gene Robertson	Mississippi





# Price Verification Concerns from Multiple Jurisdictions

- High percentage of inspection failure rates
- Repeat failures
- Large investment of time for inspections and follow-up compliance activities
- Consumer complaints

Can we measure and quantify some of these issues?  
Isolated, regional, or sector specific?

# Purpose of Survey

- Determine compliance rates in retail establishments throughout the country
- Provide information to weights & measures programs, retail industry, consumer groups
- Educate and inform on the issue of pricing accuracy in retail stores

# Utilization

- **Retailers** may use the information as a catalyst for pricing improvement plans & staff training.
- **Consumer Groups** may use the information to educate shoppers that errors exist and how to address these at the store level.
- **W&M Compliance Programs** may use the information to better allocate resources based on store type and to advocate for their programs.
- **NCWM** can use this survey to heighten awareness of pricing issues and to promote the role NCWM has in equity in the marketplace.

# Scope of the Survey

- Percent of accuracy/Compliance rates
- Total number of items inspected
- Overcharges
- Undercharges
- Range and average errors
- Number of stores
- Compliance rates based on store types
- Range of store's failure rates

# Jurisdiction - Participants Expectations

- Attend one of the NIST Price Verification training classes, four were held
- Follow NIST Handbook 130 Examination Procedure
- Conduct at least 5 inspections per store type (except for small jurisdictions)
- Sample a diversity of store chains
- Focus inspections on the entire store
  - (all items, sale items, non-sale items)
- Do not focus on any corporation regardless of compliance history
- Include only initial inspection data in the survey\*

\*If a store fails an inspection during the survey, don't include follow-up inspections in the survey



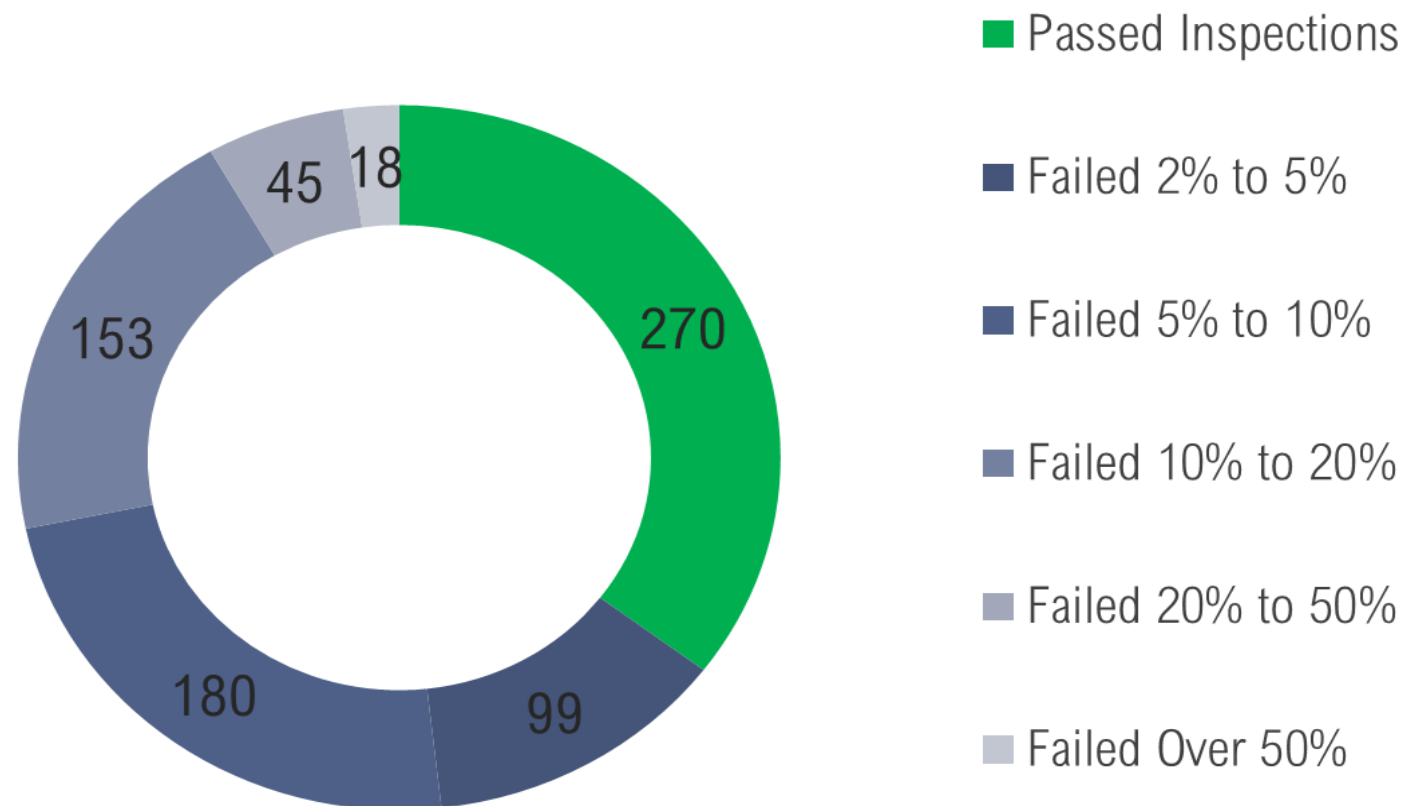
# Educational

- NIST Handbook 130 Examination Procedures for Price Verification.
- Four separate training dates in November and December.
- Overwhelming participation
- Posted webinars

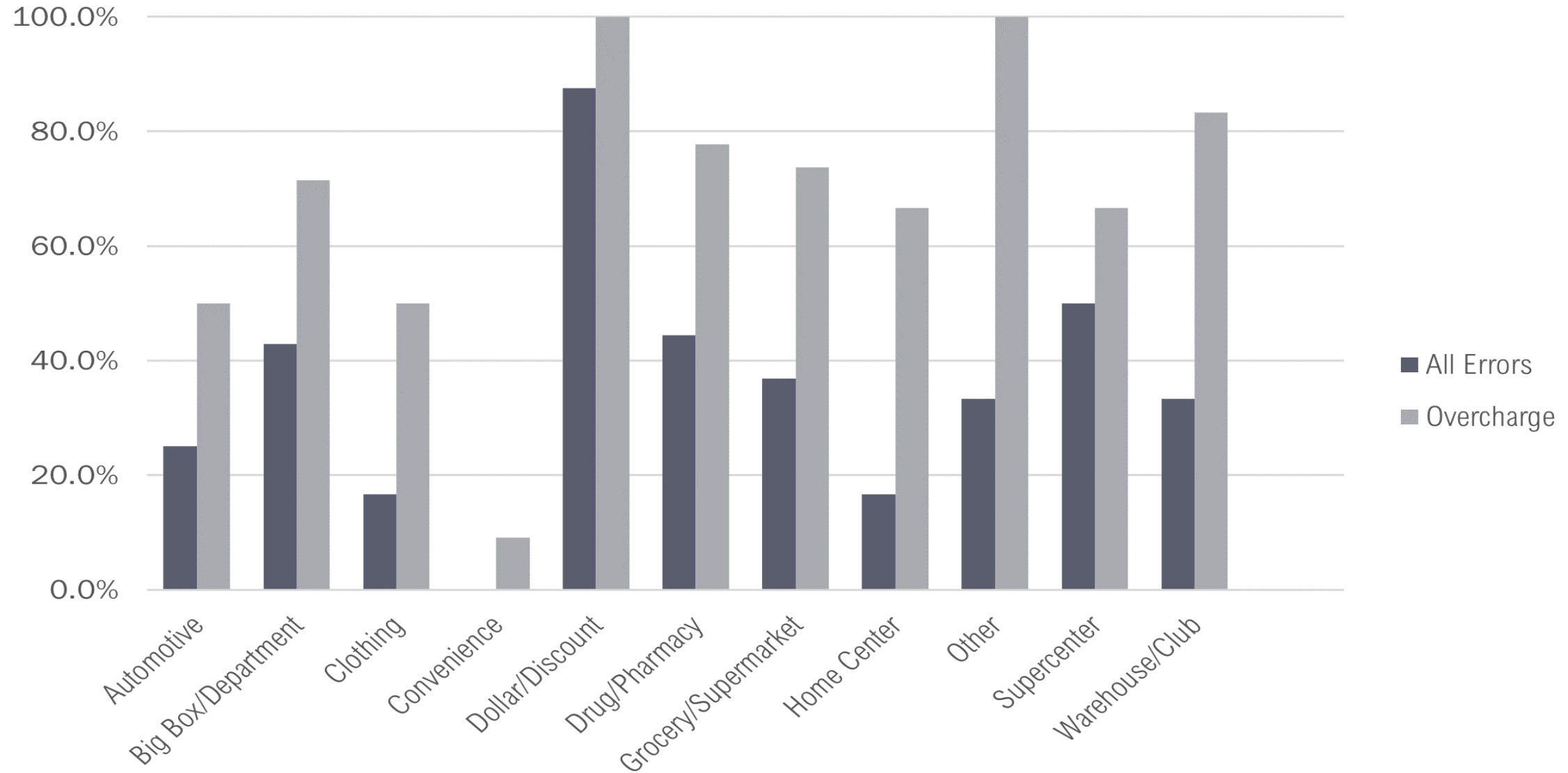
# Recording the Information

- Spread sheets provided to all participating jurisdictions
- Designate 1 person to compile data in the spreadsheet provided
- Six data points
- Coordinate directly with Scott Dolan-Vermont
- Allows for jurisdictions to have their own state specific report

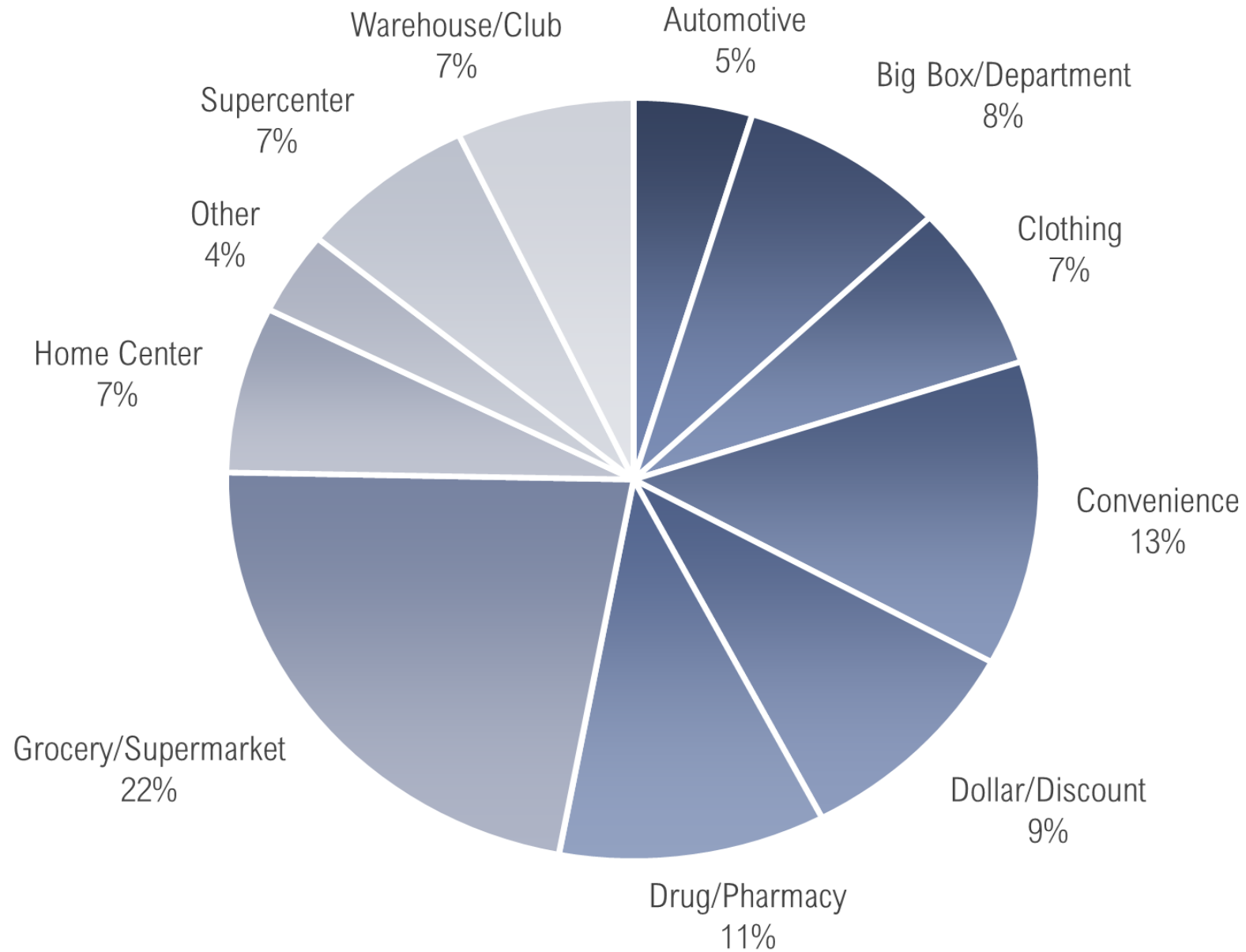
# Overcharge & Undercharge Inspection Results Sorted by Range of Errors



## Inspection Compliance Rate by Store Type



## Percentage of Inspections by Store Type



# Where are We?

- All participating jurisdictions should have received their personalized spreadsheet.
- Inspections started on January 2, 2024
- Information can be recorded into the spreadsheet as the coordinator chooses, example, as inspections come in or once a week may work well.

# Timeline

January 1 to February 29, 2024	Conduct Survey
March 15, 2024	Submit Final Data Spreadsheets
May 1, 2024	Data Compilation & Review
June 1, 2024	Announcement of Results



# Contact Information

	Name	Phone	Email
Questions regarding audit procedures:	John McGuire	202-981-1750	<a href="mailto:john.t.mcguire@nist.gov">john.t.mcguire@nist.gov</a>
Questions regarding the survey:	Marc Paquette	802-793-6744	<a href="mailto:marc.paquette@vermont.gov">marc.paquette@vermont.gov</a>
	Gene Robertson	601-359-1102	<a href="mailto:gene@mdac.gov">gene@mdac.gov</a>
	Don Onwiler	402-434-4880	<a href="mailto:don.onwiler@ncwm.com">don.onwiler@ncwm.com</a>
Questions regarding the spreadsheet:	Scott Dolan	802-522-5415	<a href="mailto:scott.dolan@vermont.gov">scott.dolan@vermont.gov</a>



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