

2024 NCWM National Price Verification Survey Report

Prepared by the National Conference on Weights and Measures

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Abstract

The National Conference on Weights and Measures (NCWM), in partnership and cooperation with the National Institute of Standards and Technology (NIST) Office of Weights and Measures (OWM) and the weights and measures authorities of select U.S. states initiated the 2024 National Price Verification Survey which represents the current marketplace practices of retail stores in the area of pricing accuracy. The survey determined compliance rates of retail locations to testing procedures as adopted by the NCWM and contained in the 2023 [NIST Handbook 130 Uniform Laws and Regulations in the Area of Legal Metrology and Fuel Quality](#) Section V. [Examination Procedure for Price Verification \(EPPV\)](#).

This study was designed to examine, validate, and ultimately ensure “Equity in the Marketplace,” by confirming pricing accuracy and fair competition in commercial transactions of retail items. Pricing accuracy was measured by comparing the advertised price of goods at retail locations to what consumers are charged at the checkout.

The survey reported 7,462 price verification inspections conducted at 7,367 different retail stores. A total of 419,237 prices were checked by comparing the item's advertised price with what was charged at the register. When considering all errors, 77% of these inspections had an accuracy rating in compliance with the [EPPV](#), which is the recognized standard for pricing accuracy. That means 23% of all locations failed to meet price accuracy requirements. If consideration was given to excluding the undercharges, a compliance rating of 88% could be applied. To further explain this, an in-depth survey evaluation will follow in the main text of the report.

The results provided in this report are to assist and inform the retail industry, consumer organizations, and state compliance programs of the present needs and opportunities to establish improved pricing practices and oversight of retail establishments. States should consider performing more routine inspections and enforcement beyond the survey period. Additional issues and concerns may exist at other retail locations. States should review and develop programs to ensure the accuracy of retail pricing practices. Industries and their trade associations should also consider conducting a “root cause analysis” to determine any underlying processes or procedures that may be contributing to non-compliance. Improving the process while also informing and educating consumers on pricing issues will improve marketplace equity for businesses and consumers alike.

Foreword

This report is the culmination of the 2024 National Price Verification Survey undertaken as a cooperation between the National Conference on Weights and Measures (NCWM), the Weights and Measures Authorities of select U.S. States, and the National Institute of Standards Technology (NIST) Office of Weights and Measures (OWM). These organizations have distinct yet complementary roles in promoting uniformity in weights and measures across the U.S. Thus, this National Survey is an exemplar of federal and state governmental agencies and national organizations working in partnership to ensure equity in the marketplace by protecting both businesses and consumers while serving the weights and measures community at large.

The NCWM is a professional not-for-profit association of state and local weights and measures officials, federal agencies, manufacturers, retailers, and consumers. The NCWM develops uniform and equitable weights and measures standards to promote commerce and fair competition by ensuring marketplace equity for consumers, fostering confidence in commercial transactions, and advancing economic growth. The NCWM works with OWM to publish model laws, regulations and standards adopted by the NCWM in NIST Handbooks, which the states adopt and use.

Each U.S. state, select territories, and the District of Columbia maintains its own weights and measures programs responsible for enforcing legal requirements in such areas as packaging and labeling laws and regulations, net content compliance of packaged goods, and the accuracy of weighing and measuring devices. Weights and measures programs inspect products at retail, wholesale, and manufacturer plant locations and anywhere commerce takes place within the state jurisdiction.

The oversight provided by weights and measures authorities in any business sector helps to protect against unfair practices and minimize the proliferation of “fraud” and harm to the local, state, and national economies. Thus, the presence of official weights and measures authorities and thorough nationwide surveys of commercial practices directly promote equity in the marketplace.

We welcome comments and feedback regarding the 2024 National Price Verification Survey and any suggestions for future engagements with our weights and measures and industry stakeholders. Please feel free to send an email to info@ncwm.com.

Acknowledgments

The National Price Verification Survey represents a collaboration between NIST and the NCWM and a highly coordinated effort involving the voluntary participation of 26 U.S. states and 20 local (e.g., county and city) jurisdictions (Figure 1).

The authors wish to thank all the weights and measures personnel of the states and counties that participated in, contributed data to, and provided invaluable feedback regarding the 2024 National Price Verification Survey.

This survey would not have been possible without their diligence to the details and commitment to their professions.

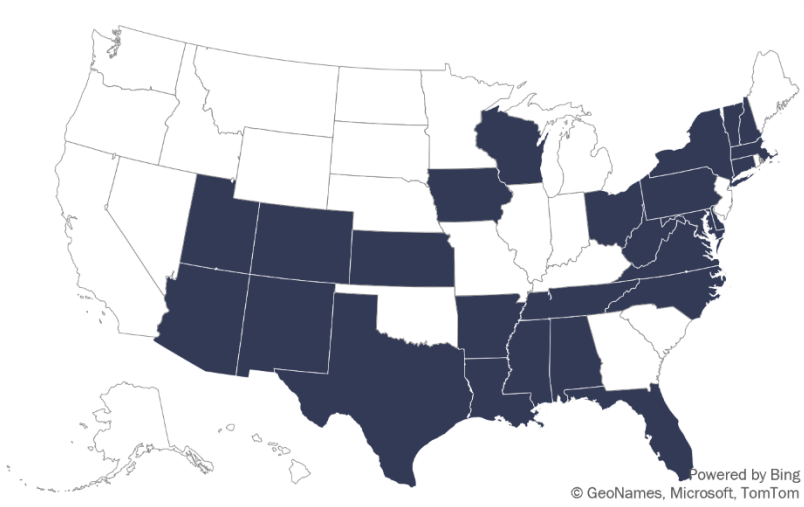


Figure 1: Participating States

Participating Jurisdictions

- Alabama
- Arizona
- Arkansas
- Colorado
- Connecticut
- Delaware
- Florida
- Iowa
- Kansas
- Louisiana
- Maryland
- Massachusetts
- Mississippi
- New Hampshire
- New Mexico
- New York
 - Monroe County
 - Putnam County
 - Warren County
- North Carolina
- Ohio
 - Athens County
 - Cuyahoga County
 - Delaware County
 - Fairfield County
 - Fayette County
 - Franklin County
 - Fulton County
 - Hamilton County
 - Lorain County
 - Lucas County
 - Medina County
 - Pike County
 - Seneca County
 - Summit County
 - City of Columbus
- Pennsylvania
 - Allegheny County
 - Bucks County
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- West Virginia
- Wisconsin

Introduction

The retail trade industry is a significant part of the U.S. economy. Pricing accuracy is critical as it can impact the consumer and retailer alike. The National Conference on Weights and Measures (NCWM), in collaboration with the National Institute of Standards and Technology (NIST) Office of Weights and Measures (OWM) and state and county weights and measures programs, conducted a national survey on price verification with the inspection phase of the survey taking place between January 1, 2024, and February 29, 2024. Weights and measures programs have the authority to verify the accuracy of prices in retail establishments. The purpose of the national survey for price verification is to determine compliance rates in retail establishments throughout the country and to gather statistical information on various types of retail stores and the range of errors found.

This survey and report will help educate and inform the retail industry, consumer groups, weights and measures compliance programs, and other stakeholders on the issues of pricing accuracy in retail stores. The various groups may use the survey information and report for specific purposes.

Examples of Utilization Include:

- Retailers may use the information as a catalyst for creating pricing improvement action plans and staff training.
- Consumer groups may use the information to educate shoppers that errors can exist in the marketplace and how to address this at the store level when errors are found.
- Weights and measures compliance programs may use the information to better allocate inspection resources based on store types and to highlight the issue of pricing accuracy with their administrators.
- The NCWM can use this survey to heighten the awareness of pricing issues and promote its role in equity in the marketplace.

As consumers continue to frequent retail establishments, the issue of good pricing practices and pricing accuracy continues to be important to both consumers and competing retailers. When inaccurate pricing occurs, consumers can be left to pay more than the advertised price. This can be defined as a misrepresentation of price, as consumers are overcharged for goods, and is a violation of weights & measures laws across the country. In addition, retailers who spend time and resources on adequate staffing and training for employees to follow good pricing practices may be at an economic disadvantage when competing retailers are not investing resources to do the same. This can lead to situations where equity in the marketplace between businesses is not present.

Uniform Weights and Measures Laws and Regulations

The adoption of uniform weights and measures laws and regulations, requirements for weighing and measuring devices and prepackaged products, and inspection and test procedures help ensure equity and fair competition in the marketplace. NIST publishes the uniform model laws, regulations and standards adopted by the NCWM and published by NIST in Handbook 130 *Uniform Laws and Regulations in the Areas of Legal Metrology and Fuel* ([NIST Handbook 130](#)) and Handbook 44 *Specifications, Tolerances, and Other Technical Requirements for Weighing and Measuring Devices* ([NIST Handbook 44](#)). All states adopt and implement NIST Handbook 44. However, not every state adopts the [Examination Procedure for Price Verification \(EPPV\)](#) as published in [NIST Handbook 130](#).

For the purpose of this survey and to enhance uniformity in gathering survey information, all participants were asked (and subsequently trained) to follow the [EPPV](#) as published in the 2023 Edition of [NIST Handbook 130](#).

Scope of the National Price Verification Survey

The scope of this initiative entailed a multi-state, multi-purpose survey involving a collaborative effort between NCWM, NIST, and the participating states and jurisdictions. The survey involved weights and measures jurisdictions around the country that conducted price verification inspections at various retail establishments and then reported their findings to the NCWM for data compilation. All the data captured was centrally located for comparison, analyzed for variations, trends, and other statistical information and includes:

- Percent of accuracy/Compliance rates
- Total number of items inspected
- Overcharges
- Undercharges

- Range and average errors
- Number of stores
- Store types
- Compliance rates based on store type
- Range of failure rates by store type

The participants were also asked to designate the retail locations by store type into one of the categories below.

- Automotive
- Big Box/Department
- Clothing
- Convenience
- Dollar/Discount
- Drug/Pharmacy
- Grocery/Supermarket
- Home Center
- Other
- Supercenter
- Warehouse/Club

For a complete list of definitions and examples of each store type, see Appendix A: Store Types Definitions & Examples.

Participants Expectations

Each state jurisdiction was asked to conduct at least five inspections per store type as outlined in the above scope. This provided a uniform minimum number of inspections on a state level. States with the resources and time to conduct more inspections were encouraged to do so.

Smaller county and local jurisdictions with fewer resources were allowed to conduct fewer inspections than state programs and were asked to distribute the inspections to cover as many of the store types as possible. For example, a small county jurisdiction may have chosen to complete one inspection of each type based on staffing availability.

When choosing inspection locations, all jurisdictions were encouraged to sample a diversity of store chains and not focus on any one corporation regardless of past and ongoing compliance issues. Also, note that some jurisdictions may have policies that require reinspection of retailers that fail an inspection. Follow-up inspections of failed locations were not included in the survey results. Only the initial inspection was included for statistical purposes.

Test Procedures/Training

It was recognized that uniform and consistent test procedures needed to be followed for this survey. Having some participants submit data utilizing jurisdictional-specific methodology during the inspection process could result in difficulty when comparing data between participants. For this reason, all participating state and local weights and measures programs were requested to follow the [EPPV](#) as contained in the 2023 Edition of [NIST Handbook 130](#). The [EPPV](#) provides regulatory officials with test procedures to monitor and evaluate the pricing practices of any store. Specifically, the weights and measures officials compared the price at which products are advertised or displayed to the price charged at the check-out counter. If the price charged to the customer differs from the price at which the item is offered, exposed, or advertised for sale, whether an overcharge or undercharge, it is considered a misrepresentation of price.

It is impactful to note that it is unlawful in all 50 states to advertise a price that is not accurate. Within the Uniform Weights and Measures Law of the 2023 Edition of [NIST Handbook 130](#), the misrepresentation of price regulation states that *“No person shall misrepresent the price of any commodity or service sold, offered, exposed, or advertised for sale by weight, measure, or count, nor represent the price in any manner calculated or tending to mislead or in any way deceive a person.”*

In support of the survey and to ensure uniform and consistent data collection, OWM provided [“NIST Handbook 130 - Examination Procedure for Price Verification”](#) training webinars on the procedures to over 375 officials who would be conducting price verification inspections. It is worth noting, though, that a significant portion of the 375 inspectors that participated in the National Survey had already been trained and had conducted prior price verification inspections within their respective jurisdictions.

NIST OWM provided five separate training webinars for weights and measures officials between November 2023 and January 2024. A recorded Price Verification webinar on the [EPPV](#) procedures was also made available on OWM's [Learning Resources](#) webpage to assist participants and other interested parties.



Summary

The data presented from the National Price Verification Survey was collected during the inspection phase of the process, with the inspections taking place from January 1st, 2024, to February 29th, 2024. The survey information is a randomized representation of retail pricing accuracy in those participating jurisdictions.

During the survey, 7,462 inspections were conducted at 7,367 stores across 26 states. Inspections included 419,237 individual items, comparing the price at which products were advertised or displayed to the price charged at the check-out counter.

Of the 1,711 inspections which did not pass the criteria in the [EPPV](#), the percentage of errors ranged from 3% to 80%, with the majority (1,288), 75% having a range of errors from 3% to 10%. In stores that failed to comply with the [EPPV](#) criteria for good pricing practices, an average error of 9% was found.

Some broad conclusions can be reached based on the retail locations inspected during the survey.

- The overall survey inspection failure rate is 23%, which is a concern for pricing accuracy. This means that 23% of retail locations inspected failed.
- Of the 5,751 (77%) locations that passed the inspection, 1,508 still had price errors.
- The survey indicates some store types have higher pass rates than others.
- There are significant areas for improvement in overall pricing accuracy.

Table 1: National Survey Summary	
Total Number of Inspections:	7,462
Total Number of Stores:	7,367
Number of Inspections without Errors:	4,243 (57%)
Number of Inspections with Errors:	3,219 (43%)
Number of Inspections with Overcharges:	2,385 (32%)
Number of Inspections with Undercharges:	1,949 (26%)
Total Number of Passed Inspections:	5,751 (77%)
Total Number of Failed Inspections:	1,711 (23%)
Stores are considered to have passed an inspection when the percentage of errors is 2% or below, as defined in NIST Handbook 130: Examination Procedure for Price Verification .	

Inspection Results by Range of Errors

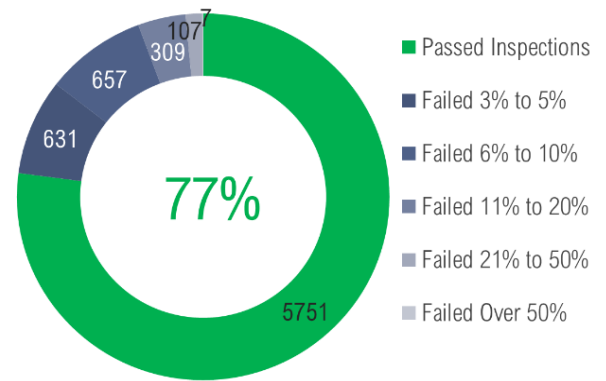


Figure 2: National Survey Inspection Results

Table 2: Summary by Store Type

Store Type	Number of Inspections	Number of Items Checked	Average Number of Items Checked per Inspection	Percentage of Inspections Passing*	Overall Percentage of Items Incorrectly Priced
Convenience	800	28,585	36	66%	4.9%
Dollar/Discount	1169	63,655	54	71%	3.5%
Automotive	582	29,490	51	73%	3.1%
Big Box/Department	693	46,380	67	74%	2.1%
Home Center	500	28,816	58	76%	2.1%
Drug/Pharmacy	671	37,050	55	79%	1.9%
Supercenter	353	32,300	92	76%	1.8%
Grocery/Supermarket	1381	91,606	66	83%	1.7%
Other	698	28,105	40	85%	1.7%
Clothing	463	22,170	48	88%	1.1%
Warehouse/Club	152	11,080	73	88%	0.9%

*Stores are considered to have passed an inspection when the percentage of errors is 2% or below, as defined in [NIST Handbook 130: Examination Procedure for Price Verification](#).

Store Types

Businesses were divided into 11 categories or store types, the definitions of which can be found in Appendix A. All stores were assigned their designated type by the inspector or jurisdiction conducting the inspection. An “Other” category was designated so that data from any business that did not clearly fall into one of the other categories could be collected and analyzed. The [EPPV](#) dictates that the number of items checked in any single store correlates with the size of the store, which is reflected in the data. The store types that are typically larger have, on average, more items checked per inspection, as shown in Table 2.

Figure 3 shows the different compliance rates by store type when counting all errors and when only counting overcharges. When considering all errors, no store type has better than a 90% compliance rate with the [EPPV](#) limit, whereas if

only overcharges are considered, then the compliance rate of all store types, except Convenience stores, increases by around 10%. This indicates that overcharges account for a larger percentage of errors in Convenience stores than in other store types. In contrast to Convenience stores, the Supercenter compliance rate increases by 18%, meaning undercharges account for more of the errors in that store type.

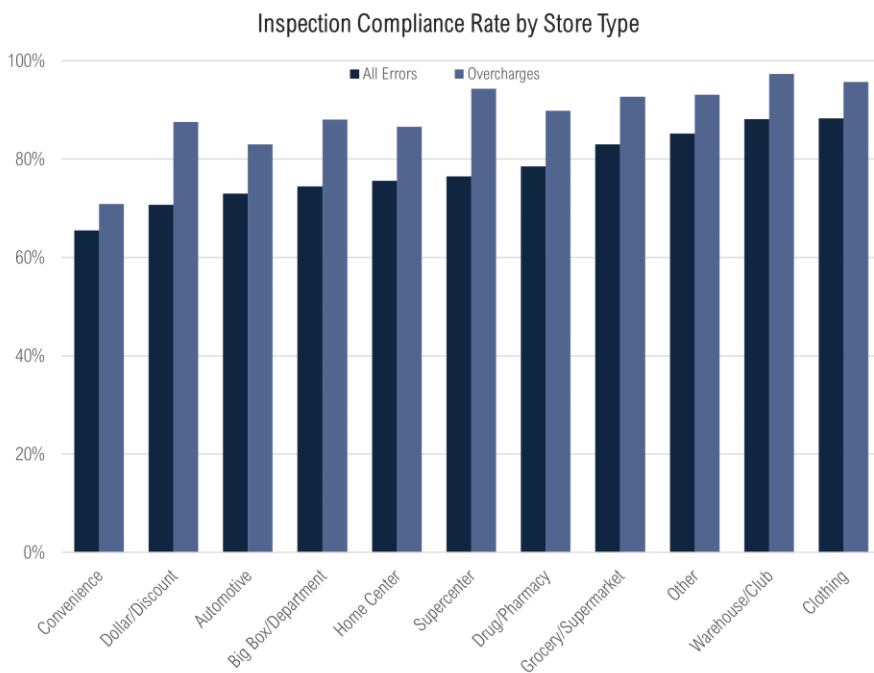


Figure 3: Compliance Rate by Store Type

Figure 4 displays the surveyed average error rates across different store types. Half of the store types had average error rates below the 2% limit established in the [EPPV](#) (Clothing, Drug/Pharmacy, Grocery/Supermarkets, Supercenters, Warehouse/Club), while the other half had average error rates exceeding the [EPPV](#) limit (Automotive, Big Box/Department, Convenience, Dollar/Discount, Home Center).

Figure 4 also indicates that, on average, most store types have equal numbers of overcharges and undercharges. However both auto part stores and convenience stores stand out as having 1% to 2% more overcharges than undercharges on average, respectively.

Some categories stand out if we take a step back and look at the total number of items priced incorrectly by store type.

When considering compliance with the [EPPV](#), all store types have room for improvement, as illustrated in Table 3.

- Even the categories with the highest compliance rates, Clothing and Warehouse/Club, more than 1 in 10 stores failed to meet the [EPPV](#) limit.
- In the categories of Automotive, Big Box/Department, Dollar/Discount, Home Center, and Supercenter, approximately 1 in 4 stores fail to meet the [EPPV](#) limit.
- Convenience stores stand out, with more than 6% having error rates exceeding 20%.

In general, the survey indicates that Convenience stores have the most room for improvement in their pricing practices, as less than 7 in 10 stores were compliant with the [EPPV](#). They are followed closely by Dollar/Discount stores, Auto Part stores, and Big Box stores.

Average Error Percentage by Store Type
All Errors, Overcharges, Undercharges

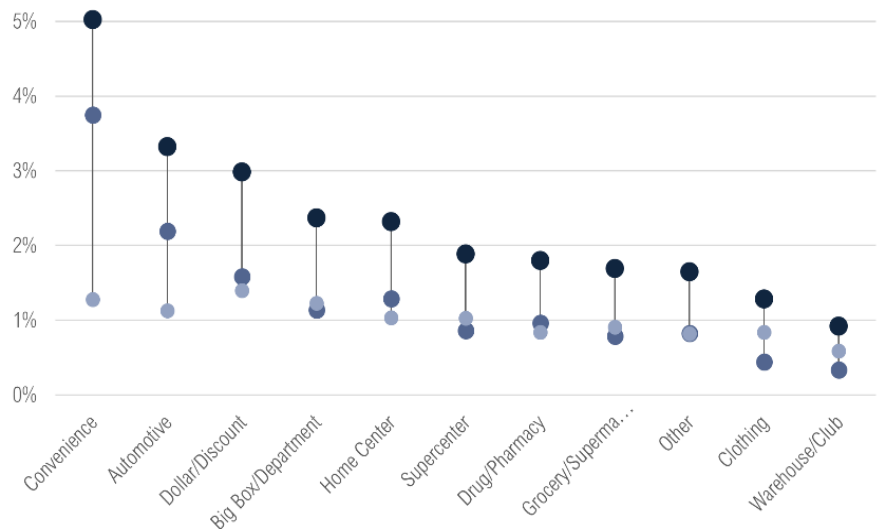


Figure 4: Average Percent Error by Store Type

Table 3: Inspection Compliance by Store Type						
	Passed 0% to 2%	Failed 3% to 5%	Failed 6% to 10%	Failed 11% to 20%	Failed 21% to 50%	Failed Over 50%
Convenience	66%	5%	12%	11%	6%	0.4%
Dollar/Discount	71%	11%	12%	5%	2%	0.1%
Automotive	73%	9%	10%	5%	3%	0.3%
Big Box/Department	74%	11%	9%	4%	1%	0.0%
Home Center	76%	9%	11%	4%	1%	0.0%
Supercenter	76%	14%	8%	1%	1%	0.0%
Drug/Pharmacy	79%	11%	8%	2%	0%	0.0%
Grocery/Supermarket	83%	7%	7%	3%	0%	0.0%
Other	85%	4%	6%	4%	1%	0.1%
Clothing	88%	4%	4%	3%	1%	0.0%
Warehouse/Club	88%	9%	2%	1%	0%	0.0%

Stores are considered to have passed an inspection when the percentage of errors is 2% or below, as defined in [NIST Handbook 130: Examination Procedure for Price Verification](#).

Overcharges vs Undercharges

The ratio of overcharges to undercharges constitutes useful criteria for evaluating the pricing integrity of a store, so errors were categorized as an overcharge or undercharge. Undercharges and overcharges are considered errors and are factored into determining whether a store meets compliance for having good pricing practices.

When looking at the ratio of overcharges to undercharges on a per-inspection basis, 40% more inspections were found to have higher numbers of overcharges than inspections with higher numbers of undercharges.

The [EPPV](#) states that in large samples overcharges should not exceed the undercharges and that ratios of 2 to 1 or 3 to 1 (overcharges to undercharges) may indicate systematic problems with a store's pricing practices. One hundred or more item samples (collected over a period of time) are considered a large sample size.

For the following analysis, sample sizes of 100 items or more will be considered "large." The National Survey had 1,731 of 7,462 (23%) inspections that meet this criterion and on which we can evaluate for this requirement.

Of these 1,731 large sample size inspections, 548 have more overcharges than undercharges. Of those 548 inspections, 48% (or 264) of those inspections had ratios of overcharges to undercharges between 2 to 1 and 3 to 1, and 22% (or 121) of those inspections had a ratio of 3 to 1 or larger, as shown in Figure 5.

Of the 264 stores with a 2 to 1 ratio of overcharges to undercharges, 124 meet the 2% error requirement of the [EPPV](#), which may indicate systematic errors that must be addressed even though their pricing practice meets the overall error requirements. Nearly all the stores with a 3 to 1 overcharge to undercharge ratio also failed to meet the 2% limit stipulated in the [EPPV](#).

In conclusion, these ratios of errors may indicate systemic problems with a store's pricing practices and must be addressed even when the overall pricing accuracy meets the limit specified in the [EPPV](#).

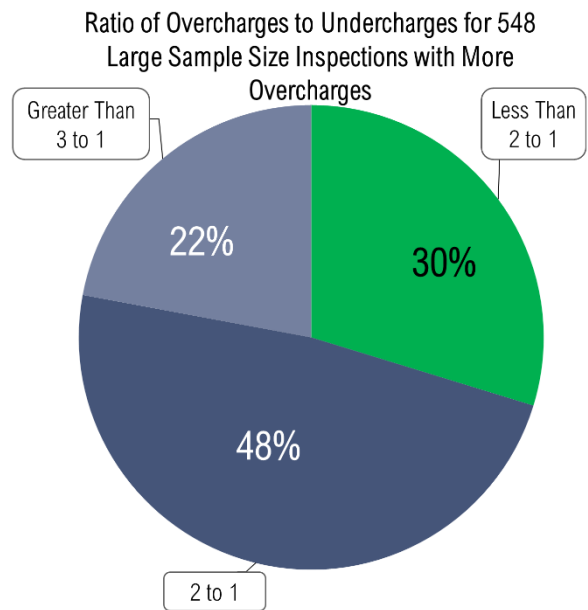


Figure 5: Ratio of Errors for Large Sample Size Inspections



State Reflections

Figure 6 shows the variation in the average error percentage from one state to another. The amount of inspection data submitted varied between jurisdictions. Overall, the data shows a relationship between average errors observed in each state during the survey and the number of inspections carried out in that state.

Average Error Percentage by State All Errors, Overcharges, Undercharges

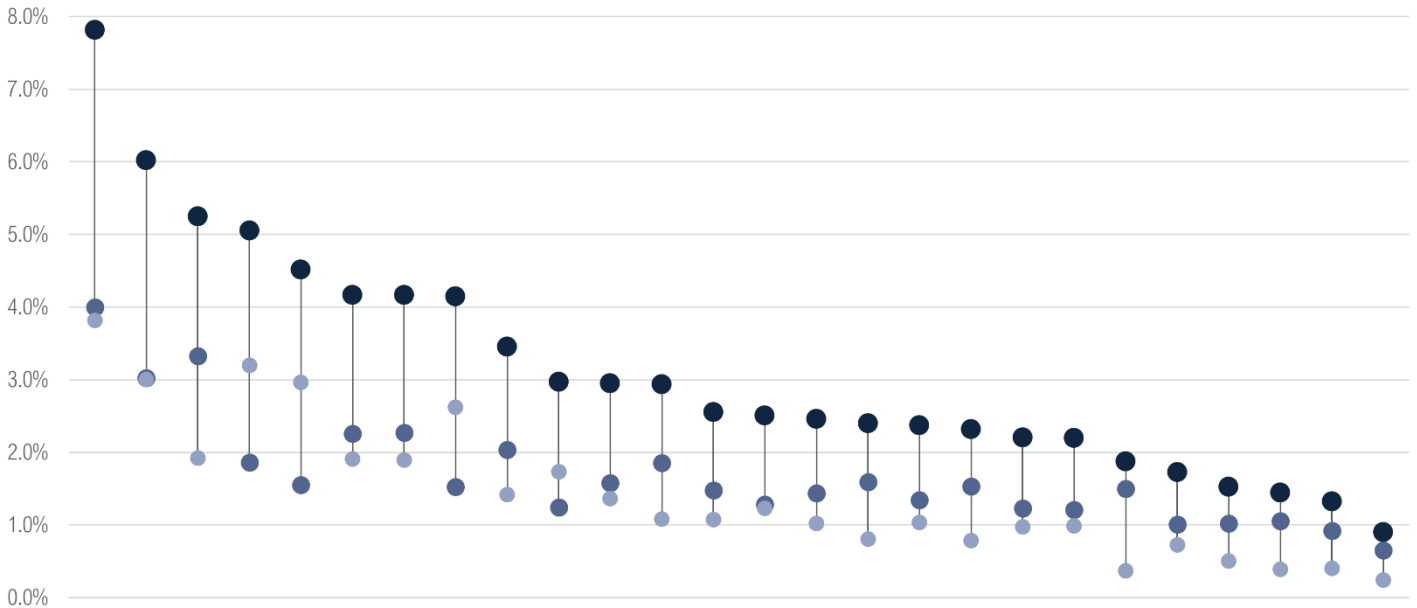


Figure 6: Average Percent Error by State

Louisiana Highlight

As Louisiana recorded the highest (best) compliance rate in the survey, they were asked to briefly describe their Price Verification program. Their response follows:

Louisiana currently inspects all businesses annually that use scanning devices to determine the final sale price in retail sales. Approximately 40 field inspectors perform annual price verification inspections at approximately 7,000 retail locations in Louisiana. This continued presence in the marketplace helps in gaining compliance with pricing laws through a combination of education, inspection and enforcement actions, and responsiveness to business and consumer concerns throughout the state. By providing clear guidelines and assistance in understanding pricing laws, the division facilitates compliance and minimizes pricing errors at the retail level. The division’s enforcement policy includes fines and penalties for repeated pricing violations. This approach balances between incentivizing compliance and imposing consequences for negligence or intentional misconduct. (Note: Special thanks to Steven Coco, Program Manager, State of Louisiana).

Changes and Actions in Other States

Several states are using their data and the data from this survey to inform local businesses and the public that pricing accuracy is an issue nationally, not just in their jurisdiction. They are hoping that being transparent with the findings will motivate retail establishments to improve their protocols around price changes, improving the overall accuracy of pricing in their jurisdictions.

A few jurisdictions used the survey to examine pricing integrity in stores not typically inspected by their programs. Other jurisdictions are reviewing their inspection priorities based on their own inspection results to allocate resources better and focus on problem sectors.

Finally, at least one state will use the results and other information from the survey in their annual training scenarios.

Recommendations

Industry

The results of this survey indicate that significant opportunities exist in the retail industry to improve pricing accuracy. The retail sector is encouraged to review their pricing systems and training programs related to this issue. The support and training of pricing coordinators, as well as store staff, are critical to the goal of accurate pricing. Upper management working to create a culture where pricing is recognized as an economic, customer service, and legal priority will assist in these efforts. Retailers are encouraged to reach out to local compliance jurisdictions for further guidance regarding inspection programs and additional technical assistance that might be available.

Every time a customer is charged incorrectly, it creates potential customer service issues. When these errors occur, there is direct economic loss to either the consumer or the retailer. Accurate pricing equates to good customer service and the economic impact on either the buyer or seller. It also reduces the negative buying experience that a customer may have when being charged incorrectly. The indirect cost of poor pricing to retail businesses may be difficult to quantify. However, it should not be overlooked.

Regulators

It is hoped that the survey participants received valuable information during this process. Individualized spreadsheets were provided to each jurisdiction, and those specific findings may be used to manage each program's resources. The survey provided overall compliance rates and store-type specific details that may be useful. Specific survey findings, as well as this report, can be used by participants and others new to price verification as part of a conversation with their administrators to promote efforts with price verification programs.

As highlighted by Louisiana's findings, the survey illustrates that having a consistent and thorough inspection presence in retail stores will increase the overall retail pricing integrity in your jurisdiction.

Consumers

Consumers will inevitably find mispriced items when purchasing items from retail stores. However, most of these errors are not intentional and will be quickly rectified when brought to the attention of store personnel. Consumers should know that many retailers appreciate errors that are respectfully brought to their attention for correction. Often, pricing errors can be fixed immediately or within a very short time period.

Consumers can also call their local weights and measures program after they have spoken with store personnel and errors are not corrected promptly, when the number of errors seems excessively high, or when errors seem persistent over time. A [list of all state weights and measures directors](#) is available on the NIST OWM website. Weights and measures programs differ around the country as some are state, county, or municipal programs. If a consumer is unsure of who to contact in their area, their state weights and measures program should be able to refer them to the correct contact if it is not a state-managed program.

Future National Surveys

Electronic shelf labels are slowly being implemented throughout the country. It may prove insightful for future surveys to compare the accuracy of businesses using electronic shelf labels to businesses using traditional paper shelf labels.

Resources

NIST Handbook 130: <https://www.nist.gov/pml/owm/nist-handbook-130-current-edition>

NIST Handbook 44: <https://www.nist.gov/pml/owm/nist-handbook-44-current-edition>

NIST Price Verification FAQs: <https://www.nist.gov/pml/owm/national-legal-metrology/price-verification>

NIST EPPV Training Video: <https://www.nist.gov/video/examination-procedure-price-verification>

Additional questions about the EPPV can be directed to John McGuire at NIST.

John McGuire

Weight and Measures Coordinator

Email John.T.McGuire@NIST.gov

Web <http://www.nist.gov/pml/owm>

Voice (202) 981-1750

Effective Practices for Pricing Accuracy: available from the National Retail Federation at www.nrf.com

Ensuring Accuracy at Store Level: available from The Food Industry Association at www.fmi.org

Past Studies on Retail Price Accuracy

FTC 1996 Pricing Accuracy Report: <https://www.ftc.gov/sites/default/files/documents/reports/price-check-report-accuracy-checkout-scanners/scanners.pdf>

FTC 1999 Pricing Accuracy Report: <https://www.ftc.gov/system/files/documents/reports/price-check-ii-follow-report-accuracy-checkout-scanner-prices/981216pricecheck2rpt.pdf>

Appendix A: Store Type Definitions & Examples

Store Type	Definition	Examples*
Automotive	Retail stores primarily selling auto parts and limited general merchandise.	Advanced Auto Parts, AutoNation, AutoZone, Carquest, Napa Auto Parts, O'Reilly Auto Parts
Big Box/Department	Retail stores in large buildings that are usually part of a chain which sell goods that are generally within a specific product category such as hardware, household goods, pet food, electronics, sporting goods, books, or appliances. Does not include establishments that offer large varieties of groceries, other than limited drinks, snacks, and necessities in small quantities with limited choices.	Barnes & Noble, Bass Pro Shops, Bed Bath & Beyond, Best Buy, Circuit City, Dick's Sporting Goods, Gander Mountain, HomeGoods, IKEA, Lowe's, Menards, Office Depot, OfficeMax, Scheels, Sears, Staples, Target (without groceries), The Home Depot, Walmart (without groceries), PetSmart, Petco
Clothing	Retail stores primarily selling apparel (clothes, shoes, hats, etc.) and limited general merchandise.	Abercrombie & Fitch, American Eagle, Dillard's, GAP, J.C. Penney, Kohl's, Macy's, Nordstrom, Old Navy
Convenience	Retail stores selling a variety of food and household goods in relatively low volume; with or without retail motor fuel dispensers.	7-Eleven, Buc-ee's, Casey's, Circle K, Sheetz, Speedway, Wawa
Dollar/Discount	A small-format retail store selling a wide variety of general merchandise which is advertised as being discounted, and typically sold at low price points.	99 Cents Only Stores, Bargain Hunt, Big Lots, Dollar General, Dollar Tree, Family Dollar, Five Below, Ollie's Bargain Outlet, Ross Dress For Less
Drug/Pharmacy	Retail stores primarily selling pharmaceuticals, cosmetics, limited household goods, drinks, and snacks.	CVS, Health Mart, Medicine Shoppe, Rite Aid, Shoppers Drug Mart, Walgreens
Grocery/Supermarket	Retail store operated on a self-service basis, selling groceries, produce, meat, bakery, and dairy products, plus health/beauty, and limited household goods. Includes small local grocery stores and larger chain stores.	Albertsons, Aldi, Fresh Thyme, Giant Eagle, Harris Teeter, Kroger, Meijer, Publix, Safeway, Save-A-Lot, Smith's, Trader Joe's, Wegmans, Weiss, WinCo Foods, Winn-Dixie
Home Center	Retail stores selling a number of basic hardware lines such as builder's hardware, tools, paint, and glass. Also included under this category are lumberyards, paint stores, plumbing stores, and garden supply centers and nurseries. Not to be confused with "Big Box" as defined above.	Ace Hardware, True Value, Dunn-Edwards, Sherwin Williams, Benjamin Moore, Kelly-Moore Paints, 84 Lumber, Builder's FirstSource, Lumber Liquidators, Floor & Décor, Earl May, Stein Garden's & Gifts, Calloway's
Other	Establishments that do not fit into any of the specific types or examples listed above.**	
Supercenter	Large retail store operated on a self-service basis, selling groceries, produce, meat, bakery, and dairy products, as well as health/beauty and household, sporting, and automotive goods. Supercenters are 50 % grocery and 50 % department store goods	Giant Eagle Market District, Kroger Marketplace, Meijer Supercenters, Target (with groceries), Walmart Supercenter (with groceries)
Warehouse/Club	Retail stores selling a wide variety of merchandise in large / wholesale quantities, which may or may not require an annual membership.	BJ's Wholesale Club, Costco, Sam's Club, etc.

*Certain retail entities are named in order to provide examples that can be used by survey participants to determine the appropriate "Store Type" for their data. Such identification is not intended to imply recommendation or endorsement by the National Conference on Weights and Measures or the National Institute of Standards and Technology, nor is it intended to imply that these retail entities should be the focus of this survey.

**If you are unsure of the correct "Store Type" for a specific store, please submit the data for that store under "Other".