

## Peer Review Plan

Preliminary Title: Examining Store Scanner Data: A Comparison of the IRI InfoScan Data with Other Data Sets, 2008–2012

Type of Report  
(ERR, EIB, EB,  
TB, SOR,)

TB

Agency: Economic Research Service  
USDA

Influential Scientific Information  
 Highly Influential Scientific Assessment

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Subject of Review:

ERS purchased proprietary retail and household scanner data for the years 2008 forward to use in 3 examining food policy questions. Previous research by ERS and the academic community has 4 focused on the statistical properties of household scanner data but less is known about its retail 5 counterpart called InfoScan. In order to provide users with additional insight regarding its 6 representativeness, this report compares the number of stores and volume of sales reported in 7 InfoScan with those from other datasets. The report shows that the subset of InfoScan stores in 8 the ERS dataset results in a lower store count relative to other datasets, and the lower store count 9 inherently leads to a lower volume of sales; additionally, the ERS subset of InfoScan covers only 10 edible food products while the other sources generally cover total sales. However, the volume of 11 sales reported in the ERS subset of InfoScan better aligns with those reported in others than is 12 the case for store counts, implying that the InfoScan encompasses larger retail stores. In addition, 13 the coverage of the ERS subset of InfoScan in terms of store counts varies substantially across 14 counties, and volume of sales for the two geographic areas examined also demonstrates this 15 variability in coverage.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review:  Panel Review  Individual Reviewers  
 Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 2/13/2018 Completed: 8/3/18 Withdrawn: XX/XX/18

Number of Reviewers:  3 or fewer  4 to 10  More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by:  Agency  Designated Outside Organization  
Organization's Name:

Opportunities for Public Comment?  Yes  No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments?  Yes  No

Public Nominations Requested for Review Panel?  Yes  No