

## Peer Review Plan

Preliminary Title: Timing is Everything: The Role of Time in Fast-Food Purchasing Behavior in the United States

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

Agency: Economic Research Service [X] Influential Scientific Information  
USDA [ ] Highly Influential Scientific Assessment

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Subject of Review: Meals, snacks, and beverages purchased at fast-food restaurants have become a large and growing portion of a typical American's budget, and have been blamed for American's expanding waistlines and poor diet quality. Previous studies have attributed this increase to many factors including budget and time constraints, demographic and health characteristics and market-level forces but no study has been able to rigorously address the effects of all of these variables on the demand for fast foods. This study uses the 2003-11 American Time Use Survey to identify associations between fast-food purchases and individual, household, and market characteristics.

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 [X] Individual Reviewers  
[ ] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 03/14/14 End: 07/29/14 Completed: 07/29/14

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

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [ ] Designated Outside Organization  
Organization's Name:

Opportunities for Public Comment? [ ] Yes [X] No  
If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments? [ ] Yes [X] No

Public Nominations Requested for Review Panel? [ ] Yes [X] No



