COVID-19 Response Data from IRI Scanner Data

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The analysis, findings, and conclusions expressed in this presentation should not be attributed to IRI.

Proprietary Scanner Data

- Consumer purchase and sales data
  - Retail point-of-sale data
    - See presentation on IRI InfoScan
  - Household panel data
    - See presentation on IRI Consumer Network
  - **Weekly COVID-19 response data**

- Used by industry for marketing research

- Used by USDA for
  - Research projects, including external *collaborations*
  - Program evaluations, regulatory impact analyses
  - Data products, both public facing and internal value-added
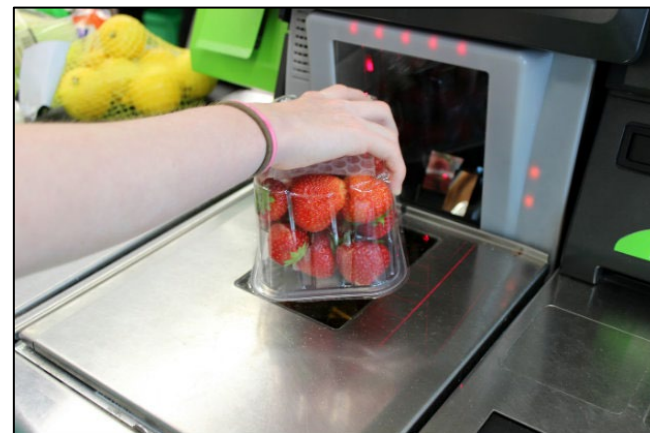
COVID-19 Response Data

- Acquired to provide the most up-to-date economic intelligence to USDA Office of the Chief Economist (OCE) and Office of the Secretary (OSEC)

- A more frequently updated, aggregate version of the retail point-of-sale and household panel data
  - Weekly food retail sales scanner data
    - Analogous to IRI InfoScan; see separate presentation on this data set
  - Monthly household food retail expenditures scanner data
    - Analogous to IRI Consumer Network; see separate presentation on this data set

- Rolling new deliveries of data every 2-3 weeks
  - Maybe updated every 4 weeks for external users
  - Time coverage currently spans October 2019 – February 2022

Products in the COVID-19 Response Data

- 1308 unique products in weekly retail sales data, 1160 in monthly food retail expenditures data
  - Vast majority of these overlap
- Highly aggregate, roughly mimics the layout of typical supermarkets, e.g.,
  - Refrigerated milk (dairy aisle of refrigerated department)
    - Cannot differentiate fat content, organic, etc.
  - Frozen carrots (in frozen department) versus fresh carrots (produce department)
  - Domestic wine versus imported wine (liquor department)
- Can distinguish some plant-based products like plant-based milks and meats
- Classifications and products subject to some change
  - A small number of products may be added or removed as needed
  - Classification is revised once per year, usually towards end of calendar year

Geographies in the COVID-19 Response Data

- IRI projects sales and expenditure variables to be representative of each geography
- Levels
  - National
  - Region
    - Sort of like Census Division
    - California, Great Lakes, Mid-South, Northeast, Plains, South Central, Southeast, West
  - State
    - 43 States in the weekly retail sales data (no AK, DE, DC, HI, ID, MT, ND, NJ)
    - 48 States + DC in the monthly household exp. data (no HI or AK)
  - Market
    - Like metropolitan areas or regions
    - Examples include New York, NY, Boston, MA, New England, Baltimore, MD/Washington, DC

Weekly Food Retail Sales

- All food retail including convenience sales

- Weekly, date ending on a given Sunday
  - E.g., week ending March 15, 2020 or January 30, 2022

- Key measures
  - Dollar_sales – dollar value of sales of a given product in a given geography
  - Unit_sales – (raw) units sold of a given product in a given geography
  - Volume_sales – volume- or weight-adjusted equivalent units of a given product in a given geography
    - Volume equivalency description gives the weight or volume for volume_sales (e.g., 16 oz.)
  - Also year ago (YA) and percentage change compared to year ago (PCYA) values for all three measures

Monthly Food Retail Expenditures

- All food retail including convenience sales

- Monthly = 4 week period (13 "months" in total)
  - E.g., month ending January 23, 2022 = December 27, 2021 – January 23, 2022

- Key measures
  - Household income strata
    - All Income Per Capita
    - Lower = <$30K for 1 person + $5K for each additional person
    - Middle = $30K - $70K for 1 person + $5K for each additional person
    - Higher = >=$70K for 1 person + $30K for all others

Monthly Food Retail Expenditures, cont.

- Key measures
  - Buyers = projected number of HHs buying a product in a given geography
  - Perc_hh_buying = estimated percentage of HHs buying a product in a given geography
  - Dollars_per_buyer = projected expenditures per buyer for a product
  - Trips = projected number of trips for a product
  - Dollars_per_trip = projected expenditures per trip for a product
  - Also, year ago values for these measures

For more information

- [Using Scanner Data](#) on the ERS website
  - Legal language for third-party access agreement (TPA)
  - Business offices *must* sign as is, no exceptions
- See [Weekly Food Retail Sales](#) on the ERS website
- Technical bulletins
  - [Understanding IRI Household-Based and Store-Based Scanner Data](#) (TB-1942) by Mary Muth (RTI) and others
  - [Food-at-Home Expenditures: Comparing Commercial Household Scanner Data From IRI and Government Survey Data](#) (TB-1946)
  - [Examining Food Store Scanner Data: A Comparison of the IRI InfoScan Data with Other Data Sets, 2008–2012](#) (TB-1949)

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Using Scanner Data