



United States Department of Agriculture

IRI Store Weights

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The analysis, findings, and conclusions expressed in this presentation should not be attributed to
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NielsenIQ TDLinX



IRI InfoScan Data

- IRI has agreements with retail establishments across the United States to provide weekly retail sales data (revenue and quantity) for products with UPCs and random-weight (or perishable) products
- Some of the InfoScan data are provided to ERS at the store level
- Others are provided at the retailer marketing area (RMA) level in cases where the retailers did not approve release of their data at the store level



Need For Weights

- Estimated coverage of InfoScan food and alcohol sales is 55 percent of Census
- IRI InfoScan is not a representative sample of stores in the United States
- Skewed in terms of both industry channel/store format (e.g. supermarkets, convenience stores) and geography



Need For Weights

- InfoScan stores are heavily skewed toward large chain stores, causing some industry channels to be predominantly represented by only one or two chains
- IRI has provided proprietary maps of their store data markets that show that InfoScan data are obtained primarily from major metropolitan areas (Levin et al., 2018)
- Several states in the north-central area of the country have limited or no coverage, while other states, particularly in the Southwest, Northeast, and upper Midwest, have extensive coverage



Constructing Weights

- Store-level weights as projections for InfoScan to the population of stores in the United States
- TDLinx (NielsenIQ data product that attempts to list all retail stores in the U.S.) as store “population” source
- Weighted by industry channel (e.g., grocery, dollar stores)
- Weighted by national, census region/metro region (Top 10)



Weights

- Available for years 2012 to 2018 (2019 and 2020 in development)
- Weights project to either national or 14 geographic areas—10 metropolitan areas and four census divisions
- Weights also project by industry channel (grocery, dollar etc.)



Usage and Documentation

- Key input for the Monthly Food-at-Home Price Database
- Third Party Agreement will be needed to use the IRI infoscanner data and weights
- Researchers should check with their business offices to ensure this will not be a problem
- Data will be accessed in the Administrative Data Research Facility (ADRF)
- Documentation:
<https://www.rti.org/publication/user-documentation/fulltext.pdf>



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