



United States Department of Agriculture

NielsenIQ TDLinx

Robert Wood Johnson Foundation/USDA, Economic Research Service
Grants Competition Informational Session

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Alana Rhone



NielsenIQ TDLinx description

- Provides national Food At Home (FAH) retail location information
 - Built through a combination of internal and external resources
 - Updated on a continuous basis to account for changes within the retail environment (i.e. opening and closings)
- Economic Research Service (ERS) currently has TDLinx data from 2004-2021
 - Including information on over 281,000 stores



NielsenIQ TDLinx description cont.

- Used by the United States Department of Agriculture (USDA) for
 - Research projects, including external ***collaborations***
 - Data products, both public facing and internal value-added
 - [Food Access Research Atlas](#). ERS maintains a database that depicts areas with limited access to supermarkets and large grocery stores.
 - [Food Environment Atlas](#). ERS maintains a database that depicts the food environment across the U.S.
- Has been linked with [Information Resources, Inc. \(IRI\)](#) data, a market research firm



TDLinx FAH store classifications

Primary classification	Secondary classification	Description
Grocery	Conventional Supermarket	Annual sales of at least \$2 million
	Limited Assortment	Limited selection of items in a reduced number of categories
	Natural/Gourmet Foods	Primarily offers natural, organic, or gourmet foods
	Supercenter	Full-line supermarket and full-line discount merchandiser under one roof
	Cash & Carry Warehouse Store	Limited service that concentrates on price appeal
	Military Commissary	Operated within a military installation
	Superette	Annual sales ranging from \$1 million to \$2 million
Drug	Conventional	Prescription pharmacy items and health and beauty care products
	Rx Only & Small Independent Drug Store	Less than 15 percent of total revenue from items other than prescription drugs; less than \$1 million in annual sales
Mass, General Merchandiser, and Dollar Store	Mass	Typical size 40,000 to 160,000 sq. ft.
	General Merchandiser	Typical size 10,000 to 40,000 sq. ft.
	Dollar Store	Most common price is \$1; typical size 3,000 to 10,000 sq. ft.
	Military Exchange	Operated within a military installation
Wholesale Club	Membership club stores distributing packaged and bulk foods and general merchandise; average store stocks 4,000 SKUs	
Convenience Store	Gas Station/Kiosk	Limited selection of grocery items; must carry at least two convenience products ¹
	Conventional	
	Military	Operated within a military installation

Source: USDA, ERS, [Capturing the Complete Food Environment With Commercial Data: A Comparison of TDLinx, ReCount, and NETS Databases](#),

Clare Cho, Patrick W. McLaughlin, Eliana Zeballos, Jessica Kent, and Chris Dicken, March 2019



TDLinx Store Table

1.STORE NAME/ADDRESS

- Alana's Superstore
- TDLinx Store Code
- 355 E St. SW
- Washington, DC
- ST/County
- Federal Information Processing Standard (FIPS)
- Trade Channel
 - Grocery
 - Conventional
- Chain/Independent

2.GEOCODE

- 38.5013/-82.6813

3.ANNUAL ALL COMMODITY VOLUME/STORE SIZE (Retail Only)

- Volume Range/Avg. Weekly \$
- Square Footage
- Checkouts/Full Time Employee Equivalents

4.OWNER/COMPANY

- Mid Atlantic ERS
- TDLinx Account Code

5.STORE FACTS

- Pharmacy?
- Sells Gas?
- Sells Beer? Wine? Liquor?
- Supplemental Nutrition Assistance Program (SNAP) Indicator?
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Indicator?



Data Access

- Access to proprietary TDLinx data is limited to researchers collaborating on USDA-sponsored projects.
- Research collaborator(s) must enter into a Third Party Agreement (TPA) with the data provider.
- USDA relies only on secure data enclaves that meet the Federal Information Security Management Act (FISMA) requirements to provide access to USDA external collaborators.



For more information

- Technical bulletin
 - [Capturing the Complete Food Environment With Commercial Data: A Comparison of TDLinx, ReCount, and NETS Databases](#) (TB-1953)





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ERS NielsenIQ TDLinx Team

Alana Rhone

Alana.y.rhone@usda.gov

David Dudgeon

David.dudgeon@usda.gov

