Code Book for New Jersey-Pennsylvania Data Set

Note: there are 410 observations in the data set

Name   **Explanation**

SHEET   sheet number (unique store id)
CHAIN   chain 1=bk; 2=kfc; 3=roys; 4=wendys
CO_OWNED   1 if company owned
STATE   1 if NJ; 0 if Pa

Dummies for location

SOUTHJ   1 if in southern NJ
CENTRALJ   1 if in central NJ
NORTHJ   1 if in northern NJ
PA1   1 if in PA, northeast suburbs of Phila
PA2   1 if in PA, Easton etc
SHORE   1 if on NJ shore

First Interview

NCALLS   number of call-backs*
EMPFT   # full-time employees
EMPPT   # part-time employees
NMGRS   # managers/ass't managers
WAGE_ST   starting wage ($/hr)
INCTIME   months to usual first raise
FIRSTINC   usual amount of first raise ($/hr)
BONUS   1 if cash bounty for new workers
PCTAFF   % employees affected by new minimum
MEALS   free/reduced price code (See below)
OPEN   hour of opening
HRSOPEN   number hrs open per day
PSODA   price of medium soda, including tax
PFRY   price of small fries, including tax
PENTREE   price of entree, including tax
NREGS   number of cash registers in store
NREGS11   number of registers open at 11:00 am

Second Interview

TYPE2   type 2nd interview 1=phone; 2=personal
STATUS2   status of second interview: see below
DATE2   date of second interview MMDDYY format
NCALLS2   number of call-backs*
EMPFT2   # full-time employees
EMPPT2   # part-time employees
NMGRS2   # managers/ass't managers
WAGE_ST2   starting wage ($/hr)
INCTIME2   months to usual first raise
FIRSTIN2   usual amount of first raise ($/hr)
SPECIAL2   1 if special program for new workers
MEALS2   free/reduced price code (See below)
OPEN2R   hour of opening
HRSOPEN2   number hrs open per day

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PSODA2          price of medium soda, including tax
PFRY2           price of small fries, including tax
PENTREE2        price of entree, including tax
NREGS2          number of cash registers in store
NREGS112        number of registers open at 11:00 am
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Codes:

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Free/reduced Meal Variable:
0 = none
1 = free meals
2 = reduced price meals
3 = both free and reduced price meals


Second Interview Status
0 = refused second interview (count = 1)
1 = answered 2nd interview (count = 399)
2 = closed for renovations (count = 2)
3 = closed "permanently" (count = 6)
4 = closed for highway construction (count = 1)
5 = closed due to Mall fire (count = 1)


*Note: number of call-backs = 0 if contacted on first call
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