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Introduction

The data sets which Nielsen has supplied to MSI were created from data gathered by the ERIM marketing testing service. The service, which operated from 1985 through 1988, provided a highly controlled marketing environment where media, product, price and promotion tests could be run on new or existing products. Data gathered from household, store and media sources were tied together through Erim's reporting system, Advisor.

The test markets, Sioux Falls, SD and Springfield, MO, were chosen because they are demographically typical of the U.S. population as a whole. Springfield has a population of 133,120, an average household size of 2.6, and a median household income of $13,110. Sioux Falls has a population of 81,340, an average household size of 2.6, and a median household income of $16,730. Sixty-nine percent of households in Springfield are childless, 64 percent of households in Sioux Falls are without children.

In each of the markets, 2,500 households were issued magnetic ID cards to be presented at the checkout counter when shopping at participating stores. UPC purchases were scanned and sent along with the panelist ID number to a central ERIM computer three time per week. Manufacturer and store coupon redemptions were recorded and tagged to panelist purchase records.

Sales from participating stores (80 percent of the grocery and drug retail sales) were collected for all UPC products via scanners at the stores' checkout counters. Items were aggregated and stored by UPC within the scanners' memory and transmitted daily by phone to the ERIM computer. Causal data was collected in the stores on a weekly basis by hand-held telxon units. It provides details of ad features, in-store displays, special prices and other promotions by UPC.

In 60 percent of the households, a telemeter was connected to the primary, and occasionally, the secondary, television set. The telemeter both recorded panelist viewing behavior and provided a means to deliver cut-ins over regularly-scheduled commercials. Viewing and cut-in data was transmitted over the phone lines nightly to a central ERIM computer.

Each tape that you will receive contains eleven household, retail, and media files for a specific product category. You will also receive a product stub for the category and the Advisor reports, Household and Retail Tracking.

Included in the panel files are demographics, shopping trip information, coupon redemption data, and purchase records. The retail files, which are linked to the panel files, cover store promotions and UPC movement. Intab records and commercial exposures are included in the media files.

The panel and retail files cover a three-year period the media files cover one year. Size of the data sets varies depending upon the category requested. Catsup is estimated at approximately 165 megabytes, Laundry Detergent at 235 megabytes. A description of each of the files, including dates and storage requirements, follows:

File	Period Covered	File Size
1. Purchase File	9/85 - 9/88	7.5 Meg (12-week purchase cycle items) to 44.5 Meg (2 -week purchase cycle items)
2. Shopping Occasion File	6/86 - 9/88	45 Meg
3. Yearly Shopping Summary File	9/85 - 9/88	1 Meg
4. Store Causal File	9/85 - 9/88	1.7 Meg (1 brand promoted, 5 UPC's in a brand to 34 Meg (2 brands promoted, 50 *UPC's in a brand*)
5. UPC File	9/85 - 9/88	8360 Bytes (100 UPC's) to 83,600 Bytes (1000 UPC's)
6. Weekly Shopping Summary File	9/85 - 9/88	24 Meg
7. Household Demographic File	9/85 - 9/88	0.5 Meg
8. Household Members File	9/85 - 9/88	0.25 Meg
9. Retail File	9/85 - 9/88	65 Meg (100 UPC's) to 650 Meg (1000 UPC's)
10. Working Telemeter File	8/87 - 9/88	17 Meg
11. Commercial Exposure File	9/87 - 9/88	5 Meg (0.5 average exposures per week) to 142 Meg (15 average exposures per week)

File 1
PURCHASE HISTORY
Description

The Purchase History file* contains disaggregated household data for a product category or subcategory. When an ERIM panelist shops, he presents the cashier with an ID card, and purchase records are created with the unique ID number. Records are transmitted from the stores to an ERIM computer three times a week.

* Note that the Private Label and Generic items have masked UPC numbers on the Purchase History file.

File 1
PURCHASE HISTORY
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Cell Identifier	2	Numeric	PIC 9(2)
ERIM Market	2	Numeric	PIC 9(2)
ERIM Week	6	Numeric	PIC 9(6)
Day of Week	1	Numeric	PIC 9(1)
Trip Number	1	Numeric	PIC 9(1)
Household ID	8	Numeric	PIC 9(8)
UPC Number	13	Numeric	PIC 9(13)
Store ID	4	Numeric	PIC 9(4)
Store Type	1	Numeric	PIC 9(1)
Total Units Purchased	5	Numeric	PIC S9(3)V9(2)
Extended Price	7	Numeric	PIC S9(5)V9(2)
Unit Weight	7	Numeric	PIC S9(4)V9(3)
Special Coupon Code	3	Numeric	PIC S9(3)
Total Units Purchased on Store Coupons	3	Numeric	PIC S9(3)
Total Value of Store Coupons	5	Numeric	PIC S9(3)V9(2)
Total Units Purchased on Manufacturer Coupons	3	Numeric	PIC S9(3)
Total Value of Manufacturer Coupons	5	Numeric	PIC S9(3)V9(2)
Equivalency Factor	11	Numeric	PIC 9(5)V9(6)
Report Set Line Number	4	Numeric	PIC 9(4)
End Aisle Display Code	1	Numeric	PIC 9(1)
Front Aisle Display Code	1	Numeric	PIC 9(1)
In-Aisle Display Code	1	Numeric	PIC 9(1)
Other Display Code	1	Numeric	PIC 9(1)
Advertising Code	1	Numeric	PIC 9(1)
Ad Type	1	Numeric	PIC 9(1)
In-Ad Coupon Code	1	Numeric	PIC 9(1)
Point-of-Purchase Code	1	Numeric	PIC 9(1)
Special Price Code	1	Numeric	PIC 9(1)
Coupon Factor	1	Numeric	PIC 9(1)
Filler	3	Alpha-Numeric	PIC X(1)
Total Record Length	104		

File 1
PURCHASE HISTORY
Definitions

FIELD NAME	FIELD DEFINITION
Cell Identifier	
ERIM Market	01 = Sioux Falls 02 = Springfield
ERIM Week	(YYYYWW)
Day of Week	1 = Sunday 2 = Monday 3 = Tuesday 4 = Wednesday 5 = Thursday 6 = Friday 7 = Saturday
Trip Number	The Trip Number for the Specific ERIM day
Household Identification Number	1-2 Market ID 3-7 Housheold Number 8 Check Number
UPC Number	--
Store Identification Number	--
Store Type	1 = Grocery 2 = Drug
Total Units Purchased	--
Extended Price	Total of Pre-Coupon Dollars
Unit Weight	Primary Volume
Special Coupon code	Special Code Used to Track Test Coupons
Total Units Purchased on Store Coupons	--
Total Value of Store Coupons	--
Total Units Purchased on Manufacturer Coupons	--

File 1
PURCHASE HISTORY (cont'd)
Definitions

FIELD NAME	FIELD DEFINITION
Total Value of Manufacturer Coupons	--
Equivalency Factor	Factor for Converting to Secondary Volume
Report Set Line Number	Line Number From the Product/Stub containing the UPC
End Aisle Display Code	Y or N
Front Aisle Display Code	Y or N
In-Aisle Display Code	Y or N
Other Display Code	Y or N
Advertising Code	Y or N
Ad Type	L = Line Ad M = Major Ad Blank = No Ad
In-Ad Coupon Code	Y or N
Point-of-Purchase Code	Y or N
Special Price Code	Y or N
Coupon Factor	1 = Single 2 = Double 3 = Triple

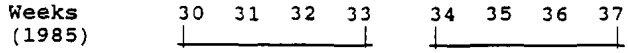
File 2
SHOPPING OCCASIONS
Description

The shopping occasion file* details each shopping trip made by a panelist. It includes store ID, store type, total dollars spent and total items purchased.

The shopping occasion file is used to create a sample of consistent shoppers (static sample) for analysis of purchase behavior.

The static most frequently used by ERIM is a 1 in 4. The following provides an example of how a static is calculated.

Static = 1/4
Static weeks = 8



In this example, there are two 4-week periods of data. To qualify for this static, a panel household must have shopped once during each 4-week period.

* Data available from 198625 forward

File 2
SHOPPING OCCASIONS - FORMATS
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
ERIM Market	2	Numeric	PIC 9(2)
Store ID Number	4	Numeric	PIC 9(4)
Store Type	1	Numeric	PIC 9(1)
Household ID Number	8	Numeric	PIC 9(8)
ERIM Week	6	Numeric	PIC 9(6)
Dollars Spent	7	Numeric	PIC 9(5)V9(2)
Total Record Length	28		

File 2
SHOPPING OCCASIONS
Definitions

FIELD NAME	FIELD DEFINITION
ERIM Market	01 = Sioux Falls 02 = Springfield
Store ID	--
Store Type	1 = Grocery 2 = Drug 3 = Mass Merchandiser 4 = Combination 5 = Other
..usehold ID	1-2 Market ID 3-7 Household Number 8 Check Number
ERIM Week	(YYYYWW)
Dollars Spent	Total Dollars Spent on the Shopping Trip (Scanned and Unscanned)

File 3
YEARLY SHOPPING
Description

Each record in the yearly shopping activity file contains a summary of 52 (or 53) weeks of activity for a panelist.

File 3
YEARLY SHOPPING ACTIVITY SUMMARY
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Household ID Number	8	Numeric	PIC 9(8)
Year	4	Numeric	PIC 9(4)
·d Usage Code : per week)	53	Numeric	PIC 9(53)
Filler	3	Alpha-Numeric	PIC X(3)
Total Record Length	68		

File 3
YEARLY SHOPPING
Definitions

FIELD NAME	FIELD DEFINITION
Household ID	1-2 Market ID 3-7 Household Number 8 Check Number
Year	YYYY
Card Usage Code	0 = Card Not Used 1 = Card Used There are 53 buckets which correspond with ERIM week.

File 4
STORE CAUSAL EXPOSURES
Description

The store causal exposure file* contains weekly promotion information about items in a product category or subcategory. Only items which show causal activity are in this file.

In-store causal activity is collected on the "Best Food Day" in the participating ERIM stores. The four basic types of causal data are:

- Product displays
- Retailer advertising
- Special price
- Coupons

Listed below is a description of each type of causal data.

Product Displays

To qualify as a display, an item must be in the selling area of the store on the date of causal data collection. Display information is flagged as being "up" for the entire ERIM week in which it was collected. Thus, on BFD when the display data is recorded, it is flagged as being up for the entire week. If the display is still up the following week, but removed before the best food day, it will not be flagged as being up for this second week. Additionally, purchases made from the shelf location during the display week will also be flagged as volume purchased on display.

Retailer Advertising

Causal data for all product categories is collected from newspaper ads on BFD.

*Note that the Private Label and Generic items have masked UPC numbers on the Causal Exposure File.

Special Prices

A special price, or price reduction, is a price which is reduced below normal retail shelf price. Special prices are identified only if they are accompanied by an ad feature or display.

Coupons

Both manufacturer and store coupons are collected.

Manufacturer coupons are collected only for panel households. The cashier credits the purchase, then places the coupons in a special envelope for delivery to the ERIM market office. Each panelists' manufacturer coupons are subsequently matched against the related purchase transaction at the ERIM office.

Store coupons are tagged to the panelists' purchase records, at the check-out counter. They are usually assigned a "LAC" or "PLU" code by the retailers, which are linked to the particular product purchase through the ERIM processing system.

File 4
STORE CAUSAL EXPOSURES
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
ERIM Market	2	Numeric	PIC 9(2)
Store ID	4	Numeric	PIC 9(4)
UPC	13	Numeric	PIC 9(13)
ERIM Week	6	Numeric	PIC 9(6)
End Aisle Display Code	1	Numeric	PIC 9(1)
Front Aisle Display Code	1	Numeric	PIC 9(1)
In-Aisle Display Code	1	Numeric	PIC 9(1)
Other Display Code	1	Numeric	PIC 9(1)
'ertising Code	1	Numeric	PIC 9(1)
-Ad Coupon Code	1	Numeric	PIC 9(1)
Point-of-Purchase Code	1	Numeric	PIC 9(1)
Special Price Code	1	Numeric	PIC 9(1)
Price	7	Numeric	PIC S9(5)V99
Price Multiple	2	Numeric	PIC 9(2)
Filler	2	Alpha-Numeric	PIC X(3)
Total Record Length	44		

File 4
STORE CAUSAL EXPOSURES
Definitions

FIELD NAME	FIELD DEFINITION
ERIM Market	01 = Sioux Falls 02 = Springfield
Store ID	--
UPC Number	--
ERIM Week	(YYYYWW)
End Aisle Display Code	Y or N
Front Aisle Display Code	Y or N
In-Aisle Display Code	Y or N
Other Display Code	Y or N
Advertising Code	L = Line Ad M = Major Ad Blank = No Ad
In-Ad Coupon Code	Y or N
Point-of-Purchase Code	Y or N
Special Price Code	Y or N
Price	Shelf price on day of event
Price Multiple	Number of items to be purchased at the shelf price

File 5
UPC DATA
Description

The UPC data file* contains information on each UPC within a product category or module (subcategory).

* Note that the Private Label and Generic items have masked UPC numbers on the UPC Data File.

File 5
UPC DATA
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
UPC Number	13	Numeric	PIC 9(13)
Description	30	Numeric	PIC 9(30)
Weight Code	2	Numeric	PIC 9(2)
Weight Description	6	Numeric	PIC 9(6)
Weight Amount	7	Numeric	PIC 9(7)
Multipack	3	Numeric	PIC 9(3)
Equivalency Factor	11	Numeric	PIC 9(11)
Report Set Line Number	4	Numeric	PIC 9(4)
Total Record Length	76		

File 5
UPC DATA
Definitions

FIELD NAME	FIELD DEFINITION
UPC Number	Digits 1 - '0' filled 2 - system 3-7 - manufacturer code 8-12 - item code 13 - '0' filled
Description	Description for UPC including flavor, format, brand, cents off, etc.
Weight Code	When appropriate, used in combination with weight description to further define the volume (i.e., GR OZ versus ML OZ)
Weight Description	Primary Volume Description
Weight Amount	Primary Volume
Multipack	Number of individual units packaged as a single entity
Equivalency Factor	Factor for converting to secondary volume
Report Set Line Number	Line number from the product/report set containing the UPC

File 6
WEEKLY SHOPPING ACTIVITY SUMMARY
Description

The weekly shopping file contains a weekly summary of shopping visits made by each panelist. If a panelist did not shop during a week, there will be no records for that household for that week. For example:

Household ID	ERIM Week	Food Store Visit	Drug Store Visit
00123456	198546	3	1
01123456	198547	0	1
01111222	198546	1	2
01111222	198548	2	1

As shown, the first household (01123456) had a recorded shopping trip during weeks 198546 and 198547. The other household shopped in week 198546 and 198548. Consequently, there are no shopping trip records associated with this household for week 198547.

On occasion, there may be a record showing a shopping trip with zero dollars spent. When a panelist makes a trip, but does not bring in his card, we later manually flag him as making a shopping trip but we do not record the dollars spent on the trip.

File 6
WEEKLY SHOPPING ACTIVITY SUMMARY
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Household ID Number	8	Numeric	PIC 9(8)
ERIM Week	6	Numeric	PIC 9(6)
Store Visits	2	Numeric	PIC 9(2)
Store Dollars	9	Numeric	PIC 9(7)V9(2)
Filler	3	Numeric	PIC X(3)
Total Record Length	28		

File 6
WEEKLY SHOPPING ACTIVITY SUMMARY
Definitions

FIELD NAME	FIELD DEFINITION
Household ID	1-2 Market ID 3-7 Household Number 8 Check Number
ERIM Week	(YYYYWW)
Store Visits	# of Food and Drug Store Visits in an ERIM Week
Store Dollars	Total Food and Drug Dollars Spent in an ERIM Week

File 7
RETAIL TRACKING

The retail tracking file* contains weekly aggregated UPC data on a store-by-store basis.

* Note: The Private Label and Generic items have masked UPC numbers on the Retail Tracking file

File 7
RETAIL TRACKING
Record Format

IELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
RIM Market	2	Numeric	PIC 9(2)
RIM Week	6	Numeric	PIC 9(6)
tore ID	4	Numeric	PIC 9(4)
PC	13	Numeric	PIC 9(13)
otal Units Purchased	5	Numeric	PIC 9(5)
xtended Price	9	Numeric	PIC 9(7)V9(2)
nit Weight	7	Numeric	PIC 9(4)V9(3)
otal Value of Store Coupon Redeemed	7	Numeric	PIC 9(5)V9(2)
otal Number of Store Coupon Units	5	Numeric	PIC 9(5)
Equivalency Factor	11	Numeric	PIC 9(5)V9(6)
Report Set Line Number	4	Numeric	PIC 9(4)
End Aisle Display Code	1	Numeric	PIC 9(1)
t Aisle Display Code	1	Numeric	PIC 9(1)
isle Display Code	1	Numeric	PIC 9(1)
Other Display Code	1	Numeric	PIC 9(1)
Advertising Code	1	Numeric	PIC 9(1)
Ad Type	1	Numeric	PIC 9(1)
In-Ad Coupon Code	1	Numeric	PIC 9(1)
Point-of-Purchase Code	1	Numeric	PIC 9(1)
Special Price Code	1	Numeric	PIC 9(1)
Filler	2	Alpha-Numeric	PIC X(2)
Total Record Length	84		

File 7
RETAIL TRACKING
Definitions

FIELD NAME	FIELD DEFINITION
ERIM Market	01 = Sioux Falls 02 = Springfield
ERIM Week	(YYYYWW)
Store ID	--
UPC Number	--
Total Units Purchased	--
Extended Price	Total of Pre-Coupon Dollars
Unit Weight	--
Total Value of Store Coupons Redeemed	--
Total Number of Store Coupon Units	--
Equivalency Factor	Factor of Converting to Secondary Volume
Report Set Line Number	Line Number from the Product/Report Set containing the UPC
End Aisle Display Code	Y or N
Front Aisle Display Code	Y or N
In-Aisle Display Code	Y or N
Other Display Code	Y or N
Advertising Code	Y or N
Ad Type	L = Line Ad M = Major Ad Blank = No Ad
In-Ad Coupon Code	Y or N
Point-of-Purchase Code	Y or N
Special Price Code	Y or N

File 8
HOUSEHOLD DEMOGRAPHICS
Description

Before joining the ERIM panel, each household completes an extensive questionnaire. Answers are loaded into the Household Demographic data base.

Demographic information is updated on an annual basis. Panelists complete yearly follow-up questionnaires so certain demographics, like household size can be updated on the Household Demographic data base.

The Household Demographics file contains all demographic data except information on household members.

File 8
HOUSEHOLD DEMOGRAPHICS
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Household Id	8	Numeric	PIC 9(8)
Cable Status	1	Numeric	PIC 9(1)
Meter Status	1	Numeric	PIC 9(1)
Panelist Status	2	Numeric	PIC 9(2)
Number of Cats	2	Numeric	PIC 9(2)
Number of Dogs	2	Numeric	PIC 9(2)
Number of TVs	2	Numeric	PIC 9(2)
Residence Type	1	Numeric	PIC 9(1)
Residence Status	1	Numeric	PIC 9(1)
Residence Duration	1	Numeric	PIC 9(1)
Household Income	2	Numeric	PIC 9(2)
Number of Members in Household	2	Numeric	PIC 9(2)
Male Head Working Status	1	Numeric	PIC 9(1)
Male Head Average Working Hours	2	Numeric	PIC 9(2)
Male Head Occupation	2	Numeric	PIC 9(2)
le Head Education	2	Numeric	PIC 9(2)
le Head Spanish/Hispanic	1	Numeric	PIC 9(1)
Male Head Race	1	Numeric	PIC 9(1)
Female Head Working Status	1	Numeric	PIC 9(1)
Female Head Average Working Hours	2	Numeric	PIC 9(2)
Female Head Occupation	2	Numeric	PIC 9(2)
Female Head Education	2	Numeric	PIC 9(2)
Female Head Spanish/Hispanic	1	Numeric	PIC 9(1)
Female Head Race	1	Numeric	PIC 9(1)
Demographic Change Date	6	Numeric	PIC 9(6)
Washing Machine	1	Numeric	PIC 9(1)
Clothes Dryer	1	Numeric	PIC 9(1)
Dishwasher	1	Numeric	PIC 9(1)
Freezer	1	Numeric	PIC 9(1)
Toaster	1	Numeric	PIC 9(1)
Toaster Broiler Oven	1	Numeric	PIC 9(1)
Blender	1	Numeric	PIC 9(1)
Food Processor	1	Numeric	PIC 9(1)
Microwave	1	Numeric	PIC 9(1)
Convection Oven	1	Numeric	PIC 9(1)
Coffee Maker	1	Numeric	PIC 9(1)
Trash Compactor	1	Numeric	PIC 9(1)
Garbage Disposal	1	Numeric	PIC 9(1)
Hair Dryer	1	Numeric	PIC 9(1)
rling Iron	1	Numeric	PIC 9(1)
air Rollers	1	Numeric	PIC 9(1)
Vacuum Cleaner	1	Numeric	PIC 9(1)

File 8
HOUSEHOLD DEMOGRAPHICS (cont'd)
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Personal Computer	1	Numeric	PIC 9(1)
Water Softner	1	Numeric	PIC 9(1)
Other Appliances	1	Numeric	PIC 9(1)
VCR	1	Numeric	PIC 9(1)
Filler	6	Alpha-Numeric	PIC X(6)
Total Record Length	76		

File 8
HOUSEHOLD DEMOGRAPHICS
Definitions

FIELD NAME	FIELD DEFINITION
Household ID	1-2 Market ID 3-7 Household Number 8 Check Number
Cable Status	0 = No Cable 1 = Has Cable
Meter Status	0 = Non-Metered 1 = Metered
Panelist Status	0 = Unassigned Panelist 1 = Non-Cancelled 2 = Non-Cancelled 3 = Non-Cancelled 4 = Reinstated 5 = Non-Called 6 = Mystery Household 7 = Cancelled Panelist 8 = Automatic Preliminary Cancellation 9 = Automatic Final Cancellation 99 = Cancelled Mystery Household
Number of Cats	--
Number of Dogs	--
Number of TVs	--
Residence Type	1 = Apartment 2 = Condo 3 = Single Family 4 = Multiple Family 5 = Mobile Home 6 = Other
Residence Status	1 = Owned 2 = Rented 3 = Other
Residence Duration	1 = 1/2 year 2 = 1 Year 3 = 1-2 Years 4 = 3-4 Years 5 = 5-10 Years 6 = 11-15 Years 7 = 16-20 Years 8 = Over 20 Years

File 8
HOUSEHOLD DEMOGRAPHICS (cont'd)
Definitions

FIELD NAME	FIELD DEFINITION
Household Income	1 = Less than $5,000 2 = $ 5,000 - $ 9,000 3 = $ 10,000 - $14,999 4 = $ 15,000 - $19,999 5 = $ 20,000 - $24,999 6 = $ 25,000 - $29,999 7 = $ 30,000 - $34,999 8 = $ 35,000 - $39,999 9 = $ 40,000 - $44,999 10 = $ 45,000 - $49,999 11 = $ 50,000 - $59,999 12 = $ 60,000 - $74,999 13 = $ 75,000 - $99,999 14 = $100,000 or More
Number Members in Household	--
Male Head Working Status	1 = Employed Full Time 2 = Employed Part Time 3 = Retired (Employed) 4 = Temporary Unemployed 5 = Disabled, Student, etc. 6 = Full-Time Homemaker 7 = Retired (Not Employed)
Male Head Average Working Hours	--
Male Head Occupation	1 = Farming, Forestry, Fishing 2 = Operator, Fabricator, Laborer 3 = Precision, Production, Craft, Repairs 4 = Protective Service, Private HH Worker 5 = Service Occupation 6 = Adminstrative Support, Clerical 7 = Sales 8 = Professional Specialty 9 = Technical 10 = Executive, Managerial

File 8
HOUSEHOLD DEMOGRAPHICS (cont'd)
Definitions

FIELD NAME	FIELD DEFINITION
Male Head Education	1 = Did Not Attend School 2 = Some Grade School 3 = Graduate Grade School 4 = some High School 5 = Graduated High School 6 = Some Trade or Business School 7 = Graduated Trade or Business School 8 = Some College 9 = Graduate College 10 = Attended Graduate School 11 = Post-Graduate Degree
Male Head Spanish/Hispanic	0 = Not Spanish 1 = Mexican American 2 = Puerto Rican 3 = Cuban 4 = Other Hispanic
.e Head Race	1 = White 2 = Black 3 = Asian 4 = Native American 5 = Other
Female Head Working Status	1 = Employed Full Time 2 = Employed Part Time 3 = Retired (Employed) 4 = Temporary Unempolyed 5 = Disabled, Student, etc. 6 = Full-Time Homemaker 7 = Retired (Not Employed)
Female Head Average Working Hours	--
Female Head Occupation	1 = Farming, Forestry, Fishing 2 = Operator, Fabricator, Laborer 3 = Precision, Production, Craft, Repairs 4 = Protective Service, Private HH Worker 5 = Service Occupation 6 = Adminstrative Support, Clerical 7 = Sales 8 = Professional Specialty 9 = Technical 10 = Executive, Managerial

File 8
HOUSEHOLD DEMOGRAPHICS (cont'd)
Definitions

FIELD NAME	FIELD DEFINITION
Female Head Education	1 = Did Not Attend School 2 = Some Grade School 3 = Graduate Grade School 4 = some High School 5 = Graduated High School 6 = Some Trade or Business School 7 = Graduated Trade or Business School 8 = Some College 9 = Graduate College 10 = Attended Graduate School 11 = Post-Graduate Degree
ıale Head Spanish/Hispanic	0 = Not Spanish 1 = Mexican American 2 = Puerto Rican 3 = Cuban 4 = Other Hispanic
Female Head Race	1 = White 2 = Black 3 = Asian 4 = Native American 5 = Other

File 8
HOUSEHOLD DEMOGRAPHICS (cont'd)
Definitions

FIELD NAME	FIELD DEFINITION
Demographic Change Date	ERIM Week Deomgraphic Last Updated
	0 = No Response 1 = No 2 = Yes These codes apply for all the following appliances.
	Washing Machine Clothes Dryer Dishwasher Freezer Toaster Toaster Broiler Oven Blender Food Processor Microwave Convection Oven Coffee Maker Trash Compactor Garbage Disposal Hair Dryer Curling Iron Hair Rollers Vacuum Cleaner Personal Computer Water Softener Air Conditioner Other Appliance
VCR	0 = No 1 = Yes

File 9
HOUSEHOLD MEMBERS
Description

The household members file contains information about members of the household. This information is obtained through the demographic questionnaire.

File 9
HOUSEHOLD MEMBERS
Record Format

FIELD	NUMBER OF BYTES	FIELD TYPE	COBOL FORMAT
Household ID	8	Numeric	PIC 9(8)
Individual First Name	15	Numeric	PIC 9(15)
Individual Birth Year	4	Numeric	PIC 9(4)
Individual Birth Month	2	Numeric	PIC 9(2)
Individual Birth Day	2	Numeric	PIC 9(2)
Individual Sex	1	Numeric	PIC 9(1)
Individual Relationship	1	Numeric	PIC 9(1)
Filler	3	Alpha-Numeric	PIC X(3)
Total Record Length	36		

File 9
HOUSEHOLD MEMBERS
Definitions

FIELD NAME	FIELD DEFINITION
Household ID	1-2 Market ID 3-7 Household Number 8 Check Number
Individual First Name	--
Individual Birth Year	--
Individual Birth Month	--
Individual Birth Day	--
Individual Sex	F = Female M = Male
Individual Relationship	1 = Female Head of Household 2 = Male Head of Household 3 = Daughter 4 = Son 5 = Other Relationship

File 10
Working Telemeters
Description

This file contains a record for each day that a telemeter* was working regardless of whether or not the television was turned on.

*An electronic meter attached to a panelist's television which records all channel changes and provides for the transmission of commercial cut-in's. Two-way data communications exist between the telemeters and a central Prime computer.

File 10
Working Telemeters
Format

File Name	Number Of Bytes	Field Type	Cobol Format
Household ID Number	8	Alpha-Numeric	PIC X(08)
Meter Number	1	Alpha-Numeric	PIC 9(01)
Date	5	Numeric	PIC 9(05)
Total Record Length	14		

Definitions

File Name	Field Definition
Household ID	Bytes 1- 2 Market ID Bytes 3- 7 Household Number Bytes 8 Check Digit
Meter Number	1 = First Telemeter 2 = Second Telemeter
Date	YYDDD

File 11
Commercial Exposure
Description

The Commercial Exposure File contains all panelist exposures to commercials within a product category. A panelist is considered "exposed" if his television was tuned to a station during any portion of the commercial telecast.

The file was created by matching Monitor Plus occurrence data with ERIM panelist data. Monitor Plus provided date-time, duration, station, and brand data for all commercials telecast within a product category in the Sioux Falls and Springfield markets.

ERIM data-time, channel change viewing data was matched with these records to determine exposures.

In cases where a commercial covered more than one brand, for example Sunshine frozen and refrigerated orange juice, two exposure records were written, one for Sunshine frozen and one for Sunshine refrigerated.

File 11
Commercial Exposures
Record Format

File Name	Number Of Bytes	Field Type	Cobol Format
Household ID	8	Alpha-Numeric	PIC X(08)
Meter Number	1	Numeric	PIC 9(01)
CNAN	10	Numeric	PIC 9(10)
Commercial ID	9	Alpha-Numeric	PIC X(09)
Commercial Start Time	6	Numeric	PIC 9(06)
Commercial Duration	3	Numeric	PIC 9(03)
ERIM Week	6	Numeric	PIC 9(06)
Day of Week	1	Numeric	PIC 9(01)
Exposure Date	6	Numeric	PIC 9(06)
Channel Tune-In Time	6	Numeric	PIC 9(06)
Channel Tune-Out Time	6	Numeric	PIC 9(06)
Total Record Length	62		

File 11
Commercial Exposures
Definitions

Household ID	Bytes 1- 2 Market ID Bytes 3- 7 Household Number Bytes 8 Check Digit
Meter Number	1 = First Telemeter 2 = Second Telemeter
CNAN	Bytes 1- 4 Module Number Bytes 5-10 Brand Identifier
Commercial ID	Number assigned to a specific copy
Commercial Start Time	HH:MM:SS
Commercial Duration	Length of the Commercial in Seconds
ERIM Week	YYYYWW
Day of Week	1 = Sunday 2 = Monday 3 = Tuesday 4 = Wednesday 5 = Thursday 6 = Friday 7 = Sunday
Exposure Date	Date commercial aired in YYMMDD format
Channel Tune-In Time	Time (HH:MM:SS) the TV was tuned to the channel on which the commercial was aired. Resolution time is three seconds.
Channel Tune-Out Time	Time (HH:MM:SS) the TV channel was changed. NOTE: A panelist may tune-in and tune-out a commercial several times during a single airing. Such fractional exposures can be detected by examining the tune-in and tune-out fields.

Appendix 1

Product Stubs
And Advisor Reports

The Product stub, which you will receive with your tape, contains a description of all of the UPCs within the product category. UPCs will be grouped by brand with manufacturer within module.

You will also receive a Household Tracking and Retail Tracking report with each tape. These reports are generated from the non-aggregated data that is on your tape and can, therefore, serve as a quality control check for your processing. Please note that there may be slight variations between your calculations and the figures on the reports due to differences in software computing methods.

Appendix 2

The following is an ERIM calendar containing week codes and their corresponding dates.

ERIM WEEK CALENDAR (SUNDAY THRU SATURDAY)

1985

		198527	06/30/85-07/06/85
		198528	07/07/85-07/13/85
		198529	07/14/85-07/20/85
		198530	07/21/85-07/27/85
198505	01/27/85-02/02/85	198531	07/28/85-08/03/85
198506	02/03/85-02/09/85	198532	08/04/85-08/10/85
198507	02/10/85-02/16/85	198533	08/11/85-08/17/85
198508	02/17/85-02/23/85	198534	08/18/85-08/24/85
198509	02/24/85-03/02/85	198535	08/25/85-08/31/85
198510	03/03/85-03/09/85	198536	09/01/85-09/07/85
198511	03/10/85-03/16/85	198537	09/08/85-09/14/85
198512	03/17/85-03/23/85	198538	09/15/85-09/21/85
198513	03/24/85-03/30/85	198539	09/22/85-09/28/85
198514	03/31/85-04/06/85	198540	09/29/85-10/05/85
198515	04/07/85-04/13/85	198541	10/06/85-10/12/85
198516	04/14/85-04/20/85	198542	10/13/85-10/19/85
198517	04/21/85-04/27/85	198543	10/20/85-10/26/85
198518	04/28/85-05/04/85	198544	10/27/85-11/02/85
198519	05/05/85-05/11/85	198545	11/03/85-11/09/85
198520	05/12/85-05/18/85	198546	11/10/85-11/16/85
198521	05/19/85-05/25/85	198547	11/17/85-11/23/85
198522	05/26/85-06/01/85	198548	11/24/85-11/30/85
198523	06/02/85-06/08/85	198549	12/01/85-12/07/85
198524	06/09/85-06/15/85	198550	12/08/85-12/14/85
198525	06/16/85-06/22/85	198551	12/15/85-12/21/85
198526	06/23/85-06/29/85	198552	12/22/85-12/28/85

1986

198601	12/29/85-01/04/86	198627	06/29/86-07/05/86
198602	01/05/86-01/11/86	198628	07/06/86-07/12/86
198603	01/12/86-01/18/86	198629	07/13/86-07/19/86
198604	01/19/86-01/25/86	198630	07/20/86-07/26/86
198605	01/26/86-02/01/86	198631	07/27/86-08/02/86
198606	02/02/86-02/08/86	198632	08/03/86-08/09/86
198607	02/09/86-02/15/86	198633	08/10/86-08/16/86
198608	02/16/86-02/22/86	198634	08/17/86-08/23/86
198609	02/23/86-03/01/86	198635	08/24/86-08/30/86
198610	03/02/86-03/08/86	198636	08/31/86-09/06/86
198611	03/09/86-03/15/86	198637	09/07/86-09/13/86
198612	03/16/86-03/22/86	198638	09/14/86-09/20/86
198613	03/23/86-03/29/86	198639	09/21/86-09/27/86
198614	03/30/86-04/05/86	198640	09/28/86-10/04/86
198615	04/06/86-04/12/86	198641	10/05/86-10/11/86
198616	04/13/86-04/19/86	198642	10/12/86-10/18/86
198617	04/20/86-04/26/86	198643	10/19/86-10/25/86
198618	04/27/86-05/03/86	198644	10/26/86-11/01/86
198619	05/04/86-05/10/86	198645	11/02/86-11/08/86
198620	05/11/86-05/17/86	198646	11/09/86-11/15/86
198621	05/18/86-05/24/86	198647	11/16/86-11/22/86
198622	05/25/86-05/31/86	198648	11/23/86-11/29/86
198623	06/01/86-06/07/86	198649	11/30/86-12/06/86
198624	06/08/86-06/14/86	198650	12/07/86-12/13/86
198625	06/15/86-06/21/86	198651	12/14/86-12/20/86
198626	06/22/86-06/28/86	198652	12/21/86-12/27/86

		1987	
198701	12/28/86-01/03/87	198727	06/28/87-07/04/87
198702	01/04/87-01/10/87	198728	07/05/87-07/11/87
198703	01/11/87-01/17/87	198729	07/12/87-07/18/87
198704	01/18/87-01/24/87	198730	07/19/87-07/25/87
198705	01/25/87-01/31/87	198731	07/26/87-08/01/87
198706	02/01/87-02/07/87	198732	08/02/87-08/08/87
198707	02/08/87-02/14/87	198733	08/09/87-08/15/87
198708	02/15/87-02/21/87	198734	08/16/87-08/22/87
198709	02/22/87-02/28/87	198735	08/23/87-08/29/87
198710	03/01/87-03/07/87	198736	08/30/87-09/05/87
198711	03/08/87-03/14/87	198737	09/06/87-09/12/87
198712	03/15/87-03/21/87	198738	09/13/87-09/19/87
198713	03/22/87-03/28/87	198739	09/20/87-09/26/87
198714	03/29/87-04/04/87	198740	09/27/87-10/03/87
198715	04/05/87-04/11/87	198741	10/04/87-10/10/87
198716	04/12/87-04/18/87	198742	10/11/87-10/17/87
198717	04/19/87-04/25/87	198743	10/18/87-10/24/87
198718	04/26/87-05/02/87	198744	10/25/87-10/31/87
198719	05/03/87-05/09/87	198745	11/01/87-11/07/87
198720	05/10/87-05/16/87	198746	11/08/87-11/14/87
198721	05/17/87-05/23/87	198747	11/15/87-11/21/87
198722	05/24/87-05/30/87	198748	11/22/87-11/28/87
198723	05/31/87-06/06/87	198749	11/29/87-12/05/87
198724	06/07/87-06/13/87	198750	12/06/87-12/12/87
198725	06/14/87-06/20/87	198751	12/13/87-12/19/87
198726	06/21/87-06/27/87	198752	12/20/87-12/26/87
		1988 (53 WEEKS)	
198801	12/27/87-01/02/88	198827	06/26/88-07/02/88
198802	01/03/88-01/09/88	198828	07/03/88-07/09/88
198803	01/10/88-01/16/88	198829	07/10/88-07/16/88
198804	01/17/88-01/23/88	198830	07/17/88-07/23/88
198805	01/24/88-01/30/88	198831	07/24/88-07/30/88
198806	01/31/88-02/06/88	198832	07/31/88-08/06/88
198807	02/07/88-02/13/86	198833	08/07/88-08/13/88
198808	02/14/88-02/20/88	198834	08/14/88-08/20/88
198809	02/21/88-02/27/88	198835	08/21/88-08/27/88
198810	02/28/88-03/05/88	198836	08/28/88-09/03/88
198811	03/06/88-03/12/88	198837	09/04/88-09/10/88
198812	03/13/88-03/19/88	198838	09/11/88-09/17/88
198813	03/20/88-03/26/88	198839	09/18/88-09/24/88
198814	03/27/88-04/02/88	198840	09/25/88-10/01/88
198815	04/03/88-04/09/88	198841	10/02/88-10/08/88
198816	04/10/88-04/16/88	198842	10/09/88-10/15/88
198817	04/17/88-04/23/88	198843	10/16/88-10/22/88
198818	04/24/88-04/30/88	198844	10/23/88-10/29/88
198819	05/01/88-05/07/88	198845	10/30/88-11/05/88
198820	05/08/88-05/14/88	198846	11/06/88-11/12/88
198821	05/15/88-05/21/88	198847	11/13/88-11/19/88
198822	05/22/88-05/28/88	198848	11/20/88-11/26/88
198823	05/29/88-06/04/88	198849	11/27/88-12/03/88
198824	06/05/88-06/11/88	198850	12/04/88-12/10/88
198825	06/12/88-06/18/88	198851	12/11/88-12/17/88
198826	06/19/88-06/25/88	198852	12/18/88-12/24/88
		198853	12/25/88-12/31/88

NOTE: ERIM MEDIA WEEKS ARE MONDAY-SUNDAY (OFFSET BY ONE DAY)

- - - - - - - - - - - - - - - - - 1989 - - - - - - - - - - - - - - - - - -

198901	01/01/89 - 01/07/89	198927	07/02/89 - 07/08/89
198902	01/08/89 - 01/14/89	198928	07/09/89 - 07/15/89
198903	01/15/89 - 01/21/89	198929	07/16/89 - 07/22/89
198904	01/22/89 - 01/28/89	198930	07/23/89 - 07/29/89
198905	01/29/89 - 02/04/89	198931	07/30/89 - 08/05/89
198906	02/05/89 - 02/11/89	198932	08/06/89 - 08/12/89
198907	02/12/89 - 02/18/89	198933	08/13/89 - 08/19/89
198908	02/19/89 - 02/25/89	198934	08/20/89 - 08/26/89
198909	02/26/89 - 03/04/89	198935	08/27/89 - 09/02/89
198910	03/05/89 - 03/11/89	198936	09/03/89 - 09/09/89
198911	03/12/89 - 03/18/89	198937	09/10/89 - 09/16/89
198912	03/19/89 - 03/25/89	198938	09/17/89 - 09/23/89
198913	03/26/89 - 04/01/89	198939	09/24/89 - 09/30/89
198914	04/02/89 - 04/08/89	198940	10/01/89 - 10/07/89
198915	04/09/89 - 04/15/89	198941	10/08/89 - 10/14/89
198916	04/16/89 - 04/22/89	198942	10/15/89 - 10/21/89
198917	04/23/89 - 04/29/89	198943	10/22/89 - 10/28/89
198918	04/30/89 - 05/06/89	198944	10/29/89 - 11/04/89
198919	05/07/89 - 05/13/89	198945	11/05/89 - 11/11/89
198920	05/14/89 - 05/20/89	198946	11/12/89 - 11/18/89
198921	05/21/89 - 05/27/89	198947	11/19/89 - 11/25/89
198922	05/28/89 - 06/03/89	198948	11/26/89 - 12/02/89
198923	06/04/89 - 06/10/89	198949	12/03/89 - 12/09/89
198924	06/11/89 - 06/17/89	198950	12/10/89 - 12/16/89
198925	06/18/89 - 06/24/89	198951	12/17/89 - 12/23
198926	06/25/89 - 07/01/89	198952	12/24/89 - 12/30/

Appendix 3
Record Lenghts And Blocking Factors

In order, the data sets on the tape are:

Data Set Name	Description	Record Length	Block Size
CL0022.TAPE.FILE 1	Purchase history	104	9984
CL0022.TAPE.FILE 2	Shopping occasion	28	9996
CL0022.TAPE.FILE 3	Yearly shopping	68	9996
CL0022.TAPE.FILE 4	Store causal	44	9988
CL0022.TAPE.FILE 5	UPC data	76	9956
CL0022.TAPE.FILE 6	Weekly shopping	28	9996
022.TAPE.FILE 7	Retail tracking	84	9996
CL0022.TAPE.FILE 8	Household demographics	76	9956
CL0022.TAPE.FILE 9	Household members	36	9972
CL0022.TAPE.FILE10	Working telemeters	14	4200
CL0022.TAPE.FILE11	Commercial exposure	62	32736

Dubious Data

Causal - The number of UPC's reportedly promoted for week ending 7/19/86 is inflated for:

Market	Store	Category
01	43	Catsup
01	43	Laundry Detergent
01	29	Soup

Viewing - The number of working telemeters is greatly under reported for the weeks ending:

August 30, 1987
September 13, 1987
December 13, 1987
July 10, 1988

CNAN's In Commercial Exposure File

Yogurt

3603000185	Colombo
3603000297	Dannon Lowfat
3603000964	Nordica
3603001225	Weight Watchers
3603001308	Yoplait
3603003316	Dannon Mini-Pack
3603003432	Dannon Fresh Flavors
3603003443	Well's Blue Bunny
3603003612	Yoplait 150

Catsup

1100000042	Heinz
1100000059	Hunts

Canned Soup

1290000071	Campbell's
1290000282	College Inn

Soup Mixes

1293000014	Campbell's
1293000254	Lipton

Powdered Laundry Detergent

7003000025	All
7003000128	Cheer
7003000178	Dash
7003000199	Fab
7003000254	Fresh Start
7003000322	Oxydol
7003000413	Surf
7003000423	Tide
7003000928	Ajax Light Density

CNAN's In Commercial Exposure File
Continued

Heavy Duty Liquid Laundry Detergent

7012000003	All
7012000071	Era Plus
7012000131	Tide
7012000144	Wisk
7012000476	Dynamo II
7012000528	Fab
7012000541	Surf
7012000652	Cheer
7012000805	Dash

Detergent Boosters

7041000054	Calgon Complete

Fabric Washes

7045000013	Woolite

TO: J.D. BENDER, R.N. BOCK, D.E. GLASER, W.J. HAWKES, E. KORDICK, W.B. OWENS, W.C. TECHTMAN, J.J. WYZA

FROM: J. C. ADAMEK DATE: MAY 2, 1989

SUBJECT: ERIM T.V. VIEWING DATA

Recently ERIM T.V. household viewing records were examined to determine the amount of viewing being captured by telemeters. Primary telemeter viewing records were examined for a 13 month period (August 3,1987 to September 4, 1988). Due to tape reading difficulties, four weeks were excluded from this analysis (August 24-30, 1987; September 7-13, 1987; December 7-13,1987; July 4-10, 1988).

The attached tables detail viewing records for the primary telemeter, in households who were panel members for six months or more, and who reported some viewing activity. The following table summarizes viewing measures.

	AVERAGE HOURS / VIEWING DAY		
	Souix Falls	Springfield	Total
ABC	1.19	0.79	0.98
CBS	1.49	1.08	1.27
NBC	0.89	1.74	1.34
OTHER	2.36	2.96	2.68
TOTAL	5.94	6.56	6.27

	AVERAGE DAYS		
	Souix Falls	Springfield	Total
In Panel	372	328	349
In Tab*	330	284	306
Viewing days (VDAYs)	270	220	243
Cable viewing days (CDAYS)	232	180	204
No viewing days (NOVDAYS)	60	65	63
Largest Gap (GAP)**	28	40	34

Note:* Working telemeter reported.
** Largest continuous gap (zero viewing minutes) in viewing records from working telemeters.

MARKET DIFFERENCES.

Springfield had more average viewing time compared to Souix Falls (6.56 hours/day vs 5.94 hours/day). Compared to Souix Falls, Springfield recorded more viewing for NBC (1.74) and other channels, including cable (2.96).

Even though Springfield recorded more daily viewing (6.56 hours), the Springfield panel consisted of households who were "newer" panel members (328 days in panel vs 372 days in panel), had fewer days when a working telemeter was reported (284 days vs 330 days), and recorded fewer viewing days (220 days vs 270 days).

VIEWING GAPS.

There are disturbingly large viewing gaps in the Erim telemeter data. In Souix Falls, 18% of the working telemeter days (60 days out of 330 In Tab days) had no viewing minutes recorded. In Springfield, 23% of In Tab days had no viewing minutes recorded (65 of 284 In Tab days).

Additionally, the size of continuous viewing gaps are large even though telemeters are reported to be working. In Souix Falls, the average size of the largest, continuous viewing gap was 28 days. In Springfield, the average continuous gap size was 40 days. The following table shows the distribution of the largest, continuous viewing gaps in households with working telemeters. These gaps do not include the four weeks of viewing data excluded because of tape reading difficulties.

Viewing Gap Days	Souix Falls (N=1534)	Springfield (N=1743)	Total (N=3282)
None	3.3%	5.0%	4.2%
1 to 7 days	51.4	42.8	46.8
8 to 14 days	14.9	11.0	12.9
15 to 21 days	6.3	6.0	6.1
22 to 30 days	4.4	4.4	4.4
31 to 60 days	6.6	10.3	8.6
61 to 90 days	3.1	5.5	4.4
91 days +	10.0	15.1	12.7

In total, 26% of viewing households have a continuous gap in viewing records of 31 days or more. During this gap period the working telemeter reported zero viewing minutes. This gap period is particularly large in Springfield where 31% of the households had a continuous viewing gap of 31 days or more.

Size of viewing gap does not appear to be consistently related to households having cable T.V. The following table shows average continuous viewing gap for households having cable for "ALL", "NONE", or "SOME" of the time they have been In Panel.

	GAP AVERAGE DAYS	
Cable	Souix Falls	Springfield
ALL	26	42
NONE	32	34
SOME	33	42

In Springfield, households who have had cable for all of their In Panel days, have larger average viewing gaps (42 days) than those households with no cable (34 days). Conversely, in Souix Falls, households with no cable have larger average viewing gaps (32 days) than non cable households (26 days).

There are several implications for modeling T.V. advertising effectiveness using ERIM household viewing data. Large viewing gaps make it more difficult to model the influence of T.V. advertising on purchase behavior. Many ERIM telemeters are missing the recording of potential household tuning to a specific commercial. Depending on the product category and commercial schedule, initial household screening may be required to remove households with large viewing gaps.

People with whom I have discussed these findings have had two reactions. One, disbelief that such large viewing gaps could exist in households with working telemeters. Two, lack of astonishment and agreement that the ERIM data contained large gaps; however, there is no apparent explanation of why such viewing gaps should exist. Any additional explanations are welcome.

Cordially,

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

	ABC			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	1.19	0.91	1534.00	46.74
SPRING	0.79	0.68	1748.00	53.26
ALL	0.98	0.82	3282.00	100.00

	CBS			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	1.49	1.18	1534.00	46.74
SPRING	1.08	0.98	1748.00	53.26
ALL	1.27	1.10	3282.00	100.00

	NBC			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	0.89	0.72	1534.00	46.74
SPRING	1.74	1.35	1748.00	53.26
ALL	1.34	1.18	3282.00	100.00

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

	OTHER			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	2.36	1.87	1534.00	46.74
SPRING	2.96	2.22	1748.00	53.26
ALL	2.68	2.08	3282.00	100.00

	TOTAL			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	5.94	2.78	1534.00	46.74
SPRING	6.56	2.92	1748.00	53.26
ALL	6.27	2.87	3282.00	100.00

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

	INPANEL			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	371.93	37.91	1534.00	46.74
SPRING	328.44	73.52	1748.00	53.26
ALL	348.77	63.41	3282.00	100.00

	INTAB			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	330.21	43.14	1534.00	46.74
SPRING	284.33	69.99	1748.00	53.26
ALL	305.77	63.26	3282.00	100.00

	VDAYS			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	270.24	86.65	1534.00	46.74
SPRING	219.51	93.92	1748.00	53.26
ALL	243.22	94.05	3282.00	100.00

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

	CDAYS			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	232.01	153.27	1534.00	46.74
SPRING	179.66	144.48	1748.00	53.26
ALL	204.13	150.91	3282.00	100.00

	NOVDAYS			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	59.96	77.64	1534.00	46.74
SPRING	64.82	80.35	1748.00	53.26
ALL	62.55	79.12	3282.00	100.00

	GAP			
	MEAN	STD	N	PCTN
MARKET				
SOUIX F	28.37	56.32	1534.00	46.74
SPRING	39.58	65.38	1748.00	53.26
ALL	34.34	61.56	3282.00	100.00

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

GAP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NONE	138	4.2	138	4.2
1-7DAYS	1536	46.8	1674	51.0
8-14DAYS	422	12.9	2096	63.9
15-21DAYS	201	6.1	2297	70.0
22-30DAYS	144	4.4	2441	74.4
31-60DAYS	282	8.6	2723	83.0
61-90DAYS	143	4.4	2866	87.3
91+DAYS	416	12.7	3282	100.0

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

TABLE OF MARKET BY GAP

MARKET	GAP				
Frequency Percent Row Pct Col Pct	NONE	1-7DAYS	8-14DAYS	15-21DAYS	Total
SOUIX F	51 1.55 3.32 36.96	788 24.01 51.37 51.30	229 6.98 14.93 54.27	97 2.96 6.32 48.26	1534 46.74
Total	138 4.20	1536 46.80	422 12.86	201 6.12	3282 100.00

(Continued)

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

TABLE OF MARKET BY GAP

MARKET	GAP				
Frequency Percent Row Pct Col Pct	NONE	1-7DAYS	8-14DAYS	15-21DAYS	Total
SPRING	87 2.65 4.98 63.04	748 22.79 42.79 48.70	193 5.88 11.04 45.73	104 3.17 5.95 51.74	1748 53.26
Total	138 4.20	1536 46.80	422 12.86	201 6.12	3282 100.00

(Continued)

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

TABLE OF MARKET BY GAP

MARKET GAP

Frequency / Percent / Row Pct / Col Pct	22-30DAYS	31-60DAYS	61-90DAYS	91+DAYS	Total
SOUIX F	68	101	47	153	1534
	2.07	3.08	1.43	4.66	46.74
	4.43	6.58	3.06	9.97	
	47.22	35.82	32.87	36.78	
Total	144	282	143	416	3282
	4.39	8.59	4.36	12.68	100.00

(Continued)

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

TABLE OF MARKET BY GAP

MARKET GAP

Frequency / Percent / Row Pct / Col Pct	22-30DAYS	31-60DAYS	61-90DAYS	91+DAYS	Total
SPRING	76	181	96	263	1748
	2.32	5.51	2.93	8.01	53.26
	4.35	10.35	5.49	15.05	
	52.78	64.18	67.13	63.22	
Total	144	282	143	416	3282
	4.39	8.59	4.36	12.68	100.00

ERIM SOUIX FALLS, SPRINGFIELD VIEWING DATA

		GAP			
		MEAN	STD	N	PCTN
MARKET	CABLE				
SOUIX F	ALL	26.44	53.58	1023.00	31.17
	NONE	32.01	63.02	427.00	13.01
	SOME	33.29	52.00	84.00	2.56
	ALL	28.37	56.32	1534.00	46.74

		GAP			
		MEAN	STD	N	PCTN
MARKET	CABLE				
SPRING	ALL	42.22	69.23	1021.00	31.11
	NONE	34.38	60.21	587.00	17.89
	SOME	42.19	55.73	140.00	4.27
	ALL	39.58	65.38	1748.00	53.26

	GAP			
	MEAN	STD	N	PCTN
ALL	34.34	61.56	3282.00	100.00

Nielsen

Nielsen Plaza, Northbrook, IL 60062 6285
708-498-6300 Fax: 708-498-7662

March 6, 1990

Peter Rossi
University of Chicago
Graduate School of Business
1101 E. 58th St.
Chicago, IL 60637

Dear Peter,

When we created the Commercial Exposure file for Laundry Detergent some of the Commercial ID's did not have associated CNANS.

The data base containing this information was recently updated and we found the following missing CNANS:

COMMID	CNAN	DESC
C320CA30A	7003001627	Fab 1 Shot
C327AT30U	7003001627	Fab 1 Shot
C327CA109	7003001627	Fab 1 Shot
C358TM107	7003001627	Fab 1 Shot
C362LA10H	7003001527	Fab 1 Shot
C311BS205	7003001723	Cheer Power Pouches
D181NY107	7003001627	Fab 1 Shot
D194SU207	7003001627	Fab 1 Shot

If you have any questions, please call me at (708) 498-6300 extension 2924.

Cordially,

Beth (cs)

Beth Kordick
Sr. Research Statistician

EAK/cds

Station Viewing
File Description

Contents: The Station Viewing file contains daily viewing totals, by station, for each household for the period 8/87-9/88. A record containing all zeroes was created if the telemeter was working, but the TV was not turned on or if the telemeter switch was off. No record was written if the telemeter was broken.

Volser: 000010
Density: 6250 BPI
Labels: Standard

Filename: TEGBS.ERIM.Viewing
File Size: 50 Meg
Block Size: 23,452
Record Size: 41
Sort Sequence: Date within household ID

Record Description

Field	Format	Definition
Household-ID	pic X(09)	1-2 Market ID 3-8 Household number 9 Telemeter number
Cable-indicator	pic X(01)	1 = no cable 2 = cable
Date	pic X(05)	YYDDD
ABC-viewing-mins	pic 9(04)	
CBS-viewing-mins	pic 9(04)	
NBC-viewing-mins	pic 9(04)	
FOX-viewing-mins	pic 9(04)	Mkt. 01 does not have FOX
Other-viewing-mins	pic 9(04)	Includes other stations, as well as cable, video games and VCR usage.
Total-viewing-mins	pic 9(04)	
Usability-indicator	pic X(02)	Not used at this time