Research & Development

IRI Academic Data Set Description

Authored by:
Michael W. Kruger
Daniel Pagni
Analytics Research & Development
*** Confidential Distribution[1] ***

[1] Distribution limited to those who have signed the appropriate contract for this dataset, agreeing to abide by certain restrictions as to appropriate use.

Revision History Summary

Date	Version	Description	Author
September 13, 2006	0.5	First version for Mela, Bronnenberg, Johnson review	Dan Pagni, Mike Kruger
October 4, 2006	0.51	Minor notes	Mike Kruger
March 7, 2007	0.6	Extending to internal files	Mike Kruger
July 29, 2007	0.9	Aligning to first 3 years of data pull	Mike Kruger
August 28, 2007	1.0		Mike Kruger
November 13, 2007	1.0MSci	As sent to Mela for Marketing Science	Mike Kruger
March 26, 2008	1.1	Minor edits to prepare for distribution	Mike Kruger
April 20, 2008	1.11	Minor edits to prepare for distribution	Mike Kruger
May 8, 2008	1.12	Added IRI contract/nondisclosure and TNS Terms of Use as appendices	Mike Kruger
June 10, 2008	1.22	Added consolidated trip file information. Consolidated panel trip file replaces individual trip files in 3 different formats across time.	Mike Kruger
July 22, 2008	1.3	Trip files corrected to Jul08 versions, downloadable from website. Documentation updated to describe them	Mike Kruger
August 28, 2008	1.31	Updated ***Marketing Science*** citation with specific page numbers.	Mike Kruger

Citation:

Publications using this database should include the following reference:

> Bronnenberg, Bart J., Michael W. Kruger, Carl F. Mela. 2008. Database paper: The IRI marketing data set. ***Marketing Science***, **27**(4) 745-748.

If you need to cite this document containing database descriptions, the appropriate reference is:

> Kruger, Michael W. and Daniel Pagni, **IRI Academic Data Set Description**, version 1.31, Chicago: Information Resources Incorporated, 2008.

Contact information: mike.kruger@infores.com

Acknowledgments and thanks

Today, June 10, 2008, we received notice that ***Marketing Science*** has officially accepted the paper describing this data set.

There are a lot of people to thank here. The idea originated with Carl Mela (Duke), who spent years getting IRI interested at all, and who formally proposed this in August, 2005 to the IRI Analytics Advisory Board (AAB). Carl and Bart Bronnenberg (UCLA, Tilberg) did the high level database design. Carl got the cooperation of TNS for some advertising data.

The Analytics Advisory Board provided further advice, and the development of this data set was formally approved by Sunil Garga, president of IRI's Business and Consumer Insights Group, February 14, 2006 (Valentine's Day).

Dan Pagni organized assembly of the dataset and did the early version of this documentation paper. Much of the work on the dataset itself was done by Michael Schlemp (years 1,2,3) and Lori Mudrak (years 4 onward), with help from a variety of others.

During this period, Arvid Johnson headed the AAB and twice headed the Analytics Research and Development department. Without his support, leadership and nagging the data set would never have been released.

Eric Bradlow wrote in his editorial: "As ***Marketing Science*** publishes its first database paper .... our hope at ***Marketing Science*** is that the IRI marketing database paper … can have similar impact [to the Dominick's Finer Foods Data, which] has led to the empirical validation of many of our important theories, to the creation of new theories, and it continues to do so almost 20 years later. Furthermore, it has had impact beyond our own field as … used in economics and other related fields to answer important questions."[2]

Mike Kruger
EVP, Strategic Initiatives, IRI
June 10, 2008

[2] Bradlow, Eric T. (2008). Editorial: Maximizing impact via database submissions. ***Marketing Science***, **27**(4), 541.

Table of Contents

1. Purpose

The purpose of this document is to describe the IRI academic data set in order to enable valid usage of this data set for academic research.

The usage conditions of this data are described in the legal agreement covering this data set[3]. ***It is important that this agreement be adhered to.*** These agreements are enclosed in the appendix.

A description of the purposes of the data set and a broad description of the data scope can be found in Bronnenberg, Kruger and Mela (2008)[4].

Exclusions to the scope of this document:

> Daily data, and the description of daily data, is not included here.
> Non-US data, and the description of non-US data, is not included here.
> TNS advertising data is not described here.
> Files which are not part of the academic data set (e.g. files which describe the conversion of actual chain names to chain aliases) are not included here.

2. General description of files

In this section we describe the files included, and provide descriptive information.

2.1 Overall organization

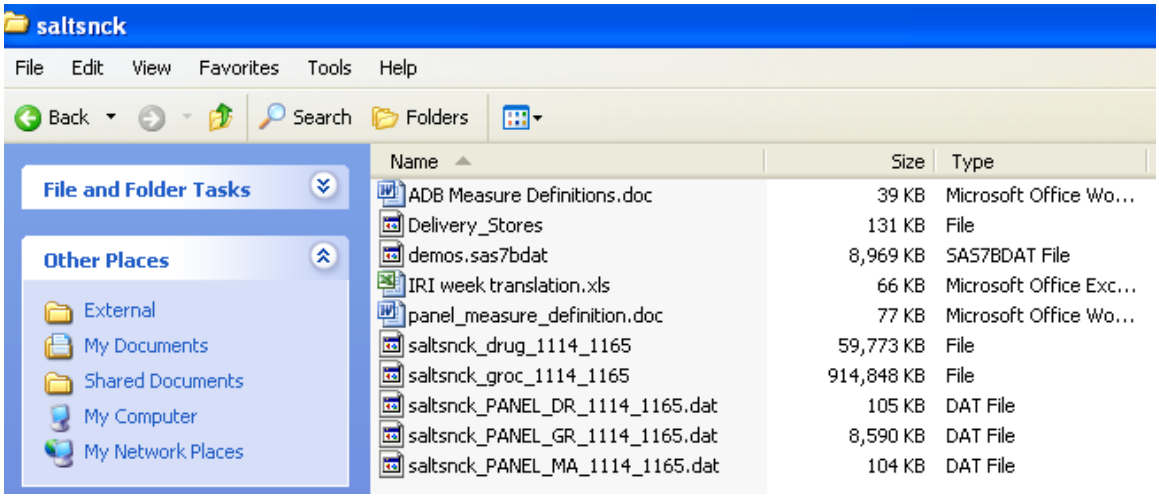
Each year and each category is a separate folder, or separate DVD. This is to allow the researcher to combine the data into the form they need for analysis, without the need to subset very large files. Appendix 1 lists the DVD naming convention.

On each DVD is a directory with the category name.

Example: The salty snacks year 1 DVD contains a directory called “saltsnck”.
This directory contains the following files:

[3] See appendix 3.

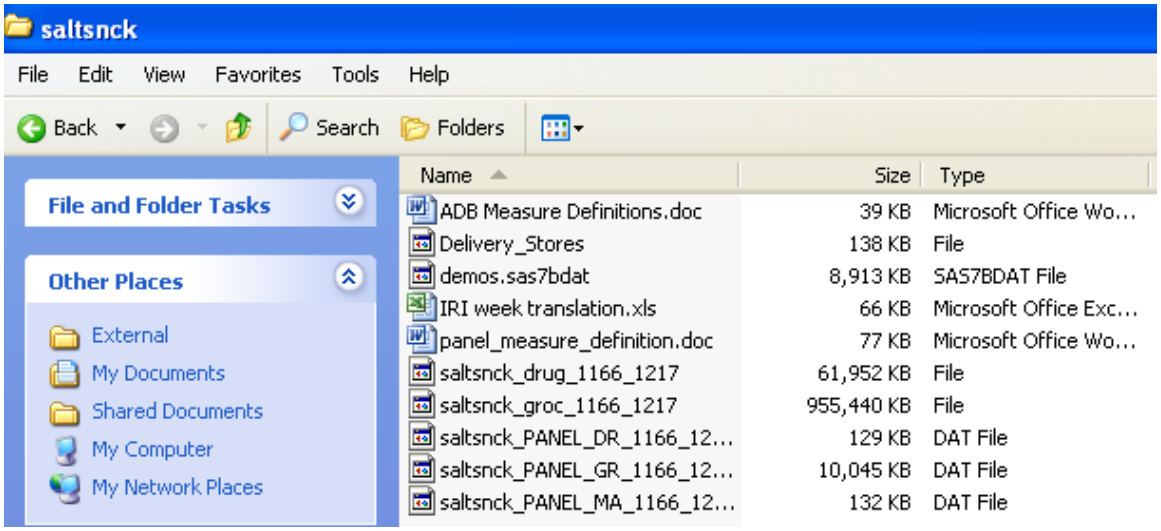
[4] Bronnenberg, Bart J., Michael W. Kruger, Carl F. Mela. 2008. Database paper: The IRI marketing data set. ***Marketing Science***, **27**(4) 745-748.



If the data are provided on some other medium as a large set of data, for example an external hard drive, the directory structure is likely to be similar to this:

G:\Academic Dataset External\Year**1**\External**saltsnck**

Similarly, the salted snacks year 2 DVD contains a directory called “saltsnck” with these files:



On an external hard drive, the year will be different:

G:\Academic Dataset External\Year**2**\External**saltsnck**

Brief descriptions of these files are in the following table.

Example of name	**General name**	**Description**
ADB Measure Definitions.doc	Same	Definitions for store measures

Example of name	General name	Description
Delivery_Stores	Same	Information about the stores included in this year's files.
Demos.sas7bdat for year1, year2, year3; demos.csv for year4, year5. Note: • these files have been standardized, • the standardized files are in the directory "demo trips external", • the SAS files for year1 and year2 have been removed as of June 2008. • the demo.csv files in the individual category directories contain the same data as the standardized files; either can be used.	Same	Demographics for the panelists
IRI week translation.xls	Same	IRI week numbers converted to standard calendar
panel_measure_definition.doc	Same	Definitions for panel measures
Saltsnck_drug_1166_1217 and Saltsnck_groc_1166_1217	*Category_outlet_startweek_endweek*	Store data file at store week upc level
Saltsnck_PANEL_DR_1166_1217.dat and Saltsnck_PANEL_GR_1166_1217.dat and Saltsnck_PANEL_MA_1166_1217.dat	*Category*_PANEL_*outlet_startweek_endweek.*dat	Panel data file at transaction level[5]
Saltsnck_prod_attr	*Category*_prod_attr	Product attributes for upcs in this category (replaced by prod_Category.xls)
Prod_saltsnck.xls	Prod_*Category.*xls	Product attributes for upcs in this category (improved format)

The store data files are the largest files.
Both the store data and panel data files are keyed to the dimensional information (store, week, UPC fields, [panelist]).

3. Detailed file descriptions

3.1 Store data sets: category_outlet_startweek_endweek

Naming convention: The naming convention for these is category name then outlet then start week and then end week, all separated by underscores, with no extension, so salted snacks drug data for the earliest year would be **saltsnck_drug_1114_1165**.

[5] If there is no data for a particular outlet (e.g. beer is not sold in drug stores in this market), there will either be an empty file or no file at all.

Files vary by: category, outlet, and time.
Records within a file represent a store / week / upc.

This file can be read in via a flat file or directly into excel (not, obviously, the entire file).

IRI_KEY	WEEK	SY	GE	VEND	ITEM	UNITS	DOLLARS	F	D	PR
681530	1373	0	1	28400	4874	2	1.98	NONE	0	0
681530	1373	0	1	28400	4853	7	6.93	NONE	0	0
681530	1373	0	1	28400	4361	20	40.00	A	0	1
681530	1373	0	1	28400	4852	1	0.99	NONE	0	0
681530	1373	0	1	28400	4363	5	10.00	A	0	1
681530	1373	0	1	28400	4854	3	2.97	NONE	0	0
681530	1373	0	1	28400	4855	1	0.99	NONE	0	0
681530	1373	0	1	28400	4365	8	16.00	A	0	1
681530	1373	0	1	28400	4861	3	2.97	NONE	0	0

The movement data is not sorted. Field description follows (and is also in the file **ADB measure definitions.doc**).

Header	Definition
IRI_KEY	Masked Store number, keyed to **delivery_stores** file.
WEEK	IRI Week: see **IRI Week Translation.xls** file for calendar week translation
SY	UPC - System
GE	UPC – Generation
VEND	UPC - Vendor
ITEM	UPC - Item
UNITS	Total Unit sales
DOLLARS	Total Dollar sales
F	Feature: see table below
D	Display: (0=NO, 1=MINOR, 2=MAJOR. MAJOR includes codes lobby and end-aisle)
PR	Price Reduction flag: (1 if TPR is 5% or greater, 0 otherwise)

Possible Values for Feature (F)	Definition
NONE	No feature
FS-C	FSP C (for frequent shopper program members only)
C	C - small ad, usually 1 line of text
FS-B	FSP B
B	B – medium size ad
FS-A	FSP A
A	A – large size ad
FSA+	FSP A+

A+	A+ ad – also known as "Q" or "R" – retailer coupon or rebate

.

WEEK is the IRI week.
SY, GE, VEND, ITEM are the UPC code fields.
SY is the system code.
VEND is the vendor code.
ITEM is the item code.
The check digit is not supplied.
GE is the generation number of the UPC. All UPC's begin with generation 1, but as product attributes change will have higher generation numbers applied. For example, a UPC that was used for a floor wax in 1984 (generation 1) may be used for a dessert topping in 2006 (generation 2).

DOLLARS is the retail price paid, on average. This includes retail features, displays, and retailer coupons. It does not include manufacturer coupons or any discount that might be applied by the retailer that is not applicable to the item. For example, if a retailer gave $5 off if you purchased more than $200, that discount is not applied.

3.1.1 Loyalty program pricing

Loyalty programs (also called Frequent Shopper Card programs) are reflected in the following manner in the dollar data across time.

The following table summarizes the **Reported dollars** across time.		
Store Type	Pre-January 2002	January 2002 and beyond
Participating FSP Store	LRD	MD
Non-Participating FSP Store	LRD	LRD
Non-FSP Store	LRD (=MD by definition)	MD (=LRD by definition)

Definitions:

A **Non-FSP Store** is a store that does not have a frequent shopper program.

An **FSP Store** is a store that does have a frequent shopper program.

A **Non-Participating FSP Store** is an FSP store that does not send IRI movement data that reflects frequent shopper discounts.

A **Participating FSP Store** is an FSP store that does send IRI movement data that reflects frequent shopper discounts.

Movement Dollars (MD) are the movement dollars sent to IRI by the retailer. If a non-FSP feature exists then this field is calculated as the MINIMUM(non-FSP feature price, movement price) X Unit sales. This calculation is commonly referred to by IRI as the Feature Price Override (FPO).

Lowest Reported Dollars (LRD) are calculated during the data load process as follows: MINIMUM(available feature prices, movement price) X Unit sales.

Reported Dollars are the most accurate (or best estimate of) dollar sales used in the calculation of all dollar-based measures and any other client deliverable application. This field is the result of the UPCSelect data extraction program.

3.2 Delivery Stores

Naming convention: "**Delivery Stores**".

Varies by: time. Only stores which are active in the particular year are included in that year's file. Does not vary by category.

This is a flat file with information about the stores. The first record is field names. This is a fixed column width file. This file can be read in as a flat file or directly into excel. The file contains

each store "masked" using the sequence key as it's identifier across the various tables. This file also contains outlet, estimated acv, the market name so data can be aggregated by market, an open and close week, and finally a "chain" number representing a particular retailer. All the stores belonging to Chain8 are part of the same retailer that year. Note divisions of a large retailer are likely to have different chain numbers.[6]

	IRI_KEY	OU	EST_ACV	Market_Name	Open	Clsd	MskdName
1	200161	GR	11.16299	DETROIT	1366	9998	Chain8
2	200171	GR	23.631	MILWAUKEE	522	9998	Chain87
3	200197	GR	12.27599	PEORIA/SPRINGFLD.	903	9998	Chain51
4	200272	GR	12.256	LOS ANGELES	873	9998	Chain113
5	200287	GR	7.714996	SAN FRANCISCO	795	9998	Chain83
6	200297	GR	21.76999	PORTLAND,OR	999	9998	Chain69
7	200334	GR	18.963	PORTLAND,OR	922	1329	Chain125
8	200341	GR	21.35199	SAN DIEGO	1197	9998	Chain113
9	200372	GR	7.810997	HOUSTON	1389	9998	Chain16

Open and closed weeks are from the point of view of IRI data, with a value of 9998 meaning the store is currently open and providing data. Record 8 indicates the store provided data to IRI from week 922 to week 1329. It cannot not be determined from this file whether this store closed, or stopped providing data to IRI.

The estimated ACV reflects an estimate of annualized sales in millions for the store (not the actual). $11.16299 reflects estimated sales in the store of $11,162,990 across all categories (including bakery, meat, produce, etc.) in grocery and non-prescription sales in drug.

The masked names are different in each year. So, what is chain13 in one year may be called chain12 in a second year. A cross-reference is provided in appendix 2.

3.2.1 Stores by market

A count of stores by market for year 5 is given below. There are 50 IRI markets included: 48 standard markets and 2 BehaviorScan markets with panel data.

Count of IRI_KEY	**Column Labels**		
Row Labels	**DR**	**GR**	**Grand Total**
ATLANTA	13	42	55
BIRMINGHAM/MONTG.	6	38	44
BOSTON	15	47	62
BUFFALO/ROCHESTER	11	21	32

[6] *Just a reminder: please note that we have masked the retailer identities in this file, and we have masked the private label information in the product definitions, in order to emphasize that the purpose of this data set is not retail consulting, and not a comparison of two retailers (e.g., Albertsons versus American Stores) on a named basis. Retailers are data suppliers to IRI (and Nielsen and others) IRI has contractual restrictions placed on it by retailers as a result of retailers providing this data to IRI, which is why this data is provided without retailer identification. It is not in the best interest of the marketing research industry, consumer packaged goods manufacturers, or academics seeking data to create a situation in which the retailers feel vulnerable for having supplied this data. While the letter of this is spelled out in the data contract signed as part of getting access, we also ask you to respect the spirit of this dataset as well.*

CHARLOTTE	5	41	46
CHICAGO	39	54	93
CLEVELAND	6	17	23
DALLAS, TX	11	56	67
DES MOINES	2	8	10
DETROIT	20	32	52
EAU CLAIRE	2	7	9
GRAND RAPIDS	2	14	16
GREEN BAY	1	10	11
HARRISBURG/SCRANT	13	29	42
HARTFORD	7	35	42
HOUSTON	12	42	54
INDIANAPOLIS	7	22	29
KANSAS CITY	7	20	27
KNOXVILLE	2	21	23
LOS ANGELES	45	92	137
MILWAUKEE	6	24	30
MINNEAPOLIS/ST. PAUL	10	17	27
MISSISSIPPI	6	25	31
NEW ENGLAND	7	34	41
NEW ORLEANS, LA	8	31	39
NEW YORK	55	97	152
OKLAHOMA CITY	1	11	12
OMAHA	3	15	18
PEORIA/SPRINGFLD.	7	20	27
PHILADELPHIA	22	44	66
PHOENIX, AZ	13	45	58
PITTSFIELD	7	7	14
PORTLAND,OR	3	38	41
PROVIDENCE,RI	5	13	18
RALEIGH/DURHAM	8	45	53
RICHMOND/NORFOLK	7	35	42
ROANOKE	6	32	38
SACRAMENTO	5	32	37
SALT LAKE CITY	1	14	15
SAN DIEGO	15	30	45
SAN FRANCISCO	14	44	58
SEATTLE/TACOMA	6	47	53
SOUTH CAROLINA	15	76	91
SPOKANE	2	10	12
ST. LOUIS	6	27	33
SYRACUSE	5	25	30
TOLEDO	5	15	20
TULSA,OK	4	11	15
WASHINGTON, DC	22	60	82
WEST TEX/NEW MEX	5	16	21
Grand Total	**505**	**1588**	**2093**

3.3 Panel data sets: Category_PANEL_outlet_startweek_endweek.dat

Panel data is provided for two BehaviorScan markets, Eau Claire, Wisconsin and Pittsfield, Massachusetts.

The naming convention for these is category name then "panel" then outlet then start week and then end week, all separated by underscores, with the extension DAT, so salted snacks drug data for the earliest year would be saltsnck_**PANEL_DR_1114_1165.**

This file can be read in via a flat file or directly into Excel (the entire file may not fit). The fields in this file are delimited by one or more spaces. It is not a fixed width file.

PANID	WEEK	UNITS	OUTLET	DOLLARS	IRI_KEY	COLUPC
1197178	1175	2	DR	1	8003059	11600012250
1197178	1175	6	DR	3	8003059	11600012250
1227785	1174	1	DR	1.99	8000583	11600012530
1137612	1200	1	DR	0.99	642166	11600012606
1137612	1214	2	DR	1.98	642166	11600012606
1401877	1166	2	DR	1.98	8003042	11600012606
1401877	1175	1	DR	0.99	8003042	11600012606
1401877	1182	1	DR	0.99	8003042	11600012606
1401877	1183	2	DR	1.98	8003042	11600012606

Definitions of these fields are below (and in **panel_measure_definition.doc**)

Measure	Definition	Calculation
PANID	panelist number within a market	
UNITS	Total number of units purchased by the Buying households.	The sum of total units purchased by the households buying the Product.
OUTLET	Channel to which the store/chain belongs MA=Mass GR=Grocery DR=drug	
DOLLARS	Total Paid dollars	This is drawn from the store data, not entered by the panelist, in cases where IRI has store data. In cases where IRI does not receive store data, some panelists do record price and this price is extended to other panelists.
IRI_KEY	Masked store number	
WEEK	IRI WEEK	
COLUPC	(Collapsed UPC). This is the UPC which matches the internal form (e.g. private label collapsed). The information in COLUPC is the same as in the combination of SY, GE,	This is the combination of a upc's system (2 digits), generation (1 digit), vendor (5 digits) and item (5 digits) fields. See product

	VEND, ITE.	description section for an explanation of these fields. No leading zeroes are shown.

3.4 Panel trips

These files represent the trips made by panelists who purchased at least one item.

These files have been standardized in format from the way they were originally constructed, and placed in the directory "parsed stub files". The naming convention is **trips*N* jul08.csv**, where ***N*** is the year[7]. Fields are listed below. These files contain the following fields:

Panelist ID	Panelist ID number
week	IRI defined week; for an explanation of these codes see the section on "IRI week translation".
IRI_KEY	Store
MINUTE	Minute within the week the transaction occurred (or the scankey was used to record the purchase). 0 - 1439 is Monday, 1440 - 2879 is Tuesday and so on.
KRYSCENTS	Generally the same as CENTS999, it's scrubbed a bit and is probably a better field
CENTS998	The cents on the overall register tape, as entered by the panelist. This is missing for the card panelists because they do not enter their total register tape:
CENTS999	The trip total obtained by adding up the individual scanned items. For key panelists, this total will generally be <= the 998 record because of items that were not scanned (non CPG). For card panelists, the 999 record will be similar to the 998 record because the card records all purchases, even ones (such as random weight) that are not used in the panel. For research purposes, the "trip total" might be best considered to be the 999 record for card panelists, and the 998 record for key panelists.

3.5 Panel static file (static1_5.csv)

This file lists panelists who made the standard IRI static during the year (satisfied minimal requirements for reporting). This evaluation is done for each panelist each year. It was IRI's intention to include only the trip and purchase data for panelists who made static. However, due to trip processing problems there are both trips and transactions for panelists who did not made static, particularly for years 1 and 2.

PANID	Panelist ID number
Trip Count	Number of trips made by this panelist in this year

[7] Trip files produced earlier than July 2008 have errors and should not be used.

Make_static	This is always "yes". Panelist/years which do not satisfy static requirements are omitted from this file.
Year	Data year. All years are included in a single file.

3.5.1 Managing transactions, trips and static

In merging the data to produce a valid analysis, the following tips may be helpful.

First of all, determine how long the analysis is to run, and whether you need the same households to report for all of that time. Thus, if you need to have a 3 year analysis and households have to be good reporters for the entire time, you should use households who make the static in 3 successive years (years 1,2,3 or years 2,3,4, for example). Alternatively, you may want to run a long-term analysis, but NOT require the same person to be in the sample the entire time. If you want to filter by particular characteristics of panelists (e.g. card versus key, dog owners) this would be a good spot to merge in the demographic information.

Files needed:

static1_5.csv
ads demo*N*.csv

Second, filter out the data for only those households who make the static in the required time period. The should be the transaction data for the category (e.g. the purchases of cereal) for the outlets needed (of grocery, drug, mass). If trips are needed, filter the trips data files as well.

Files needed:

Category_PANEL_outlet_startweek_endweek.dat
trips*N* jul08.csv

Third, if you need to match purchases to trips you must do so at the panelist – week – store level. The trips are coded by minute within the week, but the transaction data in this data set is not[8].

3.5.2 Some numbers

It may be helpful to provide some numbers here.

How many static panelists?

Count of PANID			
year	**Do not make static**	**Make static**	**Grand Total**
1	3218	5624	8842
2	3638	6494	10132
3	73	6492	6565
4	38	5869	5907
5	52	5675	5727

[8] Inclusion of the transaction minute (which would allow more accurate assignment of trips) will be considered for future years.

Grand Total	7019	30154	37173

This doesn't reflect change in the panel philosophy; it reflects the fact that the trip and transaction files in year 1 and 2 were not adjusted for static and include panelist churn / poor reporters.

How many transactions?

Let's look at carbonated soft drinks and cold cereal together. We get the following transaction counts by year across all 3 outlets. In other words, we have combined 6 files each year in the tabulations below. This is before applying any static.

Year	Count of transactions
1	384363
2	490947
3	399816
4	336652
5	325478

How many transactions, among static panelists?

Year	Count of transactions among static panelists
1	309018
2	405267
3	397666
4	333360
5	322116

How many transactions can be matched to trips?
Note when we are matching to trips, we are first summing trips by unique panelist_store_week combinations. This may include more than one trip in a week.

The number of transactions which are not matched to a trip total record in this manner is small (0.07%).

Year	Can be matched	Cannot be matched
1	308580	438
2	404693	574
3	397662	4
4	333086	274
5	322029	87

3.6 Panel stores

Most panel transactions can be referenced using the store information as described in the section on "Delivery Stores".

There are some stores which do not have store data included. An example would be Wal-mart, a small independent drug store, or other case in which the store data is not available. There are other cases in which the panel scankey includes a general retailer (e.g. "CVS") but we cannot be specific as to the specific store. These instances are referenced in the file **manual store entry external.csv**. This file applies to all years 1-5.

Field name	Description
IRI_KEY	Store number
Outlet	GR grocery DR drug MA mass NA or n/a other outlets
Year1Chain	Chain number in year1. See discussion of **masked_chain_xref.csv** for explanation
Year2Chain	Chain number in year2
Year3Chain	Chain number in year3
Year4Chain	Chain number in year4
Year5Chain	Chain number in year5

3.7 Panel demographics

Panel demographic files have been standardized and are called **ads demo*N*.csv**, where ***N*** is the year number: ads demo1.csv, ads demo2.csv … ads demo5.csv.

The panelists included are those who satisfied IRI's standard 52 week reporting static. This means that (1) the panelists included reported all year, and (2) the panelists are different between years.

For the initial set of data provided, the panelist demos reflect data current at that time. So, for the year 1, 2, and 3 (2001-2003) data, the panelist demos are from early 2007, not 2001. For this reason, there may be panelist records without demographics. For years 4 and 5 (2004-2005) the panelist demos are from later in 2007 and may be slightly different due to the demographic updates.

The field names and the first two panelist values are shown below. Due to the demographic updates, there are minor differences in the values for the two panelists. For example, the male head in household in 1100180 is now listed as "some college" rather than post-secondary "technical school", and the male head occupation from laborer to machine operator.

In these files, a missing value may appear as an empty field, a blank, a period, or a zero.

Panelist ID	…032	…180
Panelist Type	0	6
Combined Pre-Tax Income of HH	5	11
Family Size	2	2
HH_RACE	1	1
Type of Residential Possession	2	2
COUNTY	C	C
HH_AGE	5	5
HH_EDU	7	5
HH_OCC	6	1
Age Group Applied to Male HH	7	5
Education Level Reached by Male HH	9	5
Occupation Code of Male HH	11	7
Male Working Hour Code	7	3
MALE_SMOKE	.	1
Age Group Applied to Female HH	5	5
Education Level Reached by Female HH	7	5
Occupation Code of Female HH	6	1
Female Working Hour Code	3	3
FEM_SMOKE	0	0
Number of Dogs	0	1
Number of Cats	2	1
Children Group Code	3	8
Marital Status	1	2
Language	.	.
Number of TVs Used by HH	1	2
Number of TVs Hooked to Cable	1	2
HISP_FLAG	0	0
HISP_CAT	.	.
HH Head Race (RACE2)	1	1
HH Head Race (RACE3)	1	1
Microwave Owned by HH	1	1
ZIPCODE	1201	1201
FIPSCODE	25003	25003
market based upon zipcode	1	1
IRI Geography Number	1	1
EXT_FACT	1	1

Panelist ID	…032	…180
Panelist Type	0	6
Combined Pre-Tax Income of HH	6	11
Family Size	2	2
HH_RACE	1	1
Type of Residential Possession	2	2
COUNTY	C	C
HH_AGE	5	5
HH_EDU	7	5
HH_OCC	6	1
Age Group Applied to Male HH	7	5
Education Level Reached by Male HH	9	6
Occupation Code of Male HH	11	6
Male Working Hour Code	7	3
MALE_SMOKE	.	1
Age Group Applied to Female HH	5	5
Education Level Reached by Female HH	7	5
Occupation Code of Female HH	6	1
Female Working Hour Code	3	3
FEM_SMOKE	0	0
Number of Dogs	0	1
Number of Cats	1	1
Children Group Code	3	8
Marital Status	1	2
Language	.	.
Number of TVs Used by HH	2	2
Number of TVs Hooked to Cable	1	2
HISP_FLAG	0	0
HISP_CAT	.	.
HH Head Race (RACE2)	1	1
HH Head Race (RACE3)	1	1
Microwave Owned by HH	1	1
ZIPCODE	1201	1201
FIPSCODE	25003	25003
market based upon zipcode	1	1
IRI Geography Number	1	1
EXT_FACT	1	1

Field definitions are shown below and are in **panel_measure_definition.doc**. "Plan to drop" fields should not be used. Zipcode does not have leading zero (01201 is shown as 1201)

Panel demographics definitions follow (and are also in the file "panel_measure_definition.doc")

Panelist type: Panelist type determines the data scope for a panelist. A card panelist shows a card, similar to a loyalty card, at participating retailers. Not all retailers participate (notably, Wal-mart does not). A key panelist has a key and wands their purchases at all retailers, but due to the heavier burden has a lower compliance rate. A card+key panelist uses a card in participating retailers, and a key to wand their purchases at non-particpating retailers[9]. A "card switch from key" is a panelist who was recruited as a key panelist, but is now a card panelist (possibly because they found the key too burdensome). A count of the panelists by type from the demos.csv file is listed below:

Panelist Type	Count of Panelist Type
0	2793
5	675
6	2439
9	4
Grand Total	**5911**

Measure	Definition
Panelist ID	panelist number within a market
Panelist Type	0=Card Only 5= Card + key 6= Card switch from key 7 = Key only 9 = Key switch from card
Combined Pre-Tax Income of HH	combined pre-tax income of the heads of household 0 = 'N/A'; 1 = '$00,000 to $ 9,999 per yr' 2 = '$10,000 to $11,999 per yr' 3 = '$12,000 to $14,999 per yr' 4 = '$15,000 to $19,999 per yr' 5 = '$20,000 to $24,999 per yr' 6 = '$25,000 to $34,999 per yr' 7 = '$35,000 to $44,999 per yr' 8 = '$45,000 to $54,999 per yr' 9 = '$55,000 to $64,999 per yr' 10 = '$65,000 to $74,999 per yr' 11 = '$75,000 to $99,999 per yr' 12 = '$100,000 and greater per year'

[9] On the trip data, a key transaction will have both CENTS98 and CENTS99 values. A card transaction will only have CENTS99.

Family Size	family size 0 = 'N/A' 1 = 'One person' 2 = 'Two people' 3 = 'Three people' 4 = 'Four people' 5 = 'Five people' 6 = 'Six or more people'
HH_RACE	3 = 'Hispanic' Everything else=’non Hispanic’
Type of Residential Possession	The type of residential possession 0 = 'N/A' 1 = 'Renter' 2 = 'Owner'
COUNTY	County sizes
HH_AGE	0 = ‘N/A’ 1 = '18 - 24' 2 = '25 - 34' 3 = '35 - 44' 4 = '45 - 54' 5 = '55 - 64' 6 = '65 + ' 7 = 'No such person'
HH_EDU	0 = ‘N/A’ 1 = 'Some grade school or less' 2 = 'Completed grade school' 3 = 'Some high school' 4 = 'Graduated high school' 5 = 'Technical school' 6 = 'Some college' 7 = 'Graduated from college' 8 = 'Post graduate work' 9 = 'No such head of household'
HH_OCC	0 = 'Other' 1 = 'Professional or technical' 2 = 'Manager or administrator' 3 = 'Sales' 4 = 'Clerical' 5 = 'Craftsman' 6 = 'Operative (machine operator)' 7 = 'Laborer' 8 = 'Cleaning, food, health service worker' 9 = 'Private household worker' 10 = 'Retired' 11 = 'No such head of household'

	13 = 'Not employed'
Age Group Applied to Male HH	age group applied to the male head of household
Education Level Reached by Male HH	the education level reached by the male head of household
Occupation Code of Male HH	the occupation code of the male head of household
Male Working Hour Code	male work hours 1 = 'Not employed' 2 = 'Part time, < 35 hrs./wk.' 3 = 'Full time, > 35 hrs./wk.' 4 = 'Retired' 5 = 'Homemaker' 6 = 'Student' 7 = 'N/A'
MALE_SMOKE	Plan to drop
Age Group Applied to Female HH	age group applied to the female head of HH
Education Level Reached by Female HH	the education level reached by the female head of household
Occupation Code of Female HH	the occupation code of the female head of household
Female Working Hour Code	female work hours 1 = 'Not employed' 2 = 'Part time, < 35 hrs./wk.' 3 = 'Full time, > 35 hrs./wk.' 4 = 'Retired' 5 = 'Homemaker' 6 = 'Student' 7 = 'N/A'
FEM_SMOKE	
Number of Dogs	number of dogs 0 = 'None' 1 = 'One' 2 = 'Two' 3 = 'Three' 4 = 'Four' 5 = 'Five +'
Number of Cats	number of cats 0 = 'None' 1 = 'One' 2 = 'Two' 3 = 'Three' 4 = 'Four' 5 = 'Five +'
Children Group Code	children group 0 = 'N/A' 1 = 'Child in [0-5)' 2 = 'Child in [6-11)'

	3 = 'Child in [12-17)' 4 = 'Children in [0-5) & [6-11)' 5 = 'Children in [0-5) & [12-17)' 6 = 'Children in [6-11) & [1217)' 7 = 'Children in [0-5),[6-11) & [12-17)' 8 = 'Family size>0 yet no children'
Marital Status	marital status code 0 = 'N/A' 1 = 'Single' 2 = 'Married' 3 = 'Divorced' 4 = 'Widowed' 5 = 'Separated'
Language	
Number of TVs Used by HH	Actual number
Number of TVs Hooked to Cable	Actual number
HISP_FLAG	N/A- planning to drop
HISP_CAT	N/A- planning to drop
HH Head Race (RACE2)	N/A- planning to drop
HH Head Race (RACE3)	Ethnicity 0 = 'N/A' 1 = 'White' 2 = 'Black-African American' 3 = 'Hispanic' 4 = 'Asian' 5 = 'Other' 6 = 'American Indian-Alaska Native' 7 = 'Native Hawaiian-Pacific Islands'
Microwave Owned by HH	N/A- planning to drop
ZIPCODE	As is
FIPSCODE	As is
market based upon zip code	Plan to drop
IRI Geography Number	1=Pittsfield 3=eau Claire 7=grand junction 10=cedar rapids-Iowa
EXT_FACT	equal market/demo weight (multi-outlet (4M) weights) [This has no meaning for this data set.]

3.8 Product characteristics

The improved file format, which incorporates further information, is **prod_*category*.xls**, for example, **prod_saltsnck.xls[10].**
These files are applicable to years 1-5 and are provided in a directory called "parsed stub files". If later years are provided to extend this dataset, new files will be provided because we cannot now anticipate what new products will be introduced in the future.

This is an excel file. The first line of the file contains the attribute labels. The specific product attributes 1-7 included will vary by category. For some categories, less than 7 additional attributes are provided.

Column name	**Description**
L1	Level 1 value (Large category)
L2	Level 2 value (Small category)
L3	Level 3 value (Parent Company)
L4	Level 4 value (Vendor)
L5	Level 5 value (Brand)
L9	level 9 value (UPC description)
Level	This field is always 9 because these are UPCs
UPC	UPC number (2 digit system,2 digit generation, 5 digit vendor, 5 digit item, separated by dashes)
SY	UPC system code
GE	UPC generation code. This is IRI's version number for the UPC; not a formal part of the UPC. All UPC's begin with generation 1, but as product attributes change will have higher generation numbers applied. For example, a UPC that was a floor wax in 1984 (generation 1) may be a dessert topping in 2006 (generation 2).
VEND	UPC vendor code -- 5 digits
ITEM	UPC item code -- 5 digits
*STUBSPEC 1527RC	
00004 (name varies by category)	UPC recipe description.
VOL_EQ	Volume equivalent
PRODUCT TYPE (name varies by category)	Attribute 1 for this category
SUGAR CONTENT (name varies by category)	Attribute 2 for this category
PROCESS (name varies by category)	Attribute 3 for this category
TEXTURE (name varies by category)	Attribute 4 for this category
FORM (name varies by category)	Attribute 5 for this category
TYPE OF COMBINATION (name varies by category)	Attribute 6 for this category (if provided)
STYLE (name varies by category)	Attribute 7 for this category (if provided)

The check digit is not supplied.
GE is the generation number of the UPC. All UPC's begin with generation 1, but as product attributes change will have higher generation numbers applied. For example, a UPC that was a floor wax in 1984 (generation 1) may be a dessert topping in 2006 (generation 2).

[10] The original file format used the following naming convention: category name then an underscore, then "prod_attr" with no extension. For example, the salty snack product attributes are in **saltsnck_prod_attr.** These files should not be on the dataset, and should be ignored if they are.

3.9 IRI week translation

This provides a translation from the IRI week number used in the files to the standard calendar.

The following conversion formulas will also work in an excel context, assuming the week is in cell A9

(equation 1) End date = (A9-400)*7+31900

(equation 2) Start date = (A9-400)*7+31900-6

So, IRI week 1369 evaluates to a start date of 11/21/2005 and an end date of 11/27/2005.

In reverse, a week can be provided for a date. Assuming the date is in cell E9, The exact week is given in equation 3, and the fractional week in equation 4.

(equation 3) Exact week = TRUNC(((E9-31894)/7)+400)

(equation 4) Fractional week = ((E9-31894)/7)+400

So, November 27, 2005 evaluates to IRI week 1369 in equation 3 and 1369.857 as the last day of 1369 in equation 4. These formulas assume Microsoft Excel date logic in which 1/1/2001 is day 36892. Date logic used in other software may vary.

3.9.1 Weeks in each year

References here to year 1, year 2, and so forth refer to the following weeks. Conveniently enough, year 1 starts 01/01/01 regardless of whether month/day/year, day/month/year, or year/month/day ordering is used.

Academic Data Set

Year	Start Week	Start day	End Week	End day
1	1114	January 1, 2001	1165	December 30, 2001
2	1166	December 31, 2001	1217	December 29, 2002
3	1218	December 30, 2002	1269	December 28, 2003
4	1270	December 29, 2003	1321	December 26, 2004
5	1322	December 27, 2004	1373	December 25, 2005

4. Appendices

4.1 Naming convention for DVD data sets[11].

Category	Internal / External	Year 1 1114-1165	Year 2 1166-1217	Year 3 1218-1269	Year 4 1270-1321	Year 5 1322-1373	Year 6 1374-1426
Beer/Ale	External	BAEY1	BAEY2	BAEY3	BAEY4	BAEY5	BAEY6
Blades	External	BLEY1	BLEY2	BLEY3	BLEY4	BLEY5	BLEY6
Carbonated Beverages	External	CBEY1	CBEY2	CBEY3	CBEY4	CBEY5	CBEY6
Coffee	External	COEY1	COEY2	COEY3	COEY4	COEY5	COEY6
Cold Cereal	External	CCEY1	CCEY2	CCEY3	CCEY4	CCEY5	CCEY6
Deodorant	External	DOEY1	DOEY2	DOEY3	DOEY4	DOEY5	DOEY6
Diapers	External	DIEY1	DIEY2	DIEY3	DIEY4	DIEY5	DIEY6
Facial Tissue	External	FTEY1	FTEY2	FTEY3	FTEY4	FTEY5	FTEY6
Frankfurters	External	FREY1	FREY2	FREY3	FREY4	FREY5	FREY6
FZ Dinners/Entrees	External	DEEY1	DEEY2	DEEY3	DEEY4	DEEY5	DEEY6
FZ Pizza	External	FPEY1	FPEY2	FPEY3	FPEY4	FPEY5	FPEY6
Household Cleaners	External	HCEY1	HCEY2	HCEY3	HCEY4	HCEY5	HCEY6
Laundry Detergent	External	LDEY1	LDEY2	LDEY3	LDEY4	LDEY5	LDEY6
Margarine/Butter	External	MBEY1	MBEY2	MBEY3	MBEY4	MBEY5	MBEY6
Mayonnaise	External	MAEY1	MAEY2	MAEY3	MAEY4	MAEY5	MAEY6
Milk	External	MIEY1	MIEY2	MIEY3	MIEY4	MIEY5	MIEY6
Mustard & Ketchup	External	MKEY1	MKEY2	MKEY3	MKEY4	MKEY5	MKEY6
Paper Towels	External	PTEY1	PTEY2	PTEY3	PTEY4	PTEY5	PTEY6
Peanut Butter	External	PBEY1	PBEY2	PBEY3	PBEY4	PBEY5	PBEY6
Photography Supplies	External	PSEY1	PSEY2	PSEY3	PSEY4	PSEY5	PSEY6
Razors	External	RAEY1	RAEY2	RAEY3	RAEY4	RAEY5	RAEY6
Salty Snacks	External	SSEY1	SSEY2	SSEY3	SSEY4	SSEY5	SSEY6
Shampoo	External	SHEY1	SHEY2	SHEY3	SHEY4	SHEY5	SHEY6
Soup	External	SOEY1	SOEY2	SOEY3	SOEY4	SOEY5	SOEY6
Spaghetti/Italian Sauce	External	SPEY1	SPEY2	SPEY3	SPEY4	SPEY5	SPEY6
Sugar Substitutes	External	SUEY1	SUEY2	SUEY3	SUEY4	SUEY5	SUEY6
Toilet Tissue	External	TTEY1	TTEY2	TTEY3	TTEY4	TTEY5	TTEY6
Toothbrushes	External	TOEY1	TOEY2	TOEY3	TOEY4	TOEY5	TOEY6
Toothpaste	External	TPEY1	TPEY2	TPEY3	TPEY4	TPEY5	TPEY6
Yogurt	External	YOEY1	YOEY2	YOEY3	YOEY4	YOEY5	YOEY6

[11] This has no relevance to the directory structure used on hard disk deliveries.

4.2 Chain cross-reference

Chain information is masked by year.

Chain1 only occurs in year1.

There is a chain which is Chain13 in year1, chain12 in year2, chain 11 in year3, and chain 10 in years 4 and 5.

The chain “NONE” is listed as “999” here to distinguish it from blank, but in the data this is just called “NONE”.

This table is contained in the file **masked_chain_xref.csv** in the **demos trips external** folder.

Year1	Year2	Year3	Year4	Year5
1				
2	1			
3	2	1	1	1
4	3	2	2	2
5	4	3	3	3
6	5	4	4	4
7	6	5	5	5
8	7	6	6	6
9	8	7	7	7
10	9	8	8	8
11	10	9	9	9
12	11	10		
13	12	11	10	10
14	13	12	11	11
15	14	13	12	12
16	15	14	13	13
17	16	15	14	14
18	17	16		
19	18	17	15	15
20	19	18	16	16
21	20	19	17	17
22	21	20	18	
23				
24	22	21	19	18
25	23	22	20	19
26	24	23		
27	25	24	21	20
28				
29	26	25	22	21
30	27	26	23	22
31	28	27	24	23

32	29	28	25	24
33	30	29	26	25
34	31	30	27	26
35	32	31	28	27
36	33	32	29	28
37	34	33	30	29
38	35	34	31	30
39				
40	36	35	33	32
41	37	36	34	33
42	38	37	35	34
43	39	38	36	35
44	41	40	38	37
45				
46	42	41	39	38
47	43	42	40	39
48	44	43	41	40
49	45	44	42	41
50	46	45	43	42
51	47			
52	49	47	45	44
53	50	48	46	45
54	51	49	47	46
55	52	50	48	47
56	53	51	49	48
57	54	52	50	49
58	55	53	51	50
59	56	54	52	51
60	57	55	53	52
61	58	56	54	53
62	59	57	55	54
63	60	58	56	55
64	61	59	57	56
65	62	60	58	57
66	63	61	59	58
67	64	62	60	59
68	65	63	61	60
69	66	64	62	61
70	67	65	63	62
71	68	66		
72	69	67	64	63
73	70	68	65	64
74				
75	72	70	67	66
76	73	71	68	67
77	74	72	69	68
78	75	73	70	69
79	76	74	71	70

80	77	75	72	71
81	78	76	73	72
83	80	78	75	74
84	81	79	76	75
85	82	80	77	76
86	83	81	78	77
87	84	82	79	78
88	85			
89	86	83	80	79
90	87	84	81	80
91	88	85	82	81
92	89	86	83	82
93	90	87	84	83
94	91	88	85	84
95	92	89	86	85
96	93	90	88	87
97	94	91	89	88
98	95	92	90	89
99	96	93	91	90
100	97	94	92	91
101	98	95	93	92
102	99	96	94	93
103	100	97	95	94
104	101	98	96	95
105	102	99	97	96
106	103	100		
107	104	102	99	98
108	105	103	100	99
109	106	104	101	100
110	108	105	102	101
111	109	106	103	102
112	110	107	104	103
113	111	108	105	104
114	112	109	106	105
115	113	110	107	106
116	114	111	108	107
117	115	112	109	108
118	116	113	110	109
119	117	114	111	110
120	118	115	112	111
121	120	117	114	113
122	121	118	115	114
123	122	119	116	115
124	123	120	117	116
125	124	121	118	117
126	125	122	119	118
127	126	123	120	119
128	127			

129	128	124	121	120
130	129	125	122	121
131	130	126	123	122
132	131	127	124	123
133	132	128	125	124
134	133	129	126	125
135	134	130	127	126
136	135	131	128	127
137	136	132	129	128
999	999	999	999	999
	40	39	37	36
	48	46	44	43
	71	69	66	65
	107			
	119	116	113	112
		101	98	97
			32	31
			87	86

4.3 IRI contract/nondisclosure agreement

This version is dated June 5, 2008. The version you signed may be slightly different. The version you signed is the relevant one; this is included for quick reference.

[Date]
[Researcher Name]
[Address/Zip]

RE: Proposal and Confidentiality Agreement regarding InfoScan® Services

Dear _____:

On behalf of Information Resources, Inc. ("IRI"), I am pleased to make the following proposal to provide the InfoScan Services outlined on Attachment 1 to this letter (the "InfoScan Services") to _____ (referred to herein as "Researcher" or "you") in accordance with the following terms:

1. IRI will provide the InfoScan Services to you as described in Attachment 1 to this letter agreement. Unless otherwise agreed in writing, additional extra cost InfoScan-related services subscribed to by you during the term of this Agreement will be subject to the same terms and conditions as the InfoScan Services provided hereunder.

2. If you accept this proposal, you agree to pay the following price for the InfoScan Services in accordance with the following payment terms:

Price: ____$500_____

An invoice will be generated upon contract signature and the invoiced amount must be paid in full prior to IRI delivering the data. The prices in this proposal are valid only if you sign and return this agreement by no later than _____.

The prices quoted herein are exclusive of taxes, if any are applicable. You agree promptly to reimburse IRI (or pay directly if so requested by IRI) all taxes, charges and fees imposed by any governmental body or agency upon or in connection with the transaction contemplated by this Agreement excluding all taxes measured by net income. Upon request, you agree to provide IRI with proof of such payment.

3. (a) The reports, data and/or related analysis (if any) provided by IRI under this Agreement (collectively, "IRI Data") is provided to you solely for your own use as one of many sources for your academic research for the project(s) described in Exhibit A attached (the "Research Projects"). You agree to take all reasonable precautions not to disclose or allow to be

disclosed any of the IRI Data or other IRI proprietary or confidential to which you have been provided access hereunder to any other person, firm or other entity without the prior written consent of IRI, except as otherwise explicitly permitted by the provisions in this Paragraph 3. You may not use the IRI Data for any other purpose, including without limitation, any commercial purpose.

(b) You may publish results of your academic research relating to the Research Projects based on the IRI Data in academic publications or academic working papers relating to such Research Projects or at academic conferences ("Academic Publications") Academic Publications provided that:

Any category level, brand level, market or regional level, and/or retailer or store level data included as part of the deliverable set forth in Exhibit 1 is provided to you solely for your internal purposes in connection with a Research Project. Unless otherwise expressly permitted in Exhibit 1 with respect to category or sub-category (or type) level data, in no event shall you publish, report or otherwise disclose (or allow any third party to whom you are permitted to disclose data hereunder (if any), to publish, report or disclose) IRI Data below the category, sub-category (or type) level or in any manner that could allow a third party to identify, derive or otherwise infer the identify of a specific retailer. In publications in which a lower level of detail than category or type or market totals is required, this should be published in a way that respects the fact that that this data is provided for the advancement of general marketing science, rather than the evaluation of the strategies used by particular manufacturers or retailers. Without specific written permission, retailer names should be obscured by referring to code names such as "retailer X" in such a manner that third parties could not easily infer the identity of a specific retailer.

i. IRI is referenced substantially as follows: "University of _____ estimate or analysis based [in part] on Information Resources, Inc. data as analyzed by University of _____". The reference section should contain the following reference to the dataset:

   Bronnenberg, Bart J., Kruger, Michael W, and Mela, Carl F. The IRI Marketing Dataset. submitted to **Marketing Science**, 2008. *(specific page reference not yet available)*

ii. The scope of the disclosure of IRI Data is limited to the extent necessary to support the specific results of the Research Project, and without limiting the generality of the foregoing you may not under any circumstances post IRI Data to the internet or in any electronic format in any form or manner without IRI's express prior written consent;

iii. The IRI Data is disclosed in a way that is not misleading, and accurately identifies the four components of time period, category, geography and measures;

iv. IRI is provided an opportunity to review the final results based on or incorporating IRI Data prior to any submission for publication, solely to confirm that IRI Data is being represented in a non-misleading fashion and otherwise in accordance with the requirements of this Agreement. It is not IRI's interest or intent to provide any editorial control of the outcome of the Research Project, rather IRI's review shall be limited solely to the presentation of IRI Data. IRI shall use all reasonable efforts to respond in writing to the Researcher within ten (10) business days of receiving a copy of the research. IRI's review may require shorter or longer timeframe depending on the scope, length and nature of the publication based on IRI Data. To expedite that necessary review, you agree to send the request to IRI Legal

Department, Attn: General Counsel, Information Resources, Inc. 150 North Clinton Street, Chicago, Illinois 60661).

v. Publication includes publication in printed or on-line journals, and in media which are generally available to the public or academic community. This would include working papers available on an archive, such as a web site (unless restricted to the research team). This would not include conference presentations or colloquia which may include publication of a brief abstract, but for which no proceedings are published.

vi. The final results described in subparagraph (b) above may be distributed internally within IRI. IRI will make reasonable efforts to avoid external distribution but assumes no legal liability for unauthorized distribution. IRI may publish references to academic publications which have used this data set.

(c) Requests for use of IRI Data provided hereunder to Researcher for academic research projects other than the Research Projects described in Exhibit A will require IRI's prior written consent. All such requests describing the research project scope should be directed to the IRI Legal Department, Attn: General Counsel, Information Resources, Inc., 150 North Clinton Street, Chicago, IL 60661. IRI shall review such request and use reasonable efforts to respond in writing within ten (10) business days from receipt of such request. Any consent granted by IRI shall be in writing referencing this Agreement and shall be subject to the limited use and nondisclosure provisions of this Paragraph 3 as well as all other applicable provisions of this Agreement and any other terms that IRI may specify. In the event that IRI provides its consent, there will be no additional charge to you for using the IRI Data previously provided and paid for under this Agreement.

(d) Researcher agrees that neither Researcher nor any third party academic researcher working with you will use, or attempt to use, or permit or allow the use of, any IRI Data provided by IRI hereunder, in any legal proceedings (including, but not limited to, any use in litigation and/or use with any governmental, investigatory, regulatory or other body or authority) except (i) if and to the extent compelled by service of legal process or in response to an official governmental demand; and (ii) in those cases only if Researcher (a) gives IRI prompt advance notice thereof; and (b) make reasonable efforts to obtain appropriate confidentiality agreements and/or protective orders in form and substance reasonably acceptable to IRI.

(e) You also agree to provide IRI a copy or summary of your research based on the IRI data.

4. The data to which you are provided access hereunder shall belong to IRI. IRI reserves the right to resell the data in any form to third parties. You may not resell data, reports or portions of reports in any form.

5. **THE IRI DATA IS PROVIDED AS IS, WITHOUT WARRANTY. IRI MAKES NO REPRESENTATION OR WARRANTY AS TO THE VALUE, MERCHANTABILITY, DESIGN OR FITNESS FOR USE FOR A PARTICULAR PURPOSE OF THE DATA TO BE PROVIDED HEREUNDER.** In the event that IRI is unable to perform hereunder for any reason, IRI's liability shall be limited to a refund or credit of the amount paid for that portion of this Agreement that IRI has not fulfilled and in no event shall IRI be liable for lost profits, good will or other special or consequential damages of any kind.

6. Neither party shall be liable to the other party for any loss, injury, delay, damages or casualty suffered by the other party due to strikes, governmental action, unusually severe weather, acts of God or public enemy, or any other cause which is beyond the reasonable control of either party, and any failure or delay by either party in the performance of its obligations under this Agreement due to one or more of the foregoing causes will not be considered a breach of this Agreement.

7. No waiver, alteration or modification of any provision herein shall be binding upon either party unless made in writing and agreed to by a duly authorized officer of the party sought to be bound. This Agreement may not be assigned by you. Waiver by either party of any default hereunder shall not be deemed a waiver by such party of any default by either party which may thereafter occur. This Agreement shall be governed by and construed under the laws of the State of Illinois. This Agreement sets forth the entire agreement between the parties and takes the place of all prior verbal or written communications concerning the subject of this Agreement.

Please acknowledge your acceptance of these proposal terms and your agreement to the foregoing by countersigning where indicated below.

Sincerely,

INFORMATION RESOURCES, INC.

By: _____

Title: _____

ACCEPTED AND AGREED TO BY [INSERT NAME OF RESEARCHER]

Signature: _____

Name/Title:_____

Date: _____

EXHIBIT A

RESEARCH PROJECT(S)

Overview of Projects To Be Undertaken by Researcher Utilizing IRI Data

PROVIDE BRIEF SUMMARY

ATTACHMENT 1

(this attachment will contain a list of the database files and the information contained)

This is the dataset called “Academic Dataset External”. This database is described in

Bronnenberg, Bart J., Kruger, Michael W, and Mela, Carl F. The IRI Marketing Dataset. submitted to **Marketing Science**, 2008.

4.4 TNS Terms of Use

TNS has generously made available some advertising data sets. These data are described in a separate document.

Operationally, the terms of use should be signed at the same time that the IRI contract/nondisclosure agreement is signed and returned to IRI, which will then distribute the datasets. The agreement on the terms of use of the TNS data is between TNS and the academic researcher only.

The TNS Attorney would like the Academics using the data to sign the attached Terms Of Use Sheet.

Gaurav
Gaurav Bhalla
Global Innovation Director
TNS
8605 Westwood Center Drive Suite 207
Vienna VA 22182

Marc Levin, Esq.
SVP & General Counsel, North America
TNS
100 Park Avenue, 4th Floor
New York, NY 10017

TERMS OF USE

USE OF THE DATA PROVIDED BY TNS CUSTOM RESEARCH, INC. ("TNS") TO YOU AND/OR YOUR ORGANIZATION (THE "DATA") IS SUBJECT TO THESE TERMS. YOU AND YOUR ORGANIZATION ACCEPTS THESE TERMS BY USING THE DATA. IF YOU AND/OR YOUR ORGANIZATION DO NOT AGREE TO ALL OF THESE TERMS, DO NOT USE THE DATA.

OWNERSHIP AND COPYRIGHT; USE RESTRICTIONS. The Data are owned by TNS and are being licensed and not sold to you and/or your organization; and thus, other than the license, you and/or your organization shall not receive any right, title or interest in the Data. You and/or your organization may use the Data only for academic purposes. You and/or your organization may not use the Data for any other purpose, including, without limitation, for consultative purposes. Any dissemination of the Data must identify TNS as the source of the Data. You and/or your organization may not sell, license, sublicense or otherwise commercially transfer the Data. Any breach or attempted breach by you and/or your organization of the provisions hereof may cause TNS irreparable injury, for which TNS may seek, in addition to any and all other remedies available to TNS, temporary and permanent injunctive relief.

LIMITED WARRANTY; LIMITED LIABILITY. THE DATA ARE PROVIDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, TNS DOES NOT WARRANT, GUARANTEE, OR MAKE ANY REPRESENTATIONS REGARDING THE USE OR THE RESULTS OF THE USE OF THE DATA IN TERMS OF CORRECTNESS, ACCURACY, RELIABILITY OR OTHERWISE. TNS MAKES NO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. TNS WILL NOT BE LIABLE FOR ANY DAMAGES, WHETHER INCIDENTAL OR DIRECT, IN CONNECTION WITH THE USE OF THE DATA BY YOU AND/OR YOUR ORGANIZATION, EVEN IF TNS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.