

| IRI Week | Calendar week starting on | Calendar week ending on | Calendar date |
|-----------------|----------------------------------|--------------------------------|----------------------|
| 1138 | June 18, 2001 | June 24, 2001 | September 3, 1979 |
| 1139 | June 25, 2001 | July 1, 2001 | |
| 1140 | July 2, 2001 | July 8, 2001 | |
| 1141 | July 9, 2001 | July 15, 2001 | |
| 1142 | July 16, 2001 | July 22, 2001 | |
| 1143 | July 23, 2001 | July 29, 2001 | |
| 1144 | July 30, 2001 | August 5, 2001 | |
| 1145 | August 6, 2001 | August 12, 2001 | |
| 1146 | August 13, 2001 | August 19, 2001 | |
| 1147 | August 20, 2001 | August 26, 2001 | |
| 1148 | August 27, 2001 | September 2, 2001 | |
| 1149 | September 3, 2001 | September 9, 2001 | |
| 1150 | September 10, 2001 | September 16, 2001 | |
| 1151 | September 17, 2001 | September 23, 2001 | |
| 1152 | September 24, 2001 | September 30, 2001 | |
| 1153 | October 1, 2001 | October 7, 2001 | |
| 1154 | October 8, 2001 | October 14, 2001 | |
| 1155 | October 15, 2001 | October 21, 2001 | |
| 1156 | October 22, 2001 | October 28, 2001 | |
| 1157 | October 29, 2001 | November 4, 2001 | |
| 1158 | November 5, 2001 | November 11, 2001 | |
| 1159 | November 12, 2001 | November 18, 2001 | |
| 1160 | November 19, 2001 | November 25, 2001 | |
| 1161 | November 26, 2001 | December 2, 2001 | |
| 1162 | December 3, 2001 | December 9, 2001 | |
| 1163 | December 10, 2001 | December 16, 2001 | |
| 1164 | December 17, 2001 | December 23, 2001 | |
| 1165 | December 24, 2001 | December 30, 2001 | |
| 1166 | December 31, 2001 | January 6, 2002 | |
| 1167 | January 7, 2002 | January 13, 2002 | |
| 1168 | January 14, 2002 | January 20, 2002 | |
| 1169 | January 21, 2002 | January 27, 2002 | |
| 1170 | January 28, 2002 | February 3, 2002 | |
| 1171 | February 4, 2002 | February 10, 2002 | |
| 1172 | February 11, 2002 | February 17, 2002 | |
| 1173 | February 18, 2002 | February 24, 2002 | |
| 1174 | February 25, 2002 | March 3, 2002 | |
| 1175 | March 4, 2002 | March 10, 2002 | |
| 1176 | March 11, 2002 | March 17, 2002 | |
| 1177 | March 18, 2002 | March 24, 2002 | |
| 1178 | March 25, 2002 | March 31, 2002 | |
| 1179 | April 1, 2002 | April 7, 2002 | |
| 1180 | April 8, 2002 | April 14, 2002 | |
| 1181 | April 15, 2002 | April 21, 2002 | |
| 1182 | April 22, 2002 | April 28, 2002 | |
| 1183 | April 29, 2002 | May 5, 2002 | |
| 1184 | May 6, 2002 | May 12, 2002 | |
| 1185 | May 13, 2002 | May 19, 2002 | |
| 1186 | May 20, 2002 | May 26, 2002 | |
| 1187 | May 27, 2002 | June 2, 2002 | |
| 1188 | June 3, 2002 | June 9, 2002 | |

The **OU** represents the outlet of the store, i.e. its type – either GR for grocery, DR for drug store, or MA for mass store

Market_Name represents the market location in the United States

Open and Cisd (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 **EST_ACV (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 **MskdName (masked names)** are different in each year. So, what is chain13 in one year may be called chain12 in a second year.

| Header | Definition |
|---------|---|
| IRI_KEY | Masked Store number |
| WEEK | IRI Week: see IRI Week Translation.xls 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 1 & 2) |
| 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 |

| 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 | |
| IRI_KEY | Code to mask the store numbers | |
| WEEK | IRI WEEK | |

| Measure | Definition |
|-----------|--|
| IRI_KEY | Code to mask the store numbers |
| PANID | Panelist number within a market |
| KRYSCENTS | IRI-Best cents(best of cents998 and cents 999) |
| CENTS998 | Panelist defined cent for the trip |
| CENTS999 | IRI calculated cents for the trip |

| Measure | Definition |
|-------------------------------|---|
| Panelist ID | panelist number within a market |
| Panelist Type | Plan to drop |
| 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' |
| 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) & [12-17)' 7 = 'Children in [0-5),[6-11) & [12-17)' 8 = 'Family size>0 yet no children' |

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|-------------------------------|---|
| 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) |