

Peer Review Plan

Preliminary Title: How Accurate is Self Reported Consumer Purchase Behavior? Cross-Validation of Homescan Data

Type of Report:
(ERR, EIB, EB) ERR

Agency: Economic Research Service Influential Scientific Information
USDA Highly Influential Scientific Assessment

Agency Contact: Elise Golan, egolan@ers.usda.gov

Subject of Review: Nielsen Homescan data contain detailed food purchase information from a representative panel of U.S. households that can be used to address a variety of important research topics. However, some question the credibility of the data since the data are self-recorded and the recording process is time consuming. Given the time commitment, households that agree to participate in the sample might not be completely representative of the U.S. population as a whole and may not record their purchases accurately. Using matched purchase records from Nielsen Homescan data with data obtained from a major grocery retailer, we examine whether quantities purchased and prices are reported accurately in the Homescan data.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: Panel Review Individual Reviewers

Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 10/16/07 End: 11/16/07 Completed: 02/28/08

Number of Reviewers: 3 or fewer 4 to 10 More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: Agency Designated Outside Organization
Organization's Name:

Opportunities for Public Comment? Yes No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments? Yes No

Public Nominations Requested for Review Panel? Yes No

