

Peer Review Plan

Preliminary Title: A Comparison of Millennial Food Purchase Decisions to Other Generations

Type of Report (ERR, EIB, EB, TB, SOR,) EIB

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment

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Subject of Review: The goal of this research is to investigate whether the purchasing decisions of Millennial households, those born after 1980, differ significantly from the rest of the population. This study uses Information Resources Inc.'s Household Panel dataset to investigate how Millennial households allocate their food-at-home budget, breaking monthly purchases out by food category. Comparing Millennial shopping habits to other generational cohorts, our study finds evidence that Millennials place a higher preference for convenience when making food-at-home purchases.

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 [X] Individual Reviewers
[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 2/21/17 End: 7/7/17 Completed: 7/7/17

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

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [] Designated Outside Organization
Organization's Name:

Opportunities for Public Comment? [] Yes [X] No

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

How:

When:

Peer Reviewers Provided with Public Comments? [] Yes [X] No

Public Nominations Requested for Review Panel? [] Yes [X] No