War on Aisle 5: Casualties, National Identity, and Consumer Behavior

Replication File Codebook

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This is the codebook for: War on Aisle 5: Casualties, National Identity, and Consumer Behavior, *Journal of Conflict Resolution*. This codebook contains data sources and definition information for all variables used in the analysis.

The first table identifies all variables associated with the IRI supermarket scanner dataset. Access to the IRI supermarket scanner data is subject to a data use agreement. Contact Academic.Publication@circana.com for further information. Code is provided to prepare the raw data for analysis (see `IRI_CleaningCode.txt`).

Once the IRI supermarket scanner data have been accessed, the authors will provide additional brand-level data, including the American Score, Coalition of the Willing Score, and France/Germany score, required to complete replication.

The second table identifies all county-level variables, including various measures of casualties, population, and Bush vote share. Note: we originally collected casualty data from the Associated Press, but casualty data are now directly available from the Department of Defense at `https://dcas.dmdc.osd.mil/dcas/app/conflictCasualties`. County-level data are publicly available and are provided in the file `county_dataset.csv`.

The third table identifies all ZIP code-level variables, including the Zillow Housing Index and military enlistment. These data are publicly available and are provided in the file `zip_dataset.csv`.

The fourth table identifies all variables associated with the Wesleyan Media Project congressional advertising dataset. Access to the Wesleyan Media Project data is subject to a data use agreement. Visit `https://mediaproject.wesleyan.edu/dataaccess/` to access the 2006 advertising data file. Code is provided to prepare the raw data for analysis (see `WMP_CleaningCode.R`).

Variables in IRI Supermarket Scanner Dataset

Variable Name	Description	Source
store	Store ID	IRI
week	Week	
iri_week	Week variable in IRI dataset	IRI
category	Product category	IRI
am4	American score	Authors
dmshare	Change in market share (200X-2001)	IRI
dmshare_2002	Change in market share (200X-2002)	IRI
mshare01	Market share in 2001	IRI
dprice	Change in price (200X-2001)	IRI
dprice_2002	Change in price (200X-2002)	IRI
mprice01	Price in 2001	IRI
dnsku	Change in no. SKUs (200X-2001)	IRI
dnsku_2002	Change in no. SKUs (200X-2002)	IRI
mnumsku01	No. SKUs in 2001	IRI
coalition_score	Coalition of the Willing score	Authors
france_germany_score	France/Germany score	Authors
whitecollar_percent	Skilled local employment (%)	IRI
armedforces_percent	Armed Forces local employment (%)	IRI
native_percent	Native-born local population (%)	IRI
black_percent	Black local population (%)	IRI
food	Food product category indicator	IRI/authors
hedonic	Hedonic product category indicator	IRI/authors

Variables in County Dataset

Variable Name	Description	Source
fips	County FIPS code	
year	Year	
dma_code	Designated market area (DMA) code	
week	Week	
iri_week	Week variable in IRI dataset	IRI
casul_ind	Weekly Iraq casualty indicator	Associated Press
iraq_nat_cas	Weekly Iraq national casualties	Associated Press
cum_iraq_cas	Cumulative weekly Iraq casualties	Associated Press
log_cum_iraq_cas	Logged cumulative weekly Iraq casualties	Associated Press
cum_iraq_nat_cas	Cumulative Iraq national casualties	Associated Press
log_cum_iraq_nat_cas	Logged cumulative Iraq national casualties	Associated Press
lag_casul_ind	Lagged weekly Iraq casualty indicator	Associated Press
lag_iraq_nat_cas	Lagged weekly Iraq national casualties	Associated Press
total_cas	Weekly total casualties	Associated Press
total_nat_cas	Weekly total national casualties	Associated Press
cum_total_cas	Cumulative weekly total casualties	Associated Press
log_cum_total_cas	Logged cumulative weekly total casualties	Associated Press
cum_total_nat_cas	Cumulative total national casualties	Associated Press
log_cum_total_nat_cas	Logged cumulative total national casualties	Associated Press
dma_casul_ind	Weekly Iraq casualty indicator for DMA	Associated Press
dma_casualties	Weekly DMA Iraq casualties	Associated Press
cum_iraq_cas_pop	Cumulative weekly Iraq casualties divided by population (thousands)	Associated Press
pop	2000 county population (thousands)	2000 US Census
bush	2000 Bush vote share (%)	Dave Leip Electoral Atlas

Variables in ZIP Code Dataset

Variable Name	Description	Source
zip	ZIP code	
year	Year	
iri_week	Week variable in IRI dataset	IRI
zhi	Zillow Housing Index	Zillow
enlist	Military enlistment	Kriner and Shen (2010)

Variables in Advertising Dataset

Variable Name	Description	Source
dma_code	Designated market area (DMA) code	
week	Week	
iri_week	Week variable in IRI dataset	IRI
share_iraq	Share of ads referencing Iraq	Wesleyan Media Project
share_iraq_dem	Share of Democratic ads referencing Iraq	Wesleyan Media Project
share_iraq_rep	Share of Republican ads referencing Iraq	Wesleyan Media Project
time_total	Total advertising time	Wesleyan Media Project