

## DATA DOCUMENTATION

Valuing New Goods in a Model with Complementarities  
by Matthew Gentzkow  
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### Data

This paper uses data from the 2000-2003 releases of the Washington DC PrimeNext product provided by Scarborough Research.

Because this data is proprietary, it is not possible to make it publicly available. By agreement with the *AER*, I will instead make available the code for the analysis along with contact information for Scarborough. Researchers interested in performing a replication can obtain the data directly from them. I will then be happy to assist in extracting the necessary variables to use as input for programs.

The contact information for Scarborough is as follows:

Scarborough Research  
[www.scarborough.com](http://www.scarborough.com)  
Scarborough Research  
770 Broadway  
New York, NY 10003  
Phone: 646.654.8400  
Fax: 646.654.8450  
[info@scarborough.com](mailto:info@scarborough.com)

The relevant product is PrimeNext local market data for Washington DC, 2000 (release 2) through 2003 (release 1).

### Program

The “program” directory contains Matlab and C code used to run the analysis for the paper. There are three main .m files which should be run in sequence: (i) RUNOED.m, (ii) SEEOED.m, and (iii) WELOED.m. The first requires a number of input matrices and vectors. The included file data.m includes all of those necessary for the main run of the analysis, except for the matrices Xall, Y1all, and Y7all which contain the Scarborough data.

The individual files that make up the program code are commented and should be self explanatory. I will be happy to answer any questions.