



Georgia WIC – Retail Vendor Peer Group Criteria Details (as of 08/13/2018)

		Peer Group J	Peer Group K	Peer Group M	Peer Group N	Peer Group H	Peer Group I
Geographic Criteria Detail	Business Economic Area (BEA)	11 - Atlanta-Sandy Springs-Gainesville-AL (Economic Area)	Non – 11 - All Other BEAs	11 - Atlanta-Sandy Springs-Gainesville-AL (Economic Area)	Non – 11 - All Other BEAs–	11 - Atlanta-Sandy Springs-Gainesville-AL (Economic Area)	Non – 11 - All Other BEAs
	Sub Area	Metro, Non-Metro	Metro, Non-Metro	Metro, Non-Metro	Metro, Non-Metro	Metro, Non-Metro	Metro, Non-Metro
Size Criteria Detail	Store Type	Supermarket	Supermarket	Supermarket, Non-Supermarket	Supermarket, Non-Supermarket	Supermarket	Supermarket
	Gross Sales	\$2,000,000 - \$20,000,000	\$2,000,000 - \$17,000,000	\$250,000 – \$2,500,000	\$700,000 - \$2,500,000	\$15,000,000 - \$117,000,000	\$15,000,000 - \$135,000,000
	Type of Ownership	Chain, Non-Chain	Chain, Non-Chain	Non-Chain	Non-Chain	Chain, Non-Chain	Chain
	Total Number of Stores (Nationwide)	1 – 1,300	1 – 1,300	1 - 10	1 – 4	1 – 4,800	40 – 4,800



Georgia WIC – Retail Vendor Peer Group Criteria Details Explanations

Explanations:		
BEA (Business Economic Area)	11	11 - Atlanta-Sandy Springs-Gainesville-AL (Economic Area)
Definition Source: FNS – WIC - The Interim Cost Containment Guidance (June 2006)		3 – Albany (Economic Area)
Distinguished areas within the economic marketplace where firms (particularly retail food stores) compete based on common supply and demand factors.	Non – 11 – All Other BEAs	12 - Augusta-Richmond County-SC (Economic Area) 39 - Columbus-Auburn-Opelika-AL (Economic Area) 48 - Dothan-Enterprise-Ozark, AL (Economic Area) 79 - Jacksonville, FL (Economic Area) 100 - Macon-Warner Robins-Fort Valley (Economic Area) 149 - Savannah-Hinesville-Fort Stewart (Economic Area) 163 - Tallahassee, FL (Economic Area)
Geographic Sub Area	Non-Metro	Rural
United States Department of Agriculture- Economic Research Service (USDA-ERS) Rural-Urban Continuum Codes are utilized to distinguish metropolitan (metro) counties by the population size of their metro area, and nonmetropolitan (non-metro) counties by degree of urbanization and adjacency to metro areas.		
Definition Source: USDA - Economic Research Service with data from US Census Bureau	Metro	Urban
Store Type	Non-Supermarket	Less than \$2,000,000 (Annual Sale less than \$2 million)
Using the \$2,000,000 threshold, established by the Census Bureau and USDA Economic Research Services for distinguishing Supermarkets from Small Grocery Stores .		
Definition Source: USDA - Economic Research Service with data from US Census Bureau	Supermarket	More than \$2,000,000 (Annual Sales more than \$2 million)
Owner Type	Non-Chain	Less than 20 Stores in Ownership Group (Nationwide)
Definition Source: Georgia WIC Previous definition of Ownership Type.	Chain	20 or More Stores in Ownership Group (Nationwide)
Total Number of Stores (Nationwide)		Self Reported by Vendors. Total of all Stores, Nationwide, within the Ownership Group.