



Georgia WIC – Retail Vendor Peer Group Details – Points of Comparison (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 |

Note: Georgia WIC Runs Peer Group Analysis on a quarterly basis. The makeup of each Peer Group along with each Retail Vendor’s individual Peer Group may change during this analysis. Georgia WIC will inform Retail Vendors of changes to their Peer Group prior to implementing the change.

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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. |