

## Appendix C

### WIC Transaction Data

Data on food items purchased during WIC transactions were obtained from six supermarket chains in five States over a 6-week period in late January through mid-March 2001. Two supermarket chains in North Carolina provided data; data were not obtained from Oklahoma. Table C-1 summarizes the characteristics of the transaction data.

The amount of data received from each supermarket chain varied widely. The study's goal was to collect data for as many of each chain's stores within the State as possible, but this was sometimes limited if the chain operated separate data systems for subsets of stores. One chain in North Carolina operates stores Statewide and provided data for all of its supermarkets within the State.

**Table C-1—Characteristics of WIC transaction data**

<b>State / supermarket chain</b>	<b>Stores (<i>n</i>)</b>	<b>Weeks (<i>n</i>)</b>	<b>Data collection period</b>	<b>WIC trans- actions (<i>n</i>)</b>	<b>Average trans- actions per store per week</b>	<b>WIC food items (<i>n</i>)</b>	<b>Average items per WIC trans- action</b>
California	12	6	Jan 29 - Mar 11	46,871	651	120,129	2.6
Connecticut	16	6	Feb 4 - Mar 17	4,722	49	18,315	3.9
North Carolina #1	446	5	Feb 4 - Mar 17	223,796	84	930,553	4.2
North Carolina #2	17	6	Feb 4 - Mar 10	4,444	52	28,330	6.4
Ohio	25	5	Feb 4 - Mar 10	55,500	444	170,307	3.1
Texas	80	5	Feb 14 - Mar 21	230,412	576	411,031	1.8

The study provided each participating supermarket chain with a desired file layout for the data they would be providing. The prescribed layout specified one record per food item. The supermarket chains then sent the transaction data each week to SmartSource Direct, a subcontractor that helped recruit chains for the study. SmartSource Direct formatted the data and forwarded them to Abt Associates.