

## **Grocery Store Price Comparison**

### ***Summary***

Realizing that many Waushara County residents travel outside of the county to purchase food at cheaper prices, our original intent for conducting this price comparison study was to identify, once travel expenses were included, if this shopping practice resulted in an actual cost savings or an additional expenditure. Our findings show that unless someone is driving out of town anyway for another purpose, or is buying a large amount of groceries at one time, it is more cost effective to grocery shop locally than it is to shop out of town for sales and lower prices.