

Grocery Store Price Comparison

Background and Methodology

Between November 7th, 2009 and January 31st, 2010, food prices were identified for 16 items found at 20 different stores selling food products in Waushara County and the surrounding area. Table 1 illustrates a price comparison of the least expensive brands for 10 of these food items from 13 selected grocery stores.

Note: Seven stores were not included because they carried less than 90% of the targeted food products and six of the food items were eliminated due to the fact that they were either not sold at all of the remaining 13 grocery stores or were only available in vastly different volume amounts. It also should be noted that some of these prices might reflect sales offered on the day our data was collected, which consequently may alter our findings.

Tables 2, 3, and 4 show the mileage and transportation cost of shopping at different stores.