

Mary Ada Upstone & Richard Willis

WHERE DOES THE DIFFERENCE LIE?

On Saturday, October 3, a survey of prices from four major grocery stores in the greater Charlotte-Metropolitan Area, was conducted in order to alert the student consumer to price variance. A random sampling of 40 different products was used ie. 10 meat, 10 fruits and vegetables, and 20 miscellaneous other products. This sampling was not intended to encompass the huge variety of products which any student might purchase but to give an objective view of the differences in prices from store to store. Also included here, are some of our comments on

shopping conditions in each of these particular stores.

CO-OP (downtown) - Due to the odd L-shaped set-up of their store, it is difficult for a new shopper to find things although the employees are very obliging and friendly. Parking is limited and usually confined to a meter area.

K-MART - This store is extended, departmentalized, and impersonal. However, the variety and quality of the meats and produce appears to be very good. There is always ample parking in the K-Mart lot although seldom near the foodstore.

ELLIS BROS. SAVE-EASY -

This store is fairly well set up although the aisles are rather crowded due to the large number of sale items at the end of each. The employees are courteous and friendly lending to a pleasant atmosphere. There is no problem with parking nearby this store. CO-OP (Royalty Mall) - This store is very similar to the downtown CO-OP with regard to selection and quality. It differs in that it has the typical more efficient square-type set-up and also easier parking. However, the employees are not so friendly and the personal atmosphere is missing.

	CO-OP* (downtown)	K-MART	ELLIS BROS.	CO-OP* (R.Mall)
<u>MEATS (1.1b)</u>				
1. hamburger	\$1.09	\$1.18	.99	\$1.09
2. bacon (Maple Leaf)	1.65	1.65	1.32	1.65
3. wieners (Swifts)	.89	1.03	1.05	.89
4. bologna (Maple Leaf)	.79	.68	.69	.68
5. chicken	.89	.85	.89	.89
6. roast beef (rump)	1.35	1.39	1.25	1.35
7. pork chops (loin)	1.59	1.48	1.59	1.59
8. liver (beef)	.99	.79	.95	.99
9. steak (chuck)	1.29	1.33	1.07	1.29
10. steak (T-bone)	1.85	1.98	1.69	1.85
<u>SUBTOTAL</u>	<u>12.38</u>	<u>12.36</u>	<u>11.49</u>	<u>12.27</u>
<u>FRUITS & VEG.</u>				
1. oranges (12 Sunkist)	\$1.18	.99¢	.98¢	.89¢
2. apples (5lb Macintosh)	1.09	1.62	1.31	1.09
3. grapefruit (3)	3/75¢	3/74¢	3/79¢	3/69¢
4. bananas (11b)	.17	.13	.22	.17
5. tomatoes (11b)	.49	.59	.39	.49
6. lettuce (head)	.49	.49	.43	.49
7. carrots (21b)	.29	.33	.29	.29
8. potatoes (10lb table)	.89	.98	.89	.89
9. celery (stalk)	.35	.35	.29	.35
10. onions (21b)	.35	.39	.33	.35
<u>SUBTOTAL</u>	<u>\$6.05</u>	<u>\$6.61</u>	<u>\$5.92</u>	<u>\$5.70</u>
<u>MISCELLANEOUS</u>				
1. bread (Lanes 20oz)	.39¢	.39¢	.39¢	.39¢
2. milk (Garden City 1qt)	.10	.18	.19	.49
3. butter (Wiltshire 11b)	.85	.85	.85	.85
4. eggs (Grade A Large)	.92	.90	.90	.92
5. french fries (21b)	.35	.59	.21	.20
6. Kraft Dinner (7 1/2oz)	2/19¢	2/17¢	2/13¢	2/17¢
7. cheese (Kraft 8oz)	.70	.68	.69	.70
8. spaghetti sauce (catelli 14oz)	.49	.17	.17	.42
9. coffee (instant 10oz)	\$2.37	2.11	2.20	2.37
10. sugar (51b)	.89	.89	.88	.89
11. Tang (1/3 1/2oz pkg)	.98	.19	.89	.69
12. peaches (York 14oz)	.43	.11	.11	.43
13. Peanut butter (Schwartz 21b)	\$1.35	1.38	1.37	1.35
14. ham (can 1 1/2lb Maple Leaf)	3.15	2.99	3.39	3.15
15. beans & pork (Heinz 19oz)	.27	.25	.26	.37
16. fish sticks (Highliner 14oz)	1.23	1.18	1.29	1.25
17. flour (51b Robin Hood)	.95	1.09	.95	.95
18. peas (Graves 19oz)	.35	.36	.32	.36
19. jam (Kraft Strawberry 24oz)	\$1.29	1.29	1.15	1.29
20. V-8 juice (48oz)	.55	.55	.57	.53
<u>SUBTOTAL</u>	<u>\$18.69</u>	<u>\$18.49</u>	<u>\$18.46</u>	<u>\$18.56</u>
<u>SUM TOTAL</u>	<u>\$37.12</u>	<u>\$37.46</u>	<u>\$35.87</u>	<u>\$36.53</u>

*5% of total purchase returned at end of each year if CO-OP member.