

Market Basket Survey

Report

Community X Store

Date of Survey
5-Jun-2002

Market Basket Survey

Why is the survey done?

The purpose of the Market Basket Survey is to compare the cost of foods in your community store to the cost of the same foods in town. We can then use this information to find out how much it would cost a family to buy healthy foods to stay well.

Benefits of the Survey

Who Benefits?

| Benefits of the Store Survey | The community | The store manager | Nutrition Team |
|--|----------------------|--------------------------|-----------------------|
| To foster and promote a good working relationship and information sharing between the store manager, store workers, community members and nutritionists | ✓ | ✓ | ✓ |
| To foster and promote collaborative community development and health promotion strategies to improve the health and well being of the community | ✓ | ✓ | ✓ |
| To use as a guide for recommendations to the store on providing and promoting other healthy foods | ✓ | ✓ | ✓ |
| To serve as a baseline measurement for planning and evaluation of store nutrition policies and the possible accreditation of stores | ✓ | ✓ | ✓ |
| To determine how affordable good food is this year compared to last year, with previous management compared with new management, this store with other stores nearby | ✓ | ✓ | |
| To compare the cost of food between stores to identify those with the better supplier arrangements, better freight costs, etc | ✓ | ✓ | |
| To point out the economic disadvantage of people living in remote areas. The information gained can be used to advocate for action | ✓ | ✓ | |
| To determine what proportion of family income is necessary to purchase a standard basket of foods to provide healthy food for that family | ✓ | ✓ | |

Feeding a family for a fortnight.

The "Family Foods Basket" is the amount of food needed to feed a family of 6 for a fortnight.

Method

The prices, brand names and sizes are collected for the foods in the "Family Foods Basket" in your community store. Then the prices for the same brand names and sizes are collected in a big store in the closest major town.

The prices, brand names and sizes are also collected for other items. These are health hardware (eg soap, nappies), tobacco and takeaway food (pie & coke). The prices are then entered into a computer and the computer compares the prices.

The "Family"

The "family" is made up of:

- a grandmother aged 60
- a man aged 35
- a woman aged 33
- a male aged 14 years
- a girl aged 9 years
- a boy aged 4 years

The foods in the Family Foods Basket are as follows:

Breads and Cereals

Flour 4 x 1 kgs packets
Bread 14 loaves
Weetbix 1 kg packet
Rolled Oats 1 kg packet
Long Grain Rice 1 kg packet
Canned Spaghetti 7 x 425g cans

Fruit

Apples 50 apples
Oranges 55 oranges
Bananas 55 bananas
Orange Juice 7 litres
Canned Fruit 7 x 440g cans

Vegetables

Potatoes 8 kilograms
Onions 3 kilograms
Carrots 4 kilograms
Cabbage 3 kilograms (1 large)
Pumpkin 3 kilograms
Fresh Tomatoes 2 kilograms

Vegetables (continued)

Canned Tomatoes 6 x 420g tomatoes
Canned Peas 6 x 420g peas
Canned Beans 7 x 440g beans
Baked Beans 7 x 425g baked beans

Meat & Alternatives

Corned Beef 7 x 340g cans
Meat and Vegetables 7 x 450g cans
Fresh/Frozen meat 1.5 kgs
Fresh/Frozen Chicken 1 kg
Eggs, 55's 1 dozen

Dairy

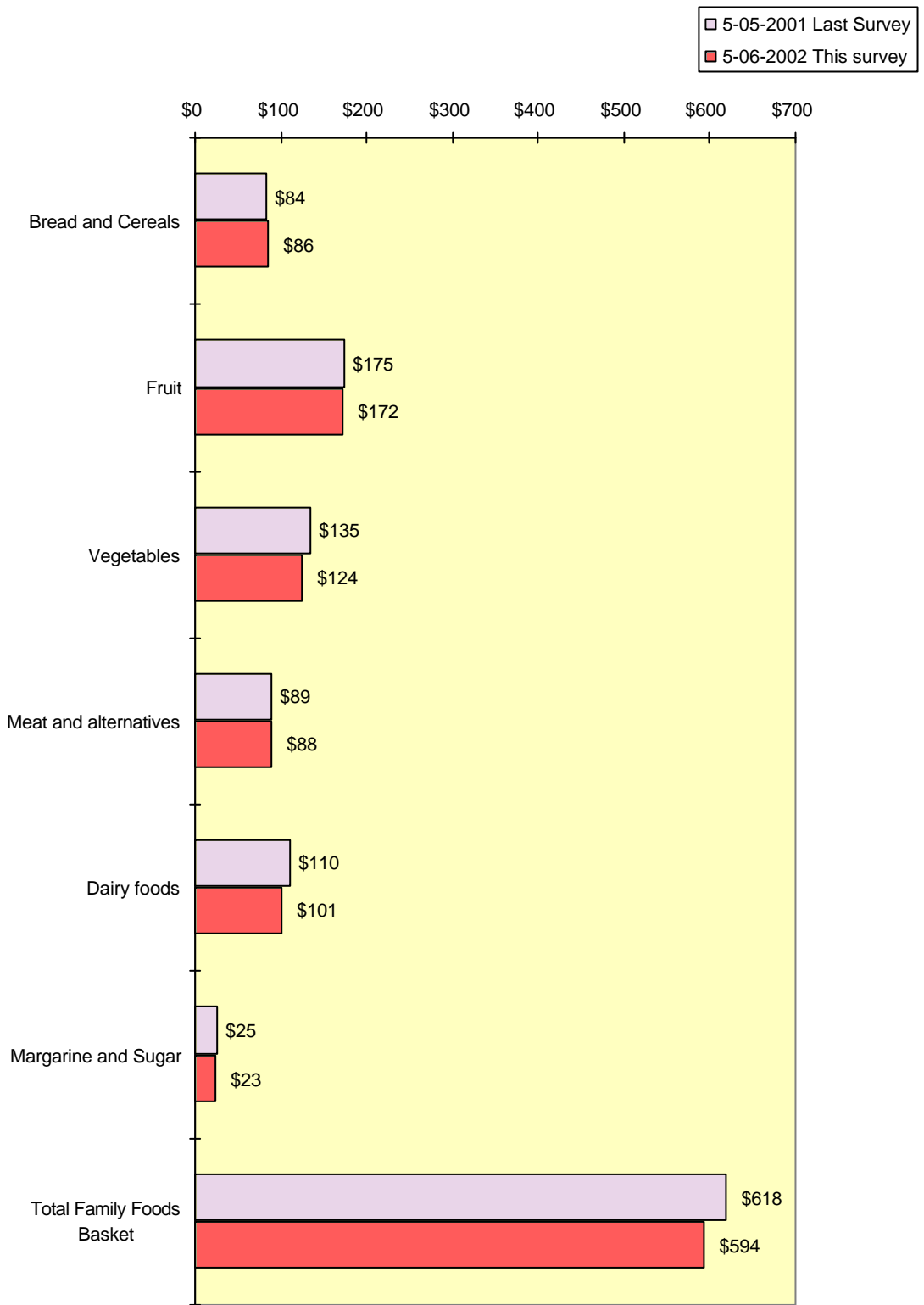
Powdered Milk 7 x 1 kgs tins
Cheese 3 x 250g packet

Other Foods

Margarine 4 x 500g packets
Sugar 4 x 1kg packets
Sugar 1 x 500g packet

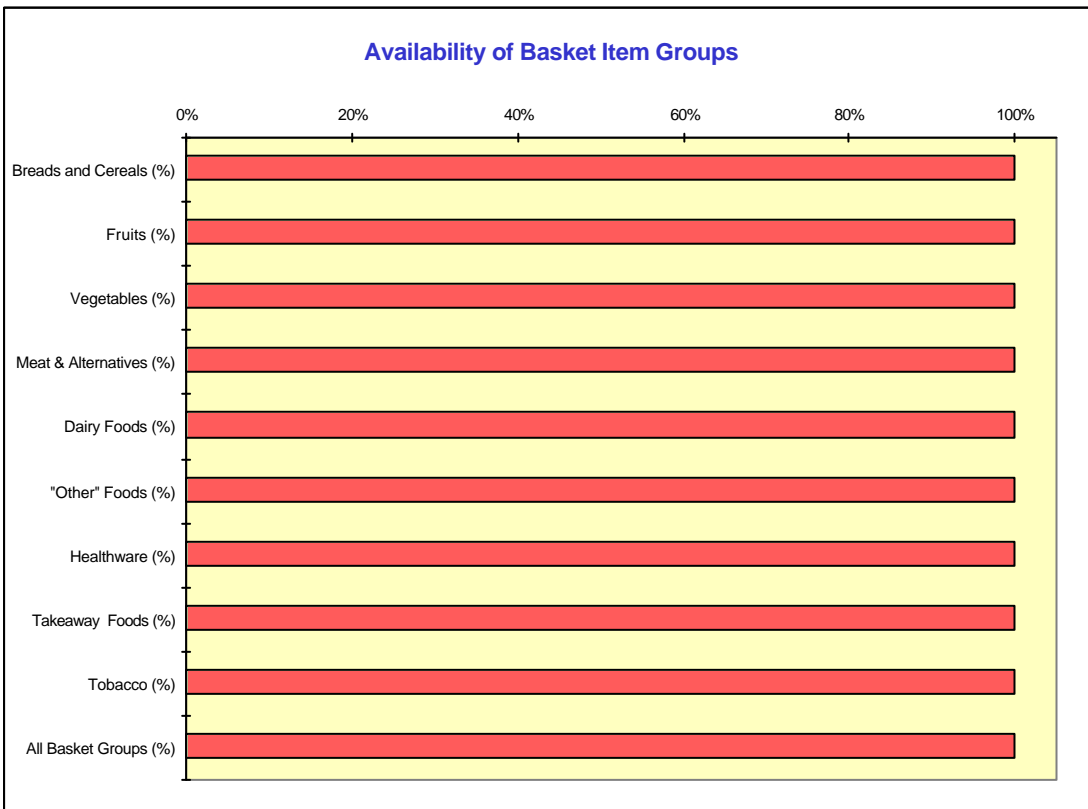
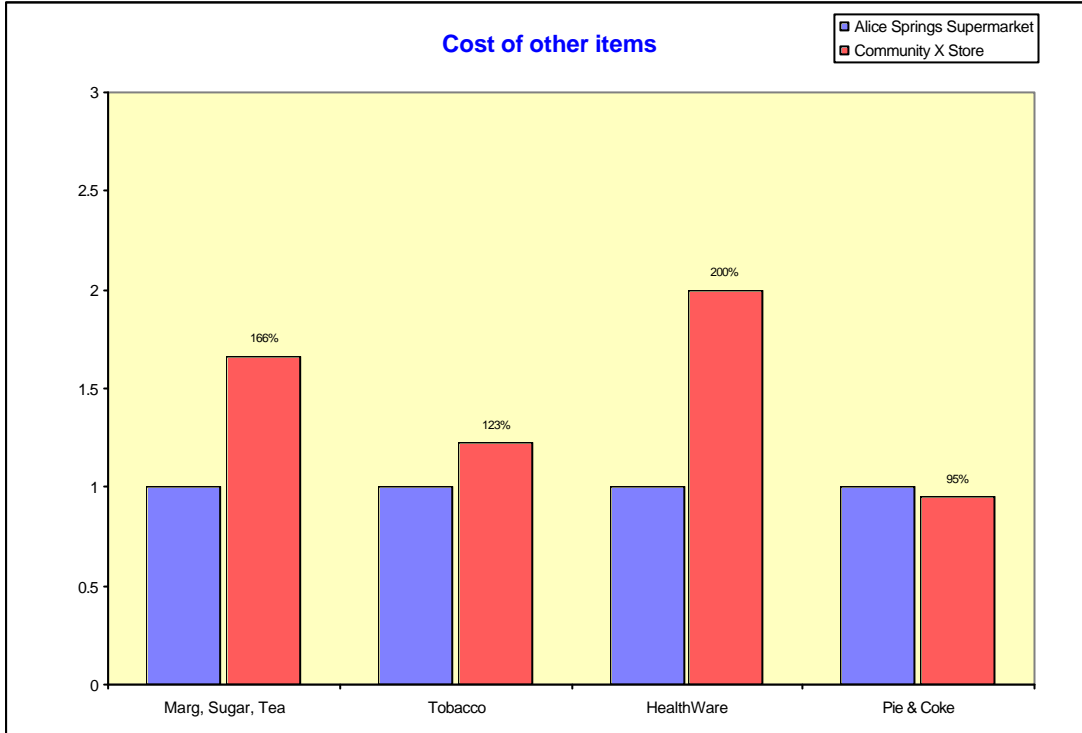
This year's community store costs compared with last year's costs

The graph below shows the difference in the cost of the "family basket" this year compared with the costs for the same basket of foods last year.



Results of Market Basket Survey

Date 5-Jun-2002



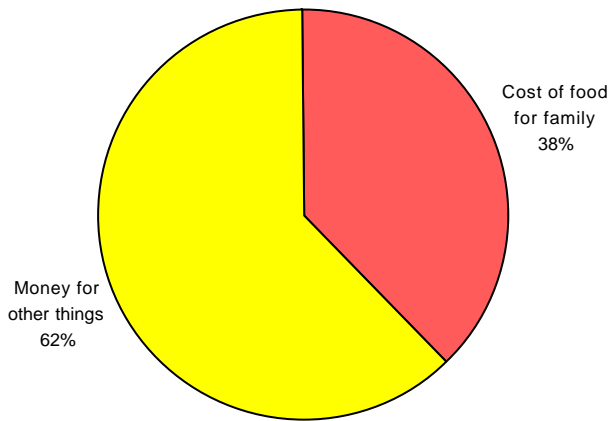
If foods (or other items) are not available in the community store, the town store cost is used . Therefore if many items are not available in the community store the overall cost of the basket may be lower than expected.

Cost of food compared to income

How much money is left over for other things after you buy food at the store? Families need money for other essential things like clothes, bedding, food preparation equipment and petrol.

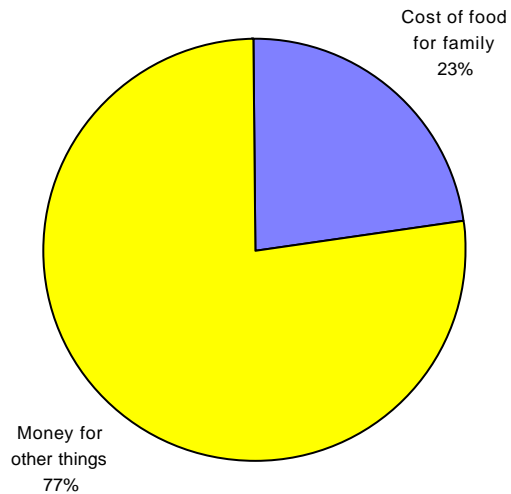
Below are two diagrams to show how much money would be left over after buying enough good food for a family of 6 for a fortnight from your community store and from the store in town.

Amount of income (pay) needed to buy food for family at Community Store



| <u>Date</u> | <u>5-Jun-2002</u> |
|------------------------|-------------------|
| Family Income | \$1,566 |
| Cost of family food | \$594 |
| Money for other things | \$972 |

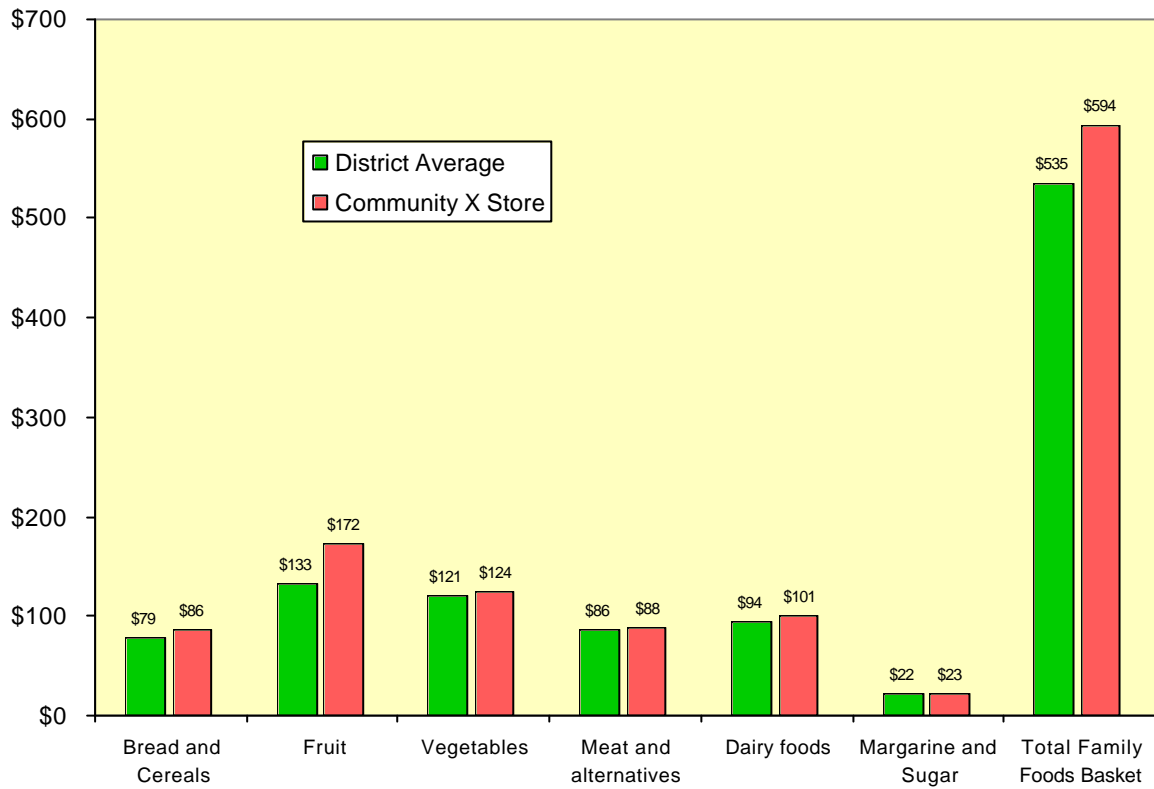
Amount of income (pay) needed to buy food for family at Town Supermarket



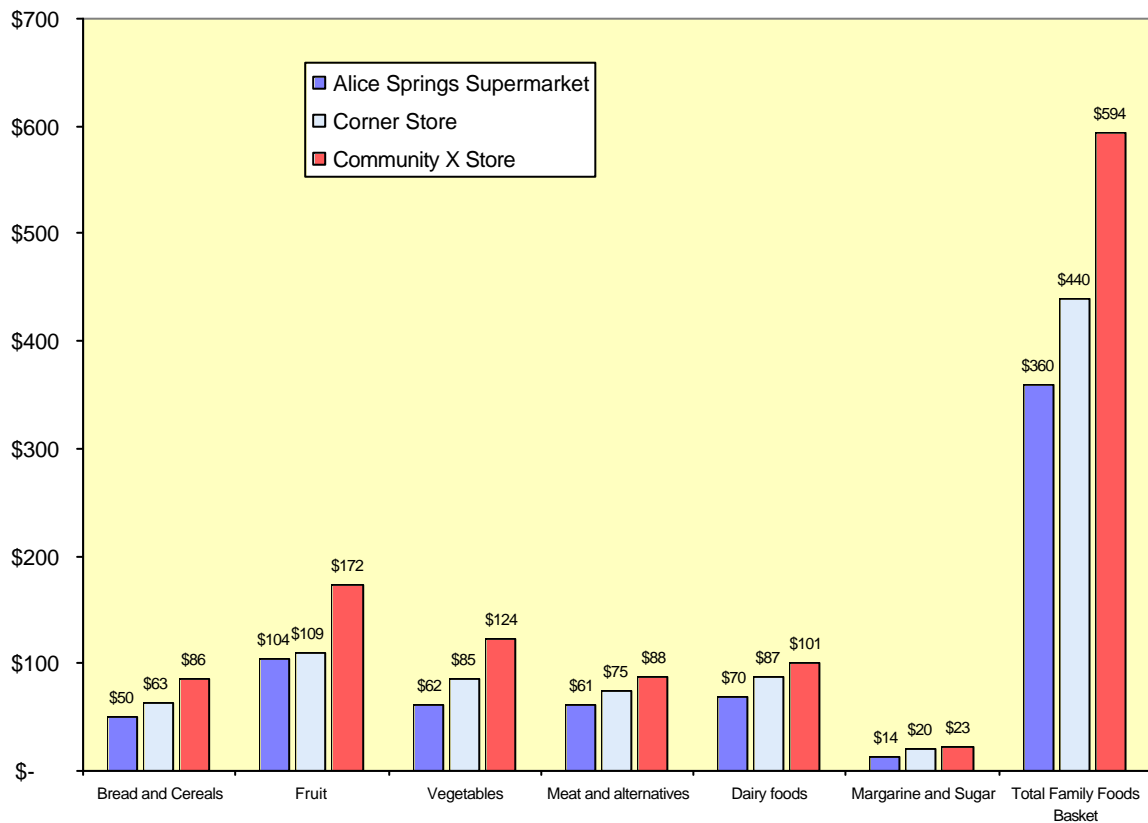
| <u>Date</u> | <u>29-Apr-2002</u> |
|------------------------|--------------------|
| Family income | \$1,566 |
| Cost of family food | \$360 |
| Money for other things | \$1,206 |

Results of Market Basket Survey

Your Store Costs Compared with District Community Average



Community Store Costs compared with Town Store Costs



Store Manager's Report - Store Information

| | |
|---|---|
| Name of Community Store | Community X Store |
| Name of Store Manager | Joe Bloggs |
| Address of Store | Community X, Remote Australia |
| Phone Number of Store | 555 345634 |
| Fax number of store | 555 345636 |
| Date of Survey | 5-Jun-2002 |
| Date last Market Basket Survey Conducted | 5-May-2001 |
| Number of Stores in Community | 1 |
| Store ownership | Community Owned |
| Name of store owner | Community X Store Committee |
| Number of Aboriginal people working in the store | 5 |
| Number of Non - Aboriginal people working in the | 2 |
| Does the store have a nutrition policy? | no |
| If so, can we have a copy? | n/a |
| Does the store have a store management | yes |
| Has the store sponsored community projects/activities in the past 12 months? | YES |
| If so, details | Sports weekend trips, football, basketball, softball uniforms purchased. Purchase of community bus in 2000 and maintenance of same since. |
| Has the store conducted any nutrition promotion activities in the past 12 months? | NO |
| If so, details | But W.....T..... will be here to do cooking with goods not available in the community |
| Number of store workers completed training in RETAILING? | 0 |
| Number of store workers completed training in NUTRITION (eg Storewise)? | 0 |
| Does the store sell takeaways | Yes |
| How often are perishables delivered? | Fortnightly |
| Date of last supply of perishables | 25-May-2002 |
| How often are non-perishables delivered? | Fortnightly |
| Date of last supply of non-perishables | 25-May-2002 |
| Transport Operator/s who delivers to store | Joe's Freight Service |
| Are prices displayed clearly | SOME |
| Name and position of person conducting survey | Surveyor One |
| General comments about the store | Very low quantity of fruit and veg, poor |

| | |
|--|---------------------------|
| Name of Benchmarking Store | Alice Springs Supermarket |
| Date of Benchmarking Survey | 29-Apr-2002 |
| Days between Store Survey and Benchmarking | -37 |

| | Community X Store | | | | Alice Springs Supermarket | | | | Date of Survey | 5-Jun-2002 | |
|---------------------------------|-----------------------|--|-------------|--------------------------|---------------------------|-----------|------------|--------------------------|----------------------------|---|-------------|
| | Community Store Brand | Store Size | Store Price | Cost per kilo/litre/pack | Town Store Brand | Town Size | Town Price | Cost per kilo/litre/pack | Percent of Town Store cost | Percent of Town Store cost of Basket Groups | |
| Breads and Cereals | | | | | | | | | | | |
| White sliced bread | | 0.680 | \$3.35 | \$4.93 | Supermarket | 0.680 | \$1.87 | \$2.75 | 179% | | |
| White flour | BLACK & GOLD | 1.000 | \$1.45 | \$1.45 | tip top | 1.000 | \$1.36 | \$1.36 | 107% | | |
| Weetbix/Vitabrits | SANITARIUM | 0.750 | \$6.00 | \$8.00 | Sanitarium | 0.750 | \$3.15 | \$4.20 | 190% | | |
| Rolled oats | Uncle Tobys/PACKET | 1.000 | \$7.40 | \$7.40 | Uncle Tobys, packet | 1.000 | \$4.11 | \$4.11 | 180% | | |
| White Rice | Sunrice | 0.500 | \$1.80 | \$3.60 | Sunwhite | 1.000 | \$1.65 | \$1.65 | 218% | Cereals | |
| Tinned spaghetti | Heinz | 0.420 | \$2.00 | \$4.76 | Heinz | 0.420 | \$1.17 | \$2.79 | 171% | 179% | |
| Fruit | | | | | | | | | | | |
| Fresh Apples (ave apple=150g) | Johnathons | 1.000 | \$7.00 | \$7.00 | red delicious | 1.000 | \$3.48 | \$3.48 | 201% | | |
| Fresh Oranges (ave orange=145g) | NAVEL | 1.000 | \$3.30 | \$3.30 | Navel | 1.000 | \$5.18 | \$5.18 | 64% | | |
| Bananas (ave banana=(124g) | Common Variety | 1.000 | \$7.00 | \$7.00 | Cavendish | 1.000 | \$1.94 | \$1.94 | 361% | | |
| Tinned fruit | GOULBURN VALLEY | 0.425 | \$2.92 | \$6.87 | Goulburn Valley peaches | 0.425 | \$1.65 | \$3.88 | 177% | Fruit | |
| Orange Juice 100% | P&N | 1.000 | \$3.50 | \$3.50 | Berri | 1.000 | \$1.58 | \$1.58 | 222% | 172% | |
| Vegetables | | | | | | | | | | | |
| Fresh Tomatoes | Gross Lissie | 1.000 | \$5.78 | \$5.78 | | 1.000 | \$2.77 | \$2.77 | 209% | | |
| Potato | Brushed White | 2.500 | \$3.80 | \$1.52 | Brushed | 2.000 | \$1.58 | \$0.79 | 192% | | |
| Pumpkin | Queensland Blue | 1.000 | \$4.00 | \$4.00 | Queensland Blue | 1.000 | \$1.67 | \$1.67 | 240% | | |
| Cabbage | Savoy Cabbage | 0.750 | \$1.65 | \$2.20 | Common variety | 1.500 | \$1.14 | \$0.76 | 289% | | |
| Carrots | CHEAPEST BAGGED | 1.000 | \$2.70 | \$2.70 | | 1.000 | \$1.67 | \$1.67 | 162% | | |
| Onions | brown | 1.000 | \$3.30 | \$3.30 | Brown | 1.000 | \$1.29 | \$1.29 | 256% | | |
| Tinned peas | EDGEELL | 0.420 | \$1.95 | \$4.64 | Edgel | 0.420 | \$1.13 | \$2.69 | 173% | | |
| Tinned beans | Edgel | 0.410 | \$1.75 | \$4.27 | Edgel | 0.410 | \$1.08 | \$2.63 | 162% | | |
| Tinned tomatoes | SPC | 0.415 | \$2.40 | \$5.78 | SPC whole toms | 0.415 | \$0.98 | \$2.36 | 245% | Vegetables | |
| Baked beans | Heinz | 0.220 | \$1.60 | \$7.27 | Heinz | 0.220 | \$0.86 | \$3.91 | 186% | 207% | |
| Meat & Alternatives | | | | | | | | | | | |
| Tinned Corned Beef | Hamper | 0.340 | \$5.35 | \$15.74 | Hamper | 0.340 | \$3.25 | \$9.56 | 165% | | |
| Tinned Beef/Lamb & Veges | Tom Piper | 0.400 | \$3.85 | \$9.63 | Tom Piper | 0.400 | \$2.46 | \$6.15 | 157% | | |
| Meat - (mince/beef/mutton) | fresh/ frozen | 1.000 | \$8.25 | \$8.25 | mince | 1.000 | \$7.99 | \$7.99 | 103% | | |
| Frozen Chicken pieces | NO NAME - DRUMST | 1.000 | \$4.00 | \$4.00 | Ingham | 1.000 | \$4.29 | \$4.29 | 93% | Meat & Alternatives | |
| Eggs, 12 x 54g | 12x49=588g; 12x54=648 | 0.648 | \$4.00 | \$6.17 | 12x49 woolies | 0.588 | \$2.05 | \$3.49 | 177% | 125% | |
| Dairy | | | | | | | | | | | |
| Powdered Milk | Sunshine | 1.000 | \$12.60 | \$12.60 | Sunshine | 0.750 | \$6.63 | \$8.84 | 143% | Dairy Foods | |
| Processed block cheese | BEGA | 0.250 | \$4.20 | \$16.80 | Coon | 0.250 | \$2.62 | \$10.48 | 160% | 147% | |
| Other Foods | | | | | | | | | | | |
| Margarine | BLACK & GOLD | 0.500 | \$3.00 | \$6.00 | Flora | 0.500 | \$2.04 | \$4.08 | 147% | | |
| Sugar | CSR | 1.000 | \$2.40 | \$2.40 | CSR | 1.000 | \$1.24 | \$1.24 | 194% | "Other Foods" | |
| Leaf Tea | Bushells | 0.250 | \$4.60 | \$18.40 | Bushells | 0.250 | \$2.74 | \$10.96 | 168% | 166% | |
| Tobacco | | | | | | | | | | | |
| Roll your own tobacco | Log Cabin Fine Cut | 0.050 | \$24.50 | \$490.00 | Log Cabin Fine Cut | 0.050 | \$20.03 | \$400.60 | 122% | Tobacco | |
| Winfield Red 25s | Winfield | 25 | \$10.50 | \$10.50 | Winfield | 25 | \$8.51 | \$8.51 | 123% | 123% | |
| Healthware | | | | | | | | | | | |
| Disposable nappies 24 large | Huggies | 12 | \$10.00 | \$20.00 | Huggies | 24 | \$12.43 | \$12.43 | 161% | | |
| Laundry detergent | Surt | 1.000 | \$5.00 | \$5.00 | gows | 1.000 | \$1.78 | \$1.78 | 281% | | |
| Bath Soap | LUX | 0.250 | \$3.25 | \$13.00 | Johnsons | 0.250 | \$1.47 | \$5.88 | 221% | | |
| Toilet Roll | KLEENEX | 2 | \$3.30 | \$9.90 | Sorbent | 4 | \$1.99 | \$2.99 | 332% | | |
| Toothpaste | Colgate | 0.110 | \$3.50 | \$31.82 | Colgate | 0.140 | \$2.49 | \$17.79 | 179% | Health Ware | |
| Disinfectant | PineOClean | 0.500 | \$3.70 | \$7.40 | PineOClean | 0.500 | \$2.09 | \$4.18 | 177% | 200% | |
| Takeaway Foods | | | | | | | | | | | |
| Hot Pie | BALFOURS | 0.190 | \$2.20 | \$11.58 | Wedgewood | 0.190 | \$2.70 | \$14.21 | 81% | Takeaway foods | |
| Cold Can of Coke | Coca Cola | 0.375 | \$1.80 | \$4.80 | Coca Cola | 0.375 | \$1.50 | \$4.00 | 120% | 95% | |
| | 100% | Percentage of items in survey available in store | | | | | | | | Family Foods Basket | 165% |
| | | | | | | | | | Total Basket | 158% | |

The results of the Community Market Basket illustrate the price differences between the benchmark store in town and the community store.

The Cost Ratios for Cereals, Fruit, Vegetable, Meat & Eggs, Dairy, "Other Foods", Tobacco and Healthware provide summaries of the cost differences for each shopping group.

The **Total Basket Cost Ratio** provides an overall summary of all items in the basket.

The **Family Foods Cost Ratio** provides an estimate of the cost difference for a family of 6 to buy healthy foods to meet 100% of their nutrient needs and about 95% of their calorie needs for a fortnight.