# Section VII: Appendix

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### **Bibliography**

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**Retail Price Survey Instructions** 

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# Alaska Geographic Differential Study Household Consumption Survey

	ne Number:rviewer Name:	_	
Hi, to stud You May pas:	this is with the McDowell Group, an Ady for the State of Alaska regarding the cost of living in household has been randomly selected to participate and I speak with the person who is most familiar with sed, repeat intro paragraph.)  Then you get the right person I May I ask you a few quality and set of the person in	laska research firm. Win different communit te in this important pro th your household sp uestions about your h	Ve are conducting a ties around the state. oject. ending? (If phone is
1.	How many people currently live in your househol	_	⊐DK/Ref.
2.	Can you please tell me their ages?   DK/Ref. (Record up to 8 household members)  Respondent e  b f  C g  d h  (use <1 for less than 1 year old)		
3.	Do you own or rent your home?  ☐ Own ☐ Rent → 3a. How much is your households' mor ☐ Neither (skip to Q11) ☐ DK/Ref. (skip to Q11)	-	o to Q9) (skip to Q9)
4.	How much is your monthly mortgage payment?	\$ (go □Zero/paid off (skip to □DK/Ref. (skip to Q9)	
5.	Do your monthly mortgage payments include:  □ Property Tax □ Yes □ No→Q6 How much is your annuments.	<u>al</u> property tax? \$	? □DK/Ref
	<ul> <li>□ Property Insurance □ Yes (skip to Q8)</li> <li>□ No→Q7 How much is your</li> <li>□ DK/Ref. (skip to Q8)</li> </ul>	annual property insurance	e? \$? □DK/Ref

8. Which of the follow	ving best describes your home? (	(Read 1-3)
<ul><li>☐ Mobile home →</li><li>☐ Other</li><li>☐ DK/Ref.</li><li>9. How many square</li></ul>		ent? \$DK/Ref.
sq. fe	ms does your home have?	bedrooms K/Ref.
11. Which of the following do you use in your home? (Read a-g)	12. About how much did your household spend on in the last 12 months?  (If zero, ask if included in rent)	13. (If DK for any source) About how much did your household spend on last month? (amount/time period)
c. □ Electricity	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
a. □ Oil	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
b. □ Natural gas	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
d. □ Propane	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
e. □ Firewood or pellets	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
f. □ Coal	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.
g. 🗖 Kerosene	☐ DK/Ref. \$ ☐ Included in rent	\$/ □ DK/Ref.

of the	es your household purchase any following services?	household spend on	
(Read a	a-c)	each month? (If package, fill in d)	
a. □ Wá	ater	☐ DK/Ref. \$ ☐ Included in rent	
b. □ Se	ewer	☐ DK/Ref. \$ ☐ Included in rent	
c. □ Ga	arbage	☐ DK/Ref. \$ ☐ Included in rent	
d. □ Co	ombo (record W/S/G)	□ DK/Ref. \$ □ Included in rent	
e. □ No	one (skip to Q 16)		
-			
make a	es your household currently any of the following types of e payments? (Read a-e)	17. About how much does your household spend on payments each month?	
a. □ Ca	ar, truck , or motorcycle	\$ □ DK/Ref.	
b. 🗖 Sn	now machine	\$ □ DK/Ref.	
c. 🗆 Fot	ur wheeler	\$ □ DK/Ref.	
d. □ Bo	pat	\$ □ DK/Ref.	
e. □ Air	rplane	\$ □ DK/Ref.	
f. □ Mo	otor home	\$ □ DK/Ref.	
g.□ No	one of the above (skip to Q 18)		
	n average, about how much doe ehicles?	es your household spend <u>each mo</u>	nth on fuel for all
\$_	□ DK/Ref.		
	oout how much did your househ hicles?	old spend in the last 12 months o	on maintenance for all
\$_	□ DK/Ref.		
	oout how much did your househ hicles?	old spend in the last 12 months o	on insurance for all
\$_	□ DK/Ref.		

	clothing.	1 3	,
21.	Can you estimate how much your hous for destinations within Alaska, not include		12 months on plane tickets
	\$ □ DK/Ref.		
22.	Can you estimate how much your house for destinations outside of Alaska, not i		
	\$ □ DK/Ref. (surveyor note:	total round trip cost, from	n home community)
23.	About how much does your household	I spend on groceries pe	r week?
	\$ □ DK/Ref.		
	About how much does your household spees of groceries per week? Your best estimates		owing
a. N	Meats, poultry and fish	\$	
b. C	Cereals and breads	\$ □ DK/Ref.	
c. D	airy products	\$ □ DK/Ref.	
d. F	ruits and vegetables	\$ □ DK/Ref.	
e. S	oups, frozen meals, and snacks	\$ □ DK/Ref.	
f. N	onalcoholic beverages other than milk	\$ □ DK/Ref.	
25.	Which store and community does you	r household buy most o	f its groceries from?
	StoreComr	_	_
26	About how much did your household s		
20.	\$ DK/Ref.	pend on restaurants an	u take-out <u>iast month</u> :
27.			om activities such as
28.	On average, about how much does you \$ □ DK/Ref. □ Zero (skip to Q30		clothing per month?

READ: Now I'd like to ask you about your household's spending on personal travel, food and

29.		at percentage of your hou mmunity versus businesse		nases are made from businesses nity?
	a	_% In community		
	b	% Outside community (inc	luding Internet and catalogue	e purchases)
	□ DK/Ref.			
30.		w much does your househ lyments covered by emplo		nsurance every month? Do not
	\$	□ DK/Ref.		
31.		12 months, about how med by insurance? Do not in		d spend on medical <u>expenses</u>
	\$	□ DK/Ref.		
REA	D: My last f	few questions are about o	verall household spend	ing and income.
32.	for 2007?		employment or other a	re-tax income from <u>ALL</u> sources ssistance payments, social
	\$			
	□DK/Ref. →	32a. Can you instead tell total income? (Read		est describes your household's
		□Zero-\$5,000		· · · · · · · · · · · · · · · · · · ·
			□\$50,000-\$75,000	-
		□\$15,000-\$25,000 □\$35,000 \$35,000		□ DK/Ref.
		□\$25,000-\$35,000	□\$100,000-\$125,000	

READ: Next I'd like to ask you to estimate the percentage of your household spending for the categories we have talked about. The four categories are housing and utilities, groceries and dining out, transportation and travel, and all other expenses. All other expenses include items such as clothing, recreation, entertainment, medical, education, savings and taxes.

The four categories should add up to 100%. Your best estimate is fine.

%	\$/ DK/Ref.	
% □ DK/Ref.	¢ /	
	\$/ DK/Ref.	
% □ DK/Ref.	\$/ DK/Ref.	
% □ DK/Ref.	\$/ DK/Ref.	
. ,		
not read)		
_ Code #		
	= 100%  te of Alaska employee?  ticipating in this import read)	\$

## **Retail Price Survey Instructions**

#### Introduction

The purpose of the retail price survey is to identify the price of approximately 175 items which most Alaskan households buy. The retail price survey will be conducted in nearly 60 locations in Alaska. These prices will then be compared with Anchorage prices for the same items allowing the State of Alaska to identify the difference in cost of living in areas throughout our state. Your job is to personally go into selected business locations which sell the items to Alaskan households and then record the prices of those items.

#### Enclosed are three documents:

#### 1. Retail Price Survey Instruction Sheet

This document gives you some guidelines for how to select outlets, select items to price and specific questions to ask.

#### 2. <u>Interviewer's Retail Outlet Inventory</u>

This document is a checklist for you to record the names, locations, and telephone number of all the retail outlets which you will collect prices from. You can also record the date you survey each outlet.

#### 3. <u>Retail Price Survey Form</u>

This is the document you will use to record all of the prices which you collect for as many of the items as are available in each pricing location.

#### **Retail Price Survey Instruction Sheet**

#### **Selecting Outlets**

For most smaller pricing locations, outlets will be selected during the training session. We will rely on your personal knowledge of your communities. You may also use the local telephone book and other sources for each area. Four outlets in each category (grocery stores, service stations, etc.) are desired. If less than four exist in your pricing location, survey all those which do exist. If you find more than four exist, the most important ones to survey are the largest ones where the majority of people shop.

For smaller communities, there may be no outlets in some categories. Enter N/A in the first blank of that category.

During training you will fill out your Retail Outlet checklist as best you can, naming as many outlets as possible. After you arrive in the pricing location, take the time to look around and ask local sources to make certain you have listed all the important outlets that are possible. Remember to choose only four in each category. Avoid very small stores which do almost no business.

For Anchorage, eight outlets will be surveyed in each city, while in Fairbanks and Juneau six outlets in each category are desired. Outlets may be added in the Kenai/Soldotna and Palmer/Wasilla pricing locations if the rule of four outlets per category results in eliminating an excessive number of major stores.

If one store offers items in more than one category—like in many village stores and department stores—enter that store's name in each category. For example, AC Company stores offer groceries, clothing and boats. Enter "AC Store" in a blank under each category. This also happens with auto dealers. They sell cars and also repair them. It is fine to get prices for cars and for repairs from the same place, just as it is fine to get grocery, clothing and durable goods from the same store.

#### **Pricing Rules**

Specials in stores: If an item you are pricing is on special, use the regular price, not the special price.

When there are several choices for a grocery item: If the brand requested is not available, and there are still choices, select the most popular brand. This is normally the one at eye level and takes up the most shelf space. If the brand is available, get the brand price along with the most popular price.

When the item is not available: Select a similar item, if you can find one. For example, if you can't find Nabisco Saltine, select a box of plain crackers of the same weight. If you can't find a similar item, put N/A in the price blank of that store.

<u>For autos, snow machines, four-wheelers</u>: If model asked is not available, please pick the model that is closest to it. This normally means the model with the least amount of add-ons. For example, the Ford F-150 XL basic package does not include air conditioning or tinted rear-window. If the model asked is not available, please pick the closest brand. For example, if the Ford F-150 is not available, pick another American brand truck like the Chevrolet Silverado or the Dodge Ram. Always choose the base model and the basic package.

<u>For furniture and appliances</u>: The model listed is the basic model for each of the brands. However, there are more options for the basic models, so watch for extra costs, such as stainless steel and extra features. If the brand is not available, make an educated decision on the closest alternative.

<u>For restaurants</u>: Pick a basic restaurant popular in the community. Make sure it serves at least two of the three meal categories. This also means not picking eight Mexican restaurants, eight American burger joints or eight brand names such as Denny's. Pick places that would potentially serve several of the choices.

<u>For bars</u>: It is acceptable to pick bars that are also on your restaurant list. You do not have to go looking for the eight trendiest bars in each community. It is fine if you can eat and drink at the same location.

#### **Market Basket Form for RPS**

		Store 1	Store 2	Store 3	Store 4
	+	Price	Price	Price	Price
Item	Units	(size if applicable)	(size if applicable)	(size if applicable)	(size if applicable)
GROCERY STORE	Offics	(SIZE II applicable)	(SIZE II applicable)	(SIZE II applicable)	(SIZE II upplicubic)
Cereals and bakery products Flour: Gold Medal, all purpose, white	5 lb bag				
Most popular, all purpose, white					
Sugar: white	5 lb bag				
	5 lb bag 12 oz. can				
Evaporated milk: Nestle/Carnation	12 oz. can				
Most popular	12 oz. can				
Breakfast cereal: Kellogg's Corn Flakes					
Most popular, corn flakes	12 oz.				
Hot cereal: Quaker Oatmeal	18 oz. canister				
Most popular	18 oz. canister				
Rice: white, long grain, uncooked	28 oz				
Bread: AC Bread, white	24 oz. loaf				
Most popular, white	24 oz. loaf				
Bread: AC Bread, whole wheat	24 oz. loaf				
Most popular, whole wheat	24 oz. loaf				
Pasta: spaghetti, uncooked	16 oz.				
Tortillas: Mission 8" flour, soft taco size	10 count				
Most popular, soft taco size	10 count				
Crackers: Pilot Bread	2 lb				
Crackers: Nabisco saltine crackers	1 lb				
Most popular	1 lb				
Meat, Poultry, Seafood, Eggs					
Ground beef: lean, 15% fat	\$/lb				
Chuck roast: USDA Choice, bone-in	\$/lb				
Steak: round, USDA Choice, boneless	\$/lb				
Steak: New York, USDA Choice, boneless	\$/lb				
Chicken: whole uncut	\$/lb				
Chicken: breast, boneless	\$/lb				
Bacon: Bar-S, thick-sliced	1 lb				
Most popular	1 lb				
Pork chops: center cut, bone-in	\$/lb				
Ham: boneless, NOT canned	\$/lb				
Hot Dogs: Bar-S	\$/lb				
Most popular	\$/lb				
Spam luncheon meat	12 oz.				
Tuna: light, chunk, in oil	6 oz. can				
Eggs: Grade AA, large	18 count				
Eggs: Grade AA, large	Dozen				
Dairy					
Milk: Darigold, fresh, whole	1 gallon				
Most popular, fresh, whole	1 gallon				
Milk: Darigold, fresh, 2% low fat	1 gallon				
Most popular, fresh, 2% low fat	1 gallon				

		ī	1	1
Butter: Flavorite, salted	1lb stick			
Most popular, salted	1lb stick			
Cheese: Tillamook cheddar cheese	2 lb			
Most popular, cheddar cheese	2 lb			
Cheese: Kraft American singles	16 slices			
Most popular sandwich cheese slices	16 slices			
Sour cream: Darigold	16 oz.			
Most popular	16 oz.			
Yogurt: Yoplait, blueberry	6 oz.			
Most popular	6 oz.			
Ice cream: Vanilla, premium	1.75 qts.			
Fruits and Vegetables				
Apples: Red Delicious	\$/lb			
Most popular	\$/lb			
Bananas	\$/lb			
Oranges: navel	\$/lb			
Potatoes: Russet	10 lb bag			
Lettuce: iceberg	each			
Tomatoes: large red, not on vine	\$/lb			
Onions: yellow, medium	\$/lb			
Canned Corn: Del Monte, kernel	15.25 oz.			
Most popular, kernel	15.25 oz.			
Canned green beans: Del Monte, CUT	14.5 oz			
Most popular	14.5 oz			
Canned mandarin oranges: Dole	11 oz.			
Most popular	11 oz.			
Orange juice: frozen concentrate	12 oz. can			
Other Food Items				
Soft drinks, NOT diet: Coke	12-pack			
Pepsi	12-pack			
7-Up	12-pack			
Coffee: Folgers, Columbian	27.8 oz. canister			
Most popular, caffeinated	27.8 oz. canister			
Tea bags: Lipton, NOT ice tea	Box of 16			
Most popular hot tea bags	Box of 16			
Soup: Top Ramen noodles, chicken	1 package			
Ketchup: Heinz	24 oz.			
Most popular	24 oz.			
Jelly: Smuckers, strawberry	18 oz. jar			
Most popular, strawberry	, 18 oz. jar			
Peanut butter: JIF, creamy	, 18 oz. jar			
Most popular, creamy	, 18 oz. jar			
Vegetable oil	32 oz.			
Miscellaneous				
	1 pack			
	11 oz.			
Most popular	11 oz.			
·				
	15 oz.			
Most popular, creamy Vegetable oil Miscellaneous Cigarettes: Marlboro Kings, regular filter Shaving cream: Gillette, regular foam	18 oz. jar 32 oz. 1 pack 11 oz. 11 oz. 6 oz. 6 oz.			

Most popular	15 oz.		
Razor: Men's Gillette replacement blades	8 pack		
Most popular, no special ingredients	8 pack		
Soap: Dial, body bar	3 bar pack		
Most popular	3 bar pack		
Toilet paper, double roll	12 rolls		
Paper towels	1 roll		
Laundry soap: Tide, original scent, no additives	70 oz.		
Most popular, original scent	70 oz.		
Dish detergent: Dawn	28 oz.		
Most popular	28 oz.		
LIQUOR STORE			
Alcohol (Non-restaurant consumption)			
Beer: Budweiser, 18-pack	12 oz. cans		
Beer: Coors, 18-pack	12 oz. cans		
Wine: Gallo Chardonnay	1.5 liter bottle		
Wine: Gallo Cabernet Sauvignon	1.5 liter bottle		
Liquor: Seagrams VO	750 mL		
Liquor: Bacardi Superior Puerto Rican Rum	750 mL		
CLOTHING STORE			
Men's winter boot: Sorrel	1 pair		
Most popular	1 pair		
Men's underwear: Hanes Classic	3 pack		
Most popular	3 pack		
Men's socks: white crew	6 pack		
Men's pants: Dockers khaki	1		
Most popular, khaki	1		
Men's dress shirt: long sleeve, cotton/poly	1 shirt		
Men's Carhartt pants: Work Double Front	1		
Most popular work pant	1		
Men's jean: Levi 501, classic	1		
Most popular	1		
Women's pants: Dockers flat front khaki pants	1		
Most popular	1		
Women's jeans: Levi or Lee, classic	1		
Most popular, classic	1		
Women's underwear: Jockey	3 pack		
Most popular	3 pack		
Unisex rubberboots	1 pair		
Kid's rubberboots	1 pair		
Kid's shoes: Sketchers	1 pair		
Most popular	1 pair		
Kid's pajamas: cotton/poly, top & bottom	1 pair		
RESTAURANT			
Breakfast: 2 eggs, toast, coffee			
Pancakes, coffee			
Lunches: Hamburger, fries, coke			
Burrito, taco, coke			
Dinners: Steak, potato, salad, coffee			
Spaghetti, bread, salad, coffee			

BARS			
Alcohol not to be consumed at home			
Margarita			
Rum and Coke (Bacardi Superior)			
Gin and Tonic			
Wine: House red	1 glass		
House white	1 glass		
Beer: Budweiser	12 oz. can/bottle		
Alaskan	1 pint		
MISCELLANEOUS	Трин		
Movie theater ticket, new release	1 adult		
DVD rental	1 new release		
Rifle: Remington 30-06, 700 model, not stainless, not synthetic stock	T Hew release		
DURABLE GOODS			
Household Appliances/Goods			
Refrigerator: GE, top freezer, NOT stainless steel	22-25 cu. ft		
Most popular			
Freezer: GE, chest, NOT stainless steel	15 cu. ft.		
Most popular			
Washing machine: GE, top loader, multiple cycle	4.0 cu. ft. cap.		
Most popular			
Television: Panasonic, LCD display	32"		
Most popular			
Toaster: Hamilton Beach, 2 slice			
Most popular			
Blender: Hamilton Beach, plastic jug, 10-speed			
Most popular			
Vacuum cleaner: Hoover Windtunnel, upright, b	agless, 12 amp.		
Most popular	<i>y</i> , ,		
DVD player: Toshiba, progressive scan			
Most popular			
Queen size box spring: Spring Air, Four Seasons			
Most popular			
Queen size mattress: Spring Air, Four Seasons			
Most popular			
·	100 200 1		
Queen size sheet set (flat, fitted, two pillow cases)	180-200 thread count		
PC computer: HP Pavillion, a6600z series	NOT laptop		
Most popular	NOT laptop		
TRANSPORTATION  Power and Transportation	2008 Vahislas		
Personal Transportation	2008 Vehicles		
Truck: Ford F-150, XL, regular cab, standard package	=		
Most popular, American made, regular cab			
Sedan: Toyota Camry, 5 speed auto			
Most popular			
Snow machine: Polaris 800 RMK 155			
Most popular			
Four-wheeler: Kawasaki 750 Brute Force 4x4i			
Most popular			

Auto Services			
Oil/filter change: 2008 Ford F-150			
Oil/filter change: 2008 Toyota Camry			
Auto Supplies			
Oil 10 W 40	1 quart		
Antifreeze	1 gallon		
Vehicle battery: auto sedan	12 volt sedan		
ADDITIONAL GOODS AND SERVICES			
Communications			
Basic and preferred cable (or satellite)	monthly		
Internet dial-up	monthly		
Internet-DSL	monthly		
Phone	monthly		
Long distance (in-state)	rate per minute		
Wireless	monthly		
Medical			
Adult physical exam: age 18-39	per visit		
Adult physical exam: age 40-64	per visit		
Adult physical exam: age 65+	per visit		
Well-child physical: age 0-11 months	per visit		
Well-child physical: age 1-4 years	per visit		
Well-child physical: age 5-11 years	per visit		
Well-child physical: age 12-17 years	per visit		
Physician office visit	per visit		
Hospital stay (medical/surgical)	1 bed day		
Dental exam	per visit		
Dental cleaning: adult	per visit		
Dental cleaning: child	per visit		
Dental filling	per filling		
Eye exam	per visit		
Eyeglasses, lens/frame	1 pair		
Energy/Fuel			
Regular unleaded gasoline and diesel fuel	per gallon		
Home heating oil (with price breaks)	per gallon		
Natural gas, average per month including taxes	100 ccf		
Electric power costs per month	500kWh		
Electric power costs per month	1,000kWh		
Auto insurance			
Comprehensive coverage	6 month premium	 	
Travel			
Round-trip flight to/from Seattle (inc. air travel to hub)	per flight		
Round-trip flight to/from nearest major hub	per flight	 	