

(b) It reports on staple grocery items; most are not found in the State report.
 (c) It permits comparisons of prices on like items in large stores and those in small stores.

(d) It permits direct comparison of prices on identical items in affluent, middle-income, and low-income areas.

(e) It does not reveal unethical trade practices, such as charging different prices to different persons, or recording (for credit) a higher price than is either posted or stated. Nor does it reflect differences in quality of foods between areas. These are important considerations and deserve attention but they are not part of a retail price survey, per se.

APPENDIX D

PRICES IN SMALL AND LARGE STORES IN A LOW-INCOME AREA, BUSHWICK DISTRICT, BROOKLYN, JULY 27, 1967

[In cents]

26 items	7 large stores		18 small stores	
	Range	Average	Range	Average
Butter.....	43-45	43.5	45-50	47.6
Margarine.....	30-33	32.0	31-40	36.3
Cheese.....	41-49	44.0	39-49	44.5
Cottage cheese.....	20-23	21.5	27-29	28.0
Flour.....	61-69	65.0	59-75	67.8
Canned peas.....	25-27	26.3	25-27	26.6
Canned corn.....	23-27	25.0	25-27	25.4
Frozen beans.....	23-26	24.7	25-29	26.5
Frozen broccoli.....	29-31	30.0	31	31.0
Baby food, meat.....	19-24	22.0	24-29	24.0
Baby food, vegetables.....	10-12	10.7	11-13	11.9
Tuna fish.....	37-45	42.5	44-53	46.8
Corn flakes.....	31-33	32.1	29-39	35.4
Rice.....	19-21	20.7	21-25	22.2
Sugar.....	59-69	63.3	55-73	66.8
Coffee, canned.....	75-83	80.0	79-89	86.9
Coffee, instant.....	81-99	90.6	85-115	101.9
Coca-Cola.....	79-90	86.1	85-102	90.0
Beer.....	115-120	116.3	115-125	121.6
Milk.....	25-28	26.4	25-29	26.8
Eggs.....	49-59	54.1	55-69	61.8
Whole chicken.....	29-43	35.0	39-49	40.7
Bananas.....	13-17	15.2	13-17	15.2
Tomatoes.....	39-59	45.5	29-59	43.3
Potatoes.....	35-55	47.0	25-53	39.9
Lettuce.....	29-30	29.2	20-35	29.7
Total.....	10.39-12.17	11.29	10.61-13.31	11.99

SUMMARY

1. Prices in the 18 small stores averaged more than 7 percent higher than those in the seven large stores for the basket of 26 items included.

Small stores versus large stores

	Percent
Low of range.....	+2.1
High of range.....	+8.4
Average.....	+7.1

2. Seven items of twenty-six showed a lower price in the small stores; 15 showed a lower price in the large stores. Nineteen of the twenty-six items showed a higher price in the small stores; one was reported higher in the large stores. Three items averaged lower in price in small stores; 23 items averaged lower in price in the large stores.