
Section VII:

Appendix

Appendix Contents

Bibliography

Household Consumption Survey Instrument

Retail Price Survey Instructions

Market Basket Forms

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Alaska Geographic Differential Study

Household Consumption Survey

Phone Number: _____

Refusals: _____

Interviewer Name: _____

Date: _____

Hi, this is _____ with the McDowell Group, an Alaska research firm. We are conducting a study for the State of Alaska regarding the cost of living in different communities around the state. Your household has been randomly selected to participate in this important project.

May I speak with the person who is most familiar with your household spending? *(If phone is passed, repeat intro paragraph.)*

[When you get the right person] May I ask you a few questions about your household's spending on categories such as housing, utilities, transportation and groceries?

1. How many people currently live in your household? _____ ☐ 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' monthly rent? \$_____ (skip to Q9)

☐ DK/Ref. (skip to Q9)

☐ Neither (skip to Q11)

☐ DK/Ref. (skip to Q11)

4. How much is your monthly mortgage payment? \$_____ (go to Q 5)

☐ Zero/paid off (skip to Q6)

☐ DK/Ref. (skip to Q9)

5. Do your monthly mortgage payments include:

☐ Property Tax ☐ Yes

☐ No → Q6 How much is your annual property tax? \$_____? ☐ DK/Ref

☐ Property Insurance ☐ Yes (skip to Q8)

☐ No → Q7 How much is your annual property insurance? \$_____? ☐ DK/Ref

☐ DK/Ref. (skip to Q8)

8. Which of the following best describes your home? (Read 1-3)

- ☐ House
- ☐ Condominium → 8a. How much is your monthly condo fee? \$_____ ☐ DK/Ref.
- ☐ Mobile home → 8b. What is your monthly space rent? \$_____ ☐ DK/Ref.
- ☐ Other _____ 8c. How much does your _____ cost per month? \$_____ ☐ DK/Ref.
- ☐ DK/Ref.

9. How many square feet of living space does your home have? Your best estimate is fine.

_____ sq. feet ☐ DK/Ref.

10. How many bedrooms does your home have? _____ bedrooms

☐ DK/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. <input type="checkbox"/> Electricity	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
a. <input type="checkbox"/> Oil	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
b. <input type="checkbox"/> Natural gas	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
d. <input type="checkbox"/> Propane	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
e. <input type="checkbox"/> Firewood or pellets	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
f. <input type="checkbox"/> Coal	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.
g. <input type="checkbox"/> Kerosene	<input type="checkbox"/> DK/Ref. \$_____ <input type="checkbox"/> Included in rent	\$_____/_____ <input type="checkbox"/> DK/Ref.

14. Does your household purchase any of the following services? (Read a-c)	15. About how much does your household spend on _____ each month? (If package, fill in d)
a. <input type="checkbox"/> Water	<input type="checkbox"/> DK/Ref. \$ _____ <input type="checkbox"/> Included in rent
b. <input type="checkbox"/> Sewer	<input type="checkbox"/> DK/Ref. \$ _____ <input type="checkbox"/> Included in rent
c. <input type="checkbox"/> Garbage	<input type="checkbox"/> DK/Ref. \$ _____ <input type="checkbox"/> Included in rent
d. <input type="checkbox"/> Combo _____ (record W/S/G)	<input type="checkbox"/> DK/Ref. \$ _____ <input type="checkbox"/> Included in rent
e. <input type="checkbox"/> None (skip to Q 16)	

16. Does your household currently make any of the following types of vehicle payments? (Read a-e)	17. About how much does your household spend on _____ payments each month?
a. <input type="checkbox"/> Car, truck , or motorcycle	\$ _____ <input type="checkbox"/> DK/Ref.
b. <input type="checkbox"/> Snow machine	\$ _____ <input type="checkbox"/> DK/Ref.
c. <input type="checkbox"/> Four wheeler	\$ _____ <input type="checkbox"/> DK/Ref.
d. <input type="checkbox"/> Boat	\$ _____ <input type="checkbox"/> DK/Ref.
e. <input type="checkbox"/> Airplane	\$ _____ <input type="checkbox"/> DK/Ref.
f. <input type="checkbox"/> Motor home	\$ _____ <input type="checkbox"/> DK/Ref.
g. <input type="checkbox"/> None of the above (skip to Q 18)	

18. On average, about how much does your household spend each month on fuel for all vehicles?

\$ _____ ☐ DK/Ref.

19. About how much did your household spend in the last 12 months on maintenance for all vehicles?

\$ _____ ☐ DK/Ref.

20. About how much did your household spend in the last 12 months on insurance for all vehicles?

\$ _____ ☐ DK/Ref.

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

21. Can you estimate how much your household spent in the last 12 months on plane tickets for destinations within Alaska, not including business travel?

\$_____ ☐ DK/Ref.

22. Can you estimate how much your household spent in the last 12 months on plane tickets for destinations outside of Alaska, not including business travel?

\$_____ ☐ DK/Ref. (surveyor note: total round trip cost, from home community)

23. About how much does your household spend on groceries per week?

\$_____ ☐ DK/Ref.

24. About how much does your household spend on each of the following types of groceries per week? Your best estimate will do. (Read a-f)	
a. Meats, poultry and fish	\$_____ <input type="checkbox"/> DK/Ref.
b. Cereals and breads	\$_____ <input type="checkbox"/> DK/Ref.
c. Dairy products	\$_____ <input type="checkbox"/> DK/Ref.
d. Fruits and vegetables	\$_____ <input type="checkbox"/> DK/Ref.
e. Soups, frozen meals, and snacks	\$_____ <input type="checkbox"/> DK/Ref.
f. Nonalcoholic beverages other than milk	\$_____ <input type="checkbox"/> DK/Ref.

25. Which store and community does your household buy most of its groceries from?

Store_____Community _____ Code #_____ ☐DK/Ref.

26. About how much did your household spend on restaurants and take-out last month?

\$_____ ☐ DK/Ref.

27. What percentage of your household food supply is obtained from activities such as hunting, fishing, gardening, or picking berries? (Read list)

- ☐ None
- ☐ Less than 25%
- ☐ 25 to 50%
- ☐ 50 to 75%
- ☐ More than 75%
- ☐ DK/Ref.

28. On average, about how much does your household spend on clothing per month?

\$_____ ☐ DK/Ref. ☐ Zero (skip to Q30)

29. About what percentage of your household's clothing purchases are made from businesses in your community versus businesses outside your community?

a. _____ % In community

b. _____ % Outside community (including Internet and catalogue purchases)

☐ DK/Ref.

30. About how much does your household spend on medical insurance every month? Do not include payments covered by employers.

\$ _____ ☐ DK/Ref.

31. In the last 12 months, about how much did your household spend on medical expenses not covered by insurance? Do not include travel costs.

\$ _____ ☐ DK/Ref.

READ: My last few questions are about overall household spending and income.

32. Can you please tell me, what was your household's total pre-tax income from ALL sources for 2007? Please include wages, unemployment or other assistance payments, social security, investment income and perm fund dividends.

\$ _____

☐ DK/Ref. → 32a. Can you instead tell me which category best describes your household's total income? (Read list)

☐ Zero-\$5,000

☐ \$35,000-\$50,000

☐ \$125,000-\$150,000

☐ \$5,000-\$15,000

☐ \$50,000-\$75,000

☐ \$150,000 or over

☐ \$15,000-\$25,000

☐ \$75,000-\$100,000

☐ 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.

33. About what percentage of your total household income is spent on _____?		33a. (If DK for any category) About how much did your household spend on _____ in the last 12 months? (amount/time period)
a. Housing and utilities	_____ % <input type="checkbox"/> DK/Ref.	\$ _____ / _____ <input type="checkbox"/> DK/Ref.
b. Groceries and dining out	_____ % <input type="checkbox"/> DK/Ref.	\$ _____ / _____ <input type="checkbox"/> DK/Ref.
c. Transportation and travel	_____ % <input type="checkbox"/> DK/Ref.	\$ _____ / _____ <input type="checkbox"/> DK/Ref.
d. All other expenses, including clothing, recreation, entertainment, medical, education, taxes and savings	_____ % <input type="checkbox"/> DK/Ref.	\$ _____ / _____ <input type="checkbox"/> DK/Ref.
	= 100%	

34. Is anyone in your household a State of Alaska employee?

- ☐ Yes
☐ No
☐ DK/Ref.

Thank you for participating in this important project!

TO BE FILLED OUT BY SURVEYOR (Do not read)

35. Gender

- ☐ Male
- ☐ Female
- ☐ Don't know

36. Community

Code #

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. Interviewer's Retail Outlet Inventory

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. Retail Price Survey Form

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.

For autos, snow machines, four-wheelers: 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.

For furniture and appliances: 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.

For restaurants: 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.

For bars: 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					
Cereals and bakery products					
Flour: Gold Medal, all purpose, white	5 lb bag				
Most popular, all purpose, white	5 lb bag				
Sugar: white	5 lb bag				
Evaporated milk: Nestle/Carnation	12 oz. can				
Most popular	12 oz. can				
Breakfast cereal: Kellogg's Corn Flakes	12 oz.				
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				

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					
Cigarettes: Marlboro Kings, regular filter	1 pack				
Shaving cream: Gillette, regular foam	11 oz.				
Most popular	11 oz.				
Toothpaste: Colgate Total, regular/mint flavor	6 oz.				
Most popular	6 oz.				
Shampoo: Suave, NOT professional grade	15 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					
Movie theater ticket, new release	1 adult				
DVD rental	1 new release				
Rifle: Remington 30-06, 700 model, not stainless, not synthetic stock					
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, bagless, 12 amp.					
Most popular					
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					
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					
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				