

Based on on-line prices 31-1-2012

Item	Size	Comments	Redditch				Redditch			Droitwich		
			Village Shop	Sainsbury's	Difference	% Difference	Tesco	Difference	% Difference	Waitrose	Difference	% Difference
Butter - Kerrygold	250g	Replacement product for Tesco	£1.85	£1.40	0.45	32.14%	£1.36	0.49	36.03%	£1.40	0.45	32.14%
Sugar - Silver Spoon Granulated	1kg		£1.09	£0.99	0.10	10.10%	£0.99	0.10	10.10%	£0.99	0.10	10.10%
Tea - Tetley	80 Bags		£2.29	£2.12	0.17	8.02%	£2.12	0.17	8.02%	£2.12	0.17	8.02%
Coffee - Nescafe Gold Blend	100g		£3.50	£3.28	0.22	6.71%	£3.28	0.22	6.71%	£3.28	0.22	6.71%
Milk - Semi Skimmed	2L	Compared Cravendale filtered 2L. Most supermarket milk is 2.27 L size	£1.60	£1.88	-0.28	-14.89%	£1.50	0.10	6.67%	£1.88	-0.28	-14.89%
Bread - Kingsmill White Sliced Med	800g		£1.27	£1.20	0.07	5.83%	£1.20	0.07	5.83%	£1.20	0.07	5.83%
Baked Beans - Heinz	415g		£0.75	£0.69	0.06	8.70%	£0.69	0.06	8.70%	£0.69	0.06	8.70%
Potatoes - King Edwards	1kg		£0.90	£0.70	0.20	28.57%	£0.60	0.30	51.01%	£0.80	0.10	12.50%
Potatoes - Wilja	1Kg	All supermarket prices from Asda	£0.20	£0.69	-0.49	-70.80%	£0.69	-0.49	-70.80%	£0.69	-0.49	-71.01%
Onions - Large	1kg		£1.10	£1.10	£0.00	0.00%	£0.59	£0.52	88.03%	£1.10	£0.00	0.00%
Tinned Tomatoes - Napolina plum	400g	Replacement product for Waitrose	£1.29	£0.61	£0.68	111.48%	£1.23	£0.06	4.88%	£0.69	£0.60	86.96%
Cornflakes - Kelloggs	500g		£2.59	£1.99	£0.60	30.15%	£1.99	£0.60	30.15%	£1.99	£0.60	30.15%
Cat Food - Whiskas Canned	390g		£0.70	£0.59	£0.11	18.64%	£0.59	£0.11	18.64%	£0.59	£0.11	18.64%
Dog Food - Pedigree Canned	400g		£0.63	£0.58	£0.05	8.62%	£0.59	£0.04	6.78%	£0.59	£0.04	6.78%
Toilet Paper - Andrex Quilted	4 pack		£1.99	£2.39	-£0.40	-16.74%	£2.39	-£0.40	-16.74%	£2.39	-£0.40	-16.74%
Washing Up Liquid - Fairy Original	433ml		£1.19	£1.25	-£0.06	-4.80%	£1.25	-£0.06	-4.80%	£1.25	-£0.06	-4.80%
Orange Squash - Robinsons Sugar Free	1L		£1.25	£1.39	-£0.14	-10.07%	£1.39	-£0.14	-10.07%	£1.39	-£0.14	-10.07%
Marmalade - Golden Shred	454g		£1.89	£1.05	£0.84	80.00%	£0.97	£0.92	94.85%	£1.12	£0.77	68.75%
Shopping Basket Total Costs			£26.08	£23.90	£2.19	9.14%	£23.41	£2.67	11.42%	£24.16	£1.92	7.95%
Travel Cost			£0.00	£7.15			£4.40			£8.25		
Total cost inc. travel			£26.08	£31.05	-£4.97	-19%	£27.81	-£1.73	-7%	£32.41	-£6.33	-24%
To Supermarket from Feckenham (centre B96 postcode) round trip			miles	13			8			15		
Driving time			mins	30			24			38		
cost/mile by car (AA running costs only)				£0.55			£0.55			£0.55		
total cost				£7.15			£4.40			£8.25		

NB cost/mile by car (AA running costs only) £0.50

see http://www.theaa.com/motoring_advice/running_costs/petrol2011.pdf
for all running cost data