

**MONTROSE AREA MERCHANTS ASSOCIATION  
MONTROSE-GRAND JUNCTION  
ITEM-BY-ITEM PRICE COMPARISON STUDY**

**FEBRUARY 2007**

The following chart shows prices for various items shopped in Montrose and Grand Junction in January and February 2007. Similar items (or identical items, as available) were compared at regular prices, unless a discounted price is always available (e.g. chain bookstore bestsellers are always 30% off listed price).

Overall, there are no distinguishable trends in the data. As one can observe by the chart, neither Montrose nor Grand Junction shopping is consistently more or less expensive. Prices in both locations are competitive, and there is generally a good selection in the stores shopped in both Montrose and Grand Junction.

Please note the following on the chart below:

- All Montrose information is italicized
- "Price Differential" compares the Montrose price with the Grand Junction price. All italicized prices in this column indicate that the Montrose price is the lowest.
- Store Type: C = Chain store; I = Independent

Item	Store	Store Type	Grand Junction Price	Montrose Price	Montrose Price Differential
<b>FOOD PRODUCTS</b>					
Top Sirloin	Sam's Club	C	\$4.87/lb		
	<i>Wal-Mart</i>	C		<i>\$4.08/lb</i>	<i>-\$0.79/lb</i>
Rib eye Steak	Sam's Club	C	\$6.97/lb		
	<i>Wal-Mart</i>	C		<i>\$7.38/lb</i>	<i>+\$0.41/lb</i>
Frozen Boneless, Skinless Chicken Breast	Sam's Club	C	\$2.14/lb		
	<i>Wal-Mart</i>	C		<i>\$1.57/lb</i>	<i>-\$0.57/lb</i>
Ritz Crackers – 48 oz.	Sam's Club	C	\$6.22		
	<i>Wal-Mart</i>	C		<i>\$6.42</i>	<i>+\$0.20</i>
Gatorade 24 ct/20 oz	Sam's Club	C	\$14.19		
	<i>Wal-Mart</i>	C		<i>\$14.94</i>	<i>+\$0.75</i>
Butter (4 lbs)	Sam's Club	C	\$6.88		
	<i>Wal-Mart</i>	C		<i>\$9.36</i>	<i>+\$2.48</i>
Just One Organic Multivitamin (60 ct)	Vitamin Cottage	C	\$30.09		
	<i>Natural Market</i>	I		<i>\$24.99</i>	<i>-\$5.10</i>
<b>category subtotal</b>					<b>-\$2.62</b>

Item	Store	Store Type	Grand Junction Price	Montrose Price	Montrose Price Differential
<b>SPORTS, LEISURE AND ENTERTAINMENT</b>					
Bestseller Book – <i>Marley and Me</i>	Borders	C	\$15.36		
	Hastings	C		\$15.36	-\$0.00
	Sagebrush Books	I		\$21.95	
Top 10 CD – Bianca Ryan	Borders	C	\$18.99		
	Hastings	C		\$16.99	-\$2.00
Magnavox DVD/Recorder	Sam’s Club	C	\$89.88		
	Wal-Mart	C		\$79.96	-\$9.92
Ross Fishing Reel	Gene Taylor’s	I	\$154.00		
	Cimarron Creek	I		\$155.00	+\$1.00
Sage Launch Fishing Rod	Western Anglers	I	\$175.00		
	Cimarron Creek	I		\$175.00	-\$0.00
<b>category subtotal</b>					<b>-\$10.92</b>
<b>JEWELRY, COSMETICS AND ACCESSORIES</b>					
Silver Bulova Watch	Samuels Jewelers	C	\$250.00		
	DeVinny’s Jewelers	I		\$199.00	-\$51.00
Men’s Wedding Band	Samuels Jewelers	C	\$289.00		
	DeVinny’s Jewelers	I		\$275.00	-\$14.00
Emerald Cut Diamond Ring	Mesa Jewelers	I	\$5300		N/A –
	DeVinny’s Jewelers	I	(.77 carat)	\$5600.00 (1 Carat)	Varying sizes
Stone Mountain Purse	Herbergers	C	\$130.00		
	Dunlaps	C		\$140.00	+\$10.00
Clinique Powder Bronzer	Herbergers	C	\$23.50		
	Dunlaps	C		\$23.50	-\$0.00
Tommy Girl Cologne	Herbergers	C	\$48.00		
	Dunlaps	C		\$45.00	-\$3.00
<b>category subtotal</b>					<b>-\$58.00</b>
<b>APPAREL</b>					
Lucky Designer Jeans	The Buckle	C	\$74.00		
	Murdoch’s	C		\$84.99	+\$10.99
Carhart Work Dungarees	Sportsmen’s Warehouse	C	\$39.99		
	Jeans Westerner	I		\$39.95	-\$0.04
Carhart Sandstone Jacket	Sportsmen’s Warehouse	C	\$89.99		
	Murdoch’s	C		\$84.99	-\$5.00
Dansko Clogs	Herbergers	C	\$115.00		
	Brown’s Shoe Fit	I		\$115.00	-\$0.00
Vasque Hiking Boots	REI	C	\$125		
	Jeans Westerner	C		\$109	-\$16.00
<b>category subtotal</b>					<b>-\$10.05</b>

Item	Store	Store Type	Grand Junction Price	Montrose Price	Montrose Price Differential
<b>FURNITURE, APPLIANCES, HOUSEHOLD ITEMS</b>					
Leather Couch	American Furniture <i>Flairmont Furniture</i>	C I	\$1399.00	\$1099.00	-\$300.00
Lazy Boy Fabric Rocker/Recliner	American Furniture <i>Flairmont Furniture</i>	C I	\$499.00	\$599.00	+\$100.00
King Size Sleigh Bed with baseline mattress	American Furniture <i>Flairmont Furniture</i>	C I	\$1958.00	\$1898.98	-\$59.02
4-Shelf Wood Bookcase	American Furniture <i>Flairmont Furniture</i>	C I	\$229.00	\$219.00	-\$10.00
25.3 cubic foot side-by-side Stainless Look Refrigerator	Lowes <i>Best Appliance</i>	C I	\$1398.00	\$1559.00	+\$161.00
GE Front Load Ultra Capacity Washing Machine	Lowes <i>Best Appliance</i>	C I	\$998.00	\$999.00	+\$1.00
<b>category subtotal</b>					<b>-\$107.02</b>
<b>MISCELLANEOUS</b>					
35 lb Nutromax Dog Food	Petsmart <i>Murdoch's</i>	C C	\$24.99	\$23.99	-\$1.00
Squared Paper Puncher	Michaels <i>Crafty Lady</i>	C I	\$13.99	\$13.39	-\$0.60
Orca Mitt Potholder	Culinary Corner <i>The Panhandler</i>	I I	\$21.95	\$19.99	-\$1.96
Le Cueset Teapot	Culinary Corner <i>The Panhandler</i>	I I	\$85.00	\$66.00	-\$19.00
<b>category subtotal</b>					<b>-\$22.56</b>
<b>TOTAL</b>					<b>-\$211.17</b>

**ADDITIONAL FACTORS**

- 140 miles round trip at 22 miles per gallon and \$2.30 per gallon  
(70 x 2 = 140 / 22 = 6.36 x \$2.30 = \$14.64)  
approximately \$15 in transportation costs
- 2.5 hours of travel time
- Warranty and service matters are difficult for purchases outside of Montrose

WHAT COULD YOU DO WITH AN EXTRA 2.5 HOURS AND MORE THAN \$15 SAVED IN TRANSPORTATION COSTS AND SAVINGS ON PURCHASE IN MONTROSE SAVED IN A SINGLE DAY?