

Poll conducted by Research Co. on Inflation and Groceries in Canada - May 15, 2024.

In the past six months, would you say the price you pay for the following items has increased, stayed the same or decreased?



	Canada	Gender		Age			Region						Annual Household Income			Vote in 2021 Federal Election				Ethnicity			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$100k+	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
<b>Fruits</b>																							
Increased	77%	72%	81%	66%	77%	87%	83%	87%	77%	74%	71%	82%	75%	76%	81%	77%	76%	78%	71%	83%	76%		
Stayed the same	19%	23%	14%	27%	18%	10%	15%	11%	18%	21%	22%	15%	20%	19%	17%	16%	18%	22%	25%	13%	19%		
Decreased	3%	2%	4%	4%	3%	1%	2%	1%	1%	3%	5%	2%	3%	3%	3%	1%	4%	2%	0%	2%	2%	5%	
Not sure	2%	3%	1%	3%	1%	2%	0%	1%	4%	2%	1%	1%	2%	2%	2%	2%	1%	0%	0%	2%	2%	0%	
<b>Vegetables</b>																							
Increased	79%	75%	83%	72%	75%	89%	88%	87%	79%	72%	77%	82%	79%	76%	82%	81%	80%	80%	76%	85%	76%		
Stayed the same	17%	22%	12%	22%	20%	9%	10%	11%	16%	23%	16%	15%	16%	19%	16%	15%	17%	18%	20%	24%	12%	17%	
Decreased	3%	2%	4%	4%	3%	1%	1%	0%	3%	3%	5%	1%	3%	3%	2%	3%	1%	0%	0%	1%	5%		
Not sure	2%	2%	1%	2%	2%	0%	1%	2%	2%	2%	2%	2%	2%	0%	1%	1%	1%	1%	0%	0%	2%	3%	
<b>Beef</b>																							
Increased	73%	70%	77%	65%	69%	85%	81%	79%	75%	70%	67%	80%	75%	71%	74%	81%	74%	70%	66%	69%	79%	69%	
Stayed the same	15%	19%	12%	21%	19%	7%	12%	10%	15%	17%	18%	15%	12%	18%	16%	11%	16%	19%	22%	19%	11%	22%	
Decreased	6%	5%	6%	8%	7%	2%	3%	5%	4%	5%	10%	1%	7%	4%	5%	5%	6%	7%	10%	7%	3%	3%	
Not sure	6%	7%	5%	6%	6%	6%	4%	7%	5%	8%	5%	4%	5%	6%	5%	4%	3%	5%	3%	6%	7%	5%	
<b>Chicken</b>																							
Increased	73%	69%	77%	66%	70%	83%	79%	86%	77%	69%	67%	76%	76%	71%	73%	73%	77%	70%	68%	79%	78%		
Stayed the same	19%	23%	15%	23%	22%	12%	18%	11%	12%	22%	23%	18%	18%	21%	20%	17%	18%	25%	23%	14%	11%		
Decreased	4%	4%	4%	7%	4%	1%	0%	2%	5%	5%	7%	2%	4%	4%	4%	4%	4%	4%	5%	3%	3%	5%	
Not sure	4%	4%	3%	4%	4%	3%	3%	1%	5%	4%	3%	5%	3%	2%	3%	2%	1%	0%	6%	4%	6%		
<b>Prepared Frozen Meals</b>																							
Increased	65%	62%	68%	58%	64%	72%	71%	69%	74%	62%	57%	71%	68%	62%	65%	68%	68%	61%	57%	65%	68%	70%	
Stayed the same	21%	24%	19%	26%	25%	13%	21%	14%	14%	21%	29%	17%	18%	23%	24%	20%	19%	26%	28%	23%	17%	14%	
Decreased	5%	5%	5%	9%	5%	1%	3%	5%	5%	7%	4%	4%	3%	8%	4%	3%	7%	4%	5%	9%	2%	14%	
Not sure	9%	10%	8%	7%	6%	13%	5%	12%	6%	10%	10%	8%	10%	8%	7%	9%	6%	9%	10%	4%	13%	2%	

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In the past six months, would you say the price you pay for the following items has increased, stayed the same or decreased?



	Canada	Gender		Age			Region						Annual Household Income			Vote in 2021 Federal Election				Ethnicity		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$100k+	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
<b>Bread</b>																						
Increased	68%	66%	70%	59%	64%	81%	77%	77%	72%	62%	62%	77%	70%	65%	72%	73%	74%	63%	60%	63%	74%	71%
Stayed the same	26%	28%	24%	34%	28%	16%	20%	18%	24%	31%	31%	17%	23%	29%	26%	24%	21%	30%	33%	33%	22%	24%
Decreased	3%	3%	3%	5%	4%	1%	1%	3%	2%	3%	5%	3%	3%	4%	2%	2%	4%	3%	7%	3%	1%	5%
Not sure	3%	3%	2%	3%	4%	2%	2%	2%	3%	3%	3%	2%	3%	3%	1%	1%	1%	4%	0%	2%	3%	0%
<b>Cereal</b>																						
Increased	65%	61%	68%	58%	62%	74%	73%	66%	66%	61%	62%	67%	66%	63%	65%	69%	65%	67%	65%	59%	69%	75%
Stayed the same	25%	29%	22%	33%	27%	16%	22%	21%	20%	27%	30%	22%	23%	28%	25%	22%	23%	22%	29%	32%	20%	18%
Decreased	4%	4%	4%	5%	5%	2%	1%	5%	5%	5%	4%	3%	3%	5%	4%	5%	6%	4%	0%	3%	3%	7%
Not sure	6%	6%	6%	4%	6%	8%	3%	8%	8%	7%	5%	7%	7%	4%	6%	4%	6%	6%	6%	7%	8%	0%
<b>Soap</b>																						
Increased	56%	52%	61%	51%	54%	63%	65%	60%	54%	55%	47%	68%	58%	54%	58%	63%	59%	51%	56%	56%	61%	61%
Stayed the same	35%	38%	32%	40%	38%	28%	30%	34%	32%	36%	41%	28%	32%	37%	36%	31%	34%	41%	39%	37%	30%	31%
Decreased	2%	1%	3%	3%	4%	0%	1%	0%	2%	3%	3%	0%	2%	3%	1%	1%	2%	1%	0%	2%	1%	2%
Not sure	7%	9%	4%	7%	4%	9%	4%	6%	12%	6%	8%	4%	9%	6%	5%	5%	5%	7%	5%	6%	8%	5%
<b>Laundry Detergent</b>																						
Increased	60%	55%	64%	50%	60%	68%	65%	68%	60%	56%	52%	73%	62%	56%	60%	64%	65%	50%	56%	56%	63%	66%
Stayed the same	31%	34%	29%	38%	33%	24%	30%	27%	28%	33%	37%	21%	28%	34%	34%	32%	26%	39%	33%	34%	27%	26%
Decreased	3%	4%	3%	6%	4%	0%	2%	1%	6%	4%	4%	4%	4%	5%	1%	1%	3%	7%	6%	7%	2%	9%
Not sure	6%	7%	4%	6%	3%	8%	4%	4%	6%	7%	7%	2%	6%	5%	5%	3%	5%	4%	5%	3%	7%	0%
<b>Shampoo</b>																						
Increased	58%	53%	64%	50%	61%	64%	65%	64%	56%	57%	49%	72%	61%	55%	60%	66%	59%	49%	55%	55%	61%	75%
Stayed the same	33%	36%	29%	41%	32%	24%	29%	32%	31%	31%	43%	19%	28%	36%	36%	29%	32%	41%	34%	34%	30%	20%
Decreased	3%	3%	3%	5%	3%	1%	1%	0%	2%	5%	3%	4%	4%	4%	1%	1%	4%	1%	7%	8%	1%	4%
Not sure	6%	9%	4%	4%	3%	11%	4%	3%	11%	8%	5%	4%	8%	6%	4%	4%	6%	8%	5%	3%	8%	1%

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How responsible do you think each of the following are for the items you buy becoming more expensive? Please rank them from 1 to 7 with 1 being the "most responsible" to you and 7 being the "least responsible" to you.



	Canada	Gender		Age			Region						Annual Household Income			Vote in 2021 Federal Election					Ethnicity		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian		
<b>The actions of governments</b>																							
1 - most responsible	33%	34%	33%	39%	34%	27%	31%	54%	36%	32%	26%	35%	30%	35%	33%	25%	50%	15%	34%	35%	30%	44%	
2	13%	12%	15%	18%	15%	7%	13%	12%	12%	13%	15%	16%	14%	14%	12%	11%	11%	12%	20%	4%	12%	11%	
3	12%	10%	14%	15%	13%	8%	13%	3%	11%	13%	13%	13%	12%	13%	9%	12%	11%	15%	10%	8%	12%	17%	
4	10%	13%	7%	5%	12%	12%	9%	6%	11%	10%	11%	9%	13%	7%	10%	10%	6%	12%	12%	6%	10%	10%	
5	11%	12%	10%	5%	12%	16%	9%	10%	13%	10%	11%	12%	12%	10%	11%	11%	10%	17%	8%	7%	14%	8%	
6	12%	12%	11%	9%	8%	17%	16%	10%	7%	12%	12%	6%	8%	14%	11%	17%	5%	18%	14%	20%	14%	3%	
7 - least responsible	10%	9%	11%	9%	7%	12%	9%	5%	10%	11%	12%	9%	11%	6%	14%	14%	7%	12%	2%	20%	8%	7%	
<b>The actions of product manufacturers and suppliers</b>																							
1 - most responsible	18%	20%	16%	18%	14%	21%	27%	7%	18%	20%	17%	12%	17%	20%	19%	20%	15%	26%	29%	9%	19%	10%	
2	25%	25%	24%	22%	23%	28%	25%	22%	25%	28%	21%	23%	26%	23%	25%	25%	20%	30%	17%	28%	29%	21%	
3	21%	21%	22%	18%	25%	21%	22%	31%	19%	17%	23%	22%	22%	20%	22%	19%	27%	16%	17%	24%	20%	28%	
4	17%	17%	18%	17%	19%	16%	12%	18%	16%	17%	19%	24%	14%	21%	15%	17%	21%	14%	14%	19%	17%	25%	
5	10%	9%	11%	12%	10%	8%	4%	14%	11%	10%	12%	7%	13%	9%	7%	11%	9%	6%	5%	9%	9%	9%	
6	6%	5%	6%	8%	6%	4%	8%	7%	8%	4%	4%	7%	6%	4%	9%	7%	6%	4%	10%	8%	4%	5%	
7 - least responsible	3%	2%	3%	3%	3%	2%	3%	1%	3%	3%	2%	4%	2%	3%	3%	1%	2%	4%	7%	3%	2%	1%	
<b>Global political conflicts affecting supplies</b>																							
1 - most responsible	15%	15%	16%	14%	17%	15%	13%	12%	11%	16%	20%	13%	15%	13%	17%	15%	13%	13%	17%	20%	15%	20%	
2	22%	21%	23%	21%	28%	18%	21%	21%	19%	23%	23%	18%	21%	22%	18%	26%	18%	19%	22%	18%	21%	18%	
3	18%	20%	16%	18%	14%	21%	18%	18%	13%	18%	17%	22%	17%	18%	20%	22%	14%	18%	19%	21%	18%	13%	
4	16%	16%	16%	18%	14%	15%	15%	19%	30%	18%	10%	11%	17%	16%	15%	16%	17%	16%	14%	11%	16%	13%	
5	15%	17%	14%	15%	13%	17%	17%	13%	14%	14%	15%	20%	16%	16%	14%	16%	17%	17%	19%	13%	17%	19%	
6	10%	9%	11%	11%	10%	9%	13%	9%	12%	8%	11%	9%	11%	10%	9%	8%	10%	14%	11%	8%	11%	5%	
7 - least responsible	4%	3%	4%	3%	4%	5%	3%	8%	1%	3%	3%	7%	3%	4%	4%	3%	5%	1%	3%	4%	4%	5%	
<b>The actions of supermarket retailers and grocery stores</b>																							
1 - most responsible	23%	23%	23%	20%	24%	25%	24%	14%	27%	24%	20%	30%	28%	22%	19%	26%	18%	36%	12%	24%	26%	21%	
2	21%	24%	19%	19%	18%	27%	25%	21%	25%	20%	18%	25%	18%	23%	25%	24%	21%	22%	18%	23%	20%		
3	19%	20%	19%	23%	19%	17%	15%	28%	16%	23%	19%	10%	20%	18%	22%	14%	26%	14%	23%	23%	18%	18%	
4	14%	14%	14%	18%	12%	11%	14%	10%	12%	12%	16%	17%	15%	14%	10%	15%	13%	10%	15%	16%	13%	16%	
5	12%	12%	12%	9%	14%	13%	11%	17%	12%	11%	13%	7%	11%	11%	13%	11%	13%	9%	15%	8%	12%	11%	
6	6%	5%	7%	4%	10%	6%	7%	6%	6%	6%	7%	5%	7%	8%	5%	7%	5%	3%	3%	4%	8%		
7 - least responsible	4%	3%	5%	7%	4%	2%	4%	4%	2%	3%	6%	3%	3%	5%	4%	4%	3%	5%	7%	7%	4%	5%	
<b>Labour and supply setbacks</b>																							
1 - most responsible	7%	6%	7%	7%	8%	6%	6%	6%	5%	8%	7%	6%	5%	7%	8%	3%	8%	6%	8%	6%	5%	5%	
2	14%	14%	14%	12%	14%	16%	12%	14%	16%	15%	10%	15%	13%	13%	12%	19%	13%	15%	20%	13%	23%		
3	17%	18%	16%	13%	16%	21%	18%	12%	26%	19%	12%	19%	15%	15%	16%	18%	21%	12%	18%	19%	10%		
4	17%	15%	19%	12%	19%	21%	17%	27%	16%	14%	18%	16%	16%	16%	22%	18%	19%	18%	12%	20%	14%	14%	
5	24%	25%	23%	30%	24%	19%	30%	26%	19%	22%	22%	28%	24%	24%	25%	21%	24%	21%	27%	25%	22%	22%	
6	15%	15%	14%	18%	14%	12%	10%	10%	13%	15%	17%	16%	16%	12%	19%	14%	11%	11%	9%	15%	22%		
7 - least responsible	7%	6%	7%	9%	5%	5%	6%	5%	4%	7%	9%	3%	3%	8%	6%	7%	4%	7%	8%	5%	5%		
<b>Climate change</b>																							
1 - most responsible	6%	5%	8%	5%	7%	7%	4%	8%	5%	4%	11%	6%	7%	5%	7%	8%	5%	4%	7%	3%	6%	4%	
2	7%	8%	6%	10%	5%	6%	7%	5%	4%	6%	10%	6%	8%	6%	5%	8%	5%	6%	7%	5%	1%		
3	12%	12%	12%	16%	11%	9%	5%	15%	5%	10%	16%	9%	11%	13%	13%	11%	6%	17%	8%	9%	16%		
4	9%	10%	9%	10%	9%	10%	7%	4%	4%	5%	15%	7%	12%	10%	12%	11%	7%	11%	5%	12%	10%	7%	
5	12%	10%	14%	12%	10%	13%	13%	8%	16%	15%	7%	13%	11%	12%	13%	11%	15%	14%	20%	11%	16%		
6	21%	19%	22%	21%	21%	20%	24%	28%	18%	21%	14%	27%	22%	20%	19%	19%	22%	14%	21%	21%	32%		
7 - least responsible	33%	36%	30%	27%	37%	35%	32%	41%	44%	28%	33%	27%	34%	34%	32%	30%	45%	25%	29%	25%	37%	24%	
<b>The actions of farmers and growers</b>																							
1 - most responsible	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	1%	3%	0%	4%	2%	3%	3%	
2	4%	4%	4%	4%	6%	3%	4%	11%	2%	1%	5%	6%	4%	3%	4%	5%	3%	4%	3%	3%	3%	8%	
3	7%	6%	8%	5%	8%	7%	7%	7%	8%	6%	6%	8%	6%	6%	7%	10%	3%	5%	3%	4%	7%	6%	
4	12%	11%	13%	13%	11%	13%	21%	12%	8%	9%	14%	8%	14%	12%	12%	10%	14%	14%	16%	19%	10%	11%	
5	12%	12%	12%	12%	12%	11%	10%	8%	12%	13%	15%	9%	10%	13%	14%	15%	13%	12%	5%	14%	12%	8%	
6	27%	29%	25%	24%	28%	29%	18%	28%	33%	30%	27%	23%	27%	26%	28%	21%	33%	23%	29%	27%	29%	20%	
7 - least responsible	36%	36%	36%	37%	35%	36%	39%	31%	35%	39%	29%	44%	35%	38%	33%	36%	31%	38%	42%	30%	38%	45%	

In the past six months, have you taken any of the following actions to deal with higher prices for the items you buy?



Bought items at different stores (instead of at a single one)  
 Switched packaged food brands to lower priced alternatives  
 Used apps to collect points at a retailer  
 Used online coupons  
 Used printed coupons  
 Boycotted / Stopped going to a specific retailer  
 None of these

Canada	GENDER		AGE			REGION						ANNUAL HOUSEHOLD INCOME			VOTE IN 2021 FEDERAL ELECTION					ETHNICITY		
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k to \$100k	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
Bought items at different stores (instead of at a single one)	57%	51%	62%	55%	55%	60%	62%	62%	60%	47%	65%	56%	55%	61%	60%	54%	62%	56%	60%	61%	62%	
Switched packaged food brands to lower priced alternatives	52%	46%	57%	49%	55%	51%	62%	54%	56%	52%	41%	55%	53%	53%	49%	52%	51%	61%	51%	46%	56%	63%
Used apps to collect points at a retailer	42%	36%	48%	41%	47%	39%	40%	42%	48%	46%	33%	50%	39%	43%	47%	41%	46%	49%	33%	54%	45%	45%
Used online coupons	35%	29%	41%	41%	40%	26%	36%	42%	32%	37%	33%	31%	32%	38%	38%	36%	42%	46%	39%	35%	37%	
Used printed coupons	28%	25%	31%	22%	32%	31%	28%	33%	36%	31%	20%	29%	26%	34%	23%	30%	33%	30%	25%	44%	28%	16%
Boycotted / Stopped going to a specific retailer	17%	16%	18%	20%	16%	14%	18%	21%	20%	17%	12%	21%	17%	16%	19%	14%	20%	27%	23%	16%	17%	35%
None of these	14%	18%	10%	14%	12%	16%	12%	10%	11%	23%	10%	15%	14%	12%	13%	11%	8%	14%	12%	13%	9%	

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All things considered, do you agree or disagree with each of the following statements?



	GENDER		AGE			REGION						\$50k to			VOTE IN 2021 FEDERAL ELECTION					ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$100k	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
<i>My provincial government can do a lot to help lower the price of groceries</i>																							
Strongly agree	38%	33%	43%	39%	43%	32%	39%	46%	36%	39%	34%	35%	43%	35%	33%	36%	42%	34%	46%	30%	35%	46%	
Moderately agree	38%	40%	37%	39%	39%	37%	38%	37%	40%	38%	40%	35%	32%	42%	42%	42%	36%	42%	31%	39%	40%	37%	
Moderately disagree	14%	16%	12%	12%	11%	19%	11%	13%	16%	13%	13%	23%	14%	13%	14%	15%	12%	15%	15%	17%	15%	14%	
Strongly disagree	4%	5%	2%	5%	1%	4%	3%	3%	4%	3%	5%	3%	2%	4%	5%	3%	4%	4%	2%	6%	3%	0%	
Not sure	6%	7%	6%	5%	5%	9%	7%	2%	5%	7%	8%	5%	8%	5%	5%	6%	3%	6%	5%	7%	7%	3%	
<i>The federal government can do a lot to help lower the price of groceries</i>																							
Strongly agree	45%	40%	50%	47%	48%	40%	44%	59%	50%	46%	39%	38%	53%	39%	41%	38%	52%	44%	54%	35%	43%	46%	
Moderately agree	35%	37%	33%	34%	38%	35%	36%	30%	34%	33%	38%	40%	29%	41%	37%	42%	31%	43%	29%	42%	38%	39%	
Moderately disagree	11%	13%	10%	11%	7%	14%	12%	6%	9%	12%	11%	14%	10%	12%	11%	15%	6%	6%	5%	13%	11%	8%	
Strongly disagree	4%	5%	3%	5%	2%	4%	2%	2%	5%	4%	4%	4%	3%	3%	6%	3%	6%	3%	6%	6%	3%	4%	
Not sure	5%	6%	4%	4%	4%	7%	6%	3%	2%	5%	7%	4%	5%	5%	4%	2%	4%	3%	5%	4%	5%	3%	

All things considered, would you say your diet has been healthy over the past two months?



	Canada	GENDER		AGE			REGION						ANNUAL HOUSEHOLD INCOME			VOTE IN 2021 FEDERAL ELECTION				ETHNICITY			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50k	\$50k to \$100k	\$100k+	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
Definitely	19%	21%	17%	21%	16%	19%	21%	12%	13%	22%	19%	21%	16%	18%	24%	23%	17%	18%	19%	19%	16%	21%	22%
Probably	46%	49%	44%	49%	43%	46%	46%	53%	52%	47%	47%	33%	45%	49%	47%	50%	48%	47%	46%	59%	44%	42%	
Probably not	27%	23%	31%	25%	30%	27%	25%	31%	30%	23%	28%	37%	28%	27%	27%	23%	28%	31%	24%	18%	28%	36%	
Definitely not	5%	3%	6%	2%	7%	5%	6%	3%	4%	6%	4%	7%	8%	4%	2%	3%	5%	3%	9%	4%	5%	0%	
Not sure	3%	3%	2%	2%	4%	3%	3%	2%	1%	3%	3%	4%	3%	3%	0%	1%	2%	2%	2%	3%	2%	0%	