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### Cost of living: Majority say cost of food, goods and services have increased since COVID-19 began

#### Groceries and household supplies, utility bills top list of higher cost items globally

Paris, France July 2, 2020 — A majority of people in 26 countries say the overall cost of food, goods and services have increased for them and their families since the coronavirus outbreak began, according to the latest global survey by Ipsos.

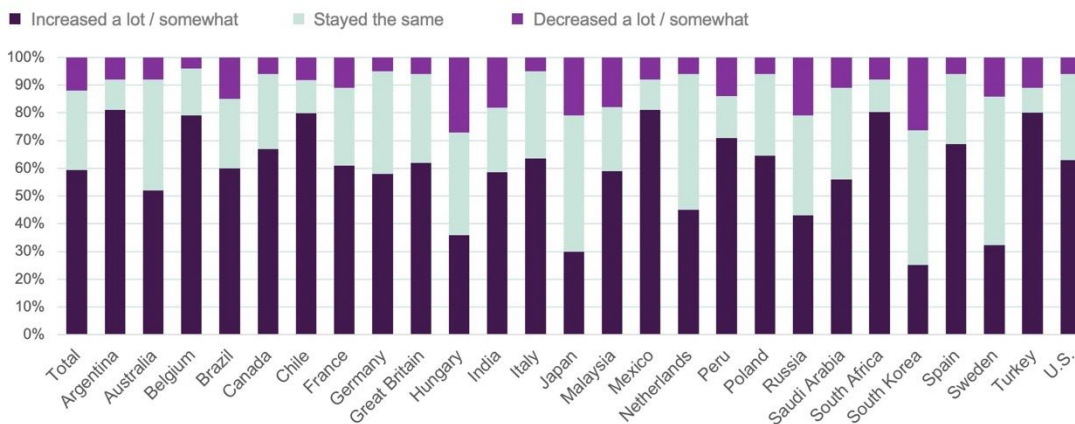
Three in five people (60%) in a poll of nearly 18,000 conducted from May 22 to June 5 say costs have increased somewhat or a lot with those in Argentina, South Africa and Mexico (81%), Turkey (80%), Chile and Belgium (79%) at the top of the list.

On the other end, more than a quarter of people in Hungary (27%) and South Korea (26%) say costs have decreased somewhat or a lot since the outbreak began, followed by Japan and Russia (21%).

Meanwhile, almost a third of people in all countries (29%) say costs have stayed the same with a majority agreeing with this in Sweden (53%), where restrictive lockdown measures were not implemented. Almost half of people in the Netherlands and Japan (49%) and South Korea (48%) also agree.

### Has the cost of food, goods and services increased?

Q: Overall, has the cost of food, goods and services for you and your family increased or decreased since the coronavirus?





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By region, people in Latin America are most likely to say costs have increased at 75%, followed by those in the Middle East and Africa at 72%.

### What's increased, stayed the same or decreased?

Almost two-thirds of people globally (63%) said the cost of food, groceries and household supplies increased since the COVID-19 outbreak began – highlighting the only majority average out of the 11 cost categories presented.

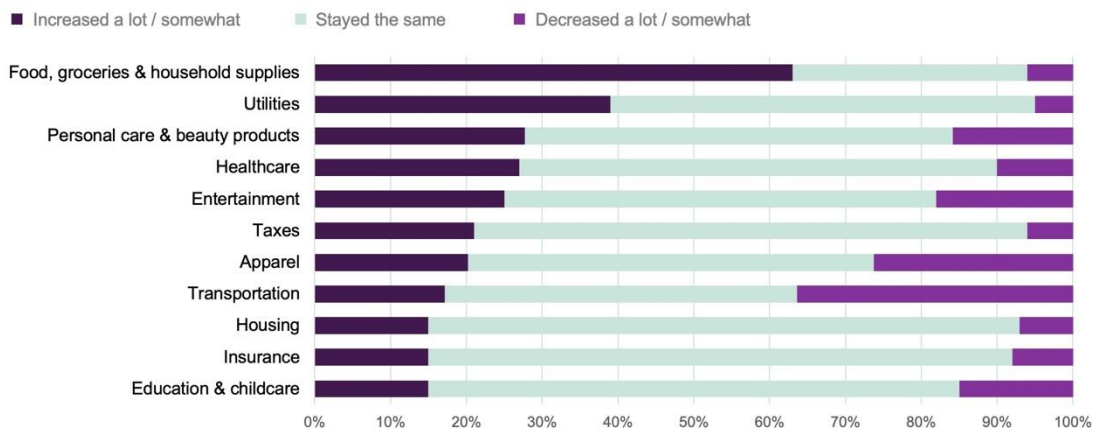
This sentiment is highest in emerging markets of Argentina and Turkey (86%), Chile, Mexico and South Africa (80%).

Utility bills, which include water, electricity, heating, air conditioning, phone/TV/internet services, is the second biggest cost people said increased at an average of 39%. Those in Turkey (74%), Chile (68%), and Malaysia (65%) are most likely to cite this.

Other costs that a significant portion of people said increased is for personal care and body products and services (28%), followed by healthcare (27%), and entertainment (25%) products and services.

### Which costs have gone up?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began?



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17,997 adults polled in 26 countries from May 22 to June 5, 2020





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In terms of where costs remain unchanged, more than three in four people (78%) said housing costs such as rent and mortgage payments stayed the same, followed by insurance at 77% and taxes at 73%. Another major expenditure where 70% of people said they are not paying more or less is education and childcare.

While costs overall have either increased or stayed the same, there are some areas where a significant portion of people say costs have decreased.

More than a third (36%) said transportation such as using vehicles, buses, trains and fuel costs have decreased – likely a result of less travel as restrictions forced people to work from home. A majority of people in Turkey (56%) cited this, followed by Malaysia (52%), Great Britain (51%) and Canada (50%).

More than a quarter (26%) said the cost of apparel such as clothing, shoes and accessories decreased – reflecting fewer purchases as malls and other retail outlets closed brick and mortar stores. People in South Korea and Turkey (46%) are most likely to agree with this.

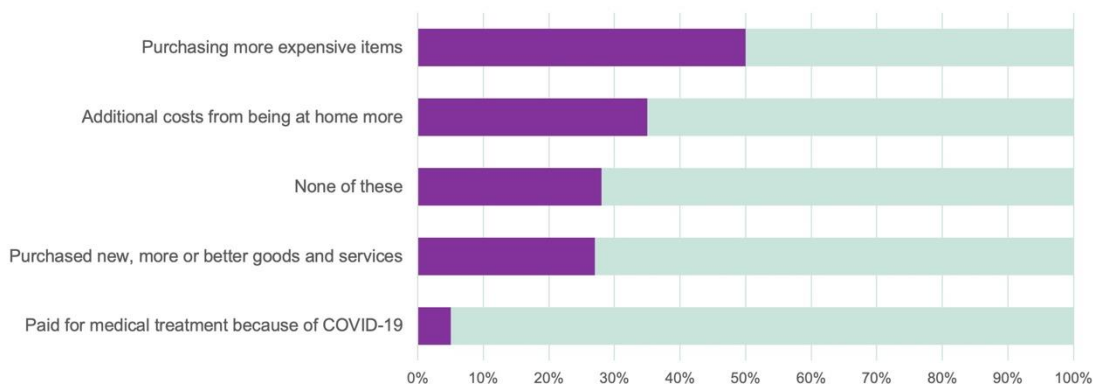
### Why costs increased for people

In terms of why people think costs increased for them – half (50%) said it is because they had to purchase more expensive items or pay delivery charges due to store closures and a shortage of supplies since COVID-19. But at the same time, an equal proportion of people globally disagree.

### Why do you think costs have increased since COVID-19?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak?

■ Yes ■ No



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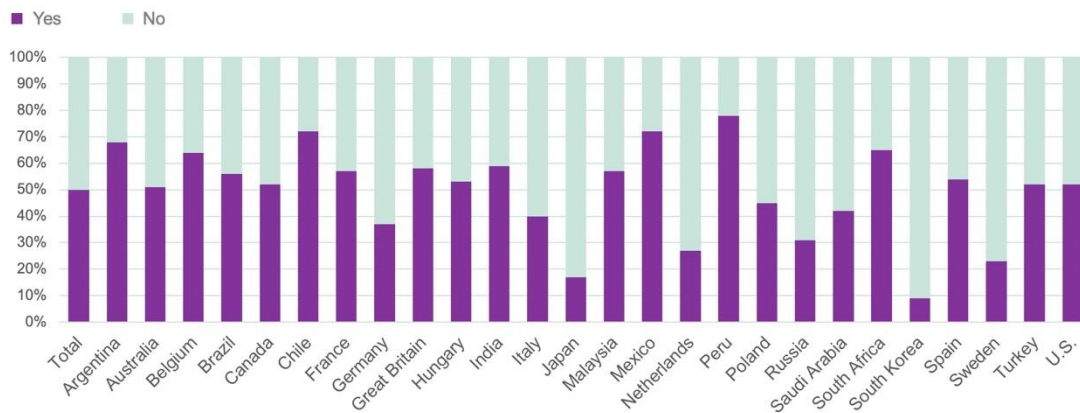


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This sentiment is highest in South America with respondents in Peru (78%), Chile (72%) and Argentina (68%). Those in Asian countries of South Korea (91%) and Japan (83%) are most likely to say this wasn't the case for them, followed by respondents in Sweden (77%) and the Netherlands (73%).

### Have you had to purchase more expensive items?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak? Had to purchase more expensive items (e.g., food, household supplies, personal care products, etc.) or paid for delivery charges due to store closures and shortage of supplies.



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Meanwhile, more than a third (35%) of people said they incurred new or additional costs such as larger utility bills due to spending more time at home or working from home with respondents in Turkey (65%) and Malaysia (63%) in most agreement. People in European countries of the Netherlands (84%), Sweden and France (83%), and Belgium (80%) are most likely to disagree.

In terms of spending more to cope with effects of isolation, more than a quarter globally (27%) said they purchased new, more or better goods and services for relief from lockdowns and social distancing.

This sentiment is highest in Peru (45%), Turkey (37%), Chile (35%), Argentina (34%), Saudi Arabia and Canada (32%). People in Europe were most likely to disagree with Hungary (89%), Germany (86%) and Russia (82%) at the top.

Lastly, most people (95%) said they didn't have to pay for medical treatment because of COVID-19, while more than a quarter (28%) said they have not experienced any of these factors when it came to purchasing food, goods and services since the outbreak began.



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### About the Study

These are the findings of an Ipsos survey conducted between May 22 and June 5, 2020. The survey instrument is conducted monthly in 26 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 17,997 adults aged 18-74 in the US, Malaysia, South Africa, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

16 of the 26 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden and United States). Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country.

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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