

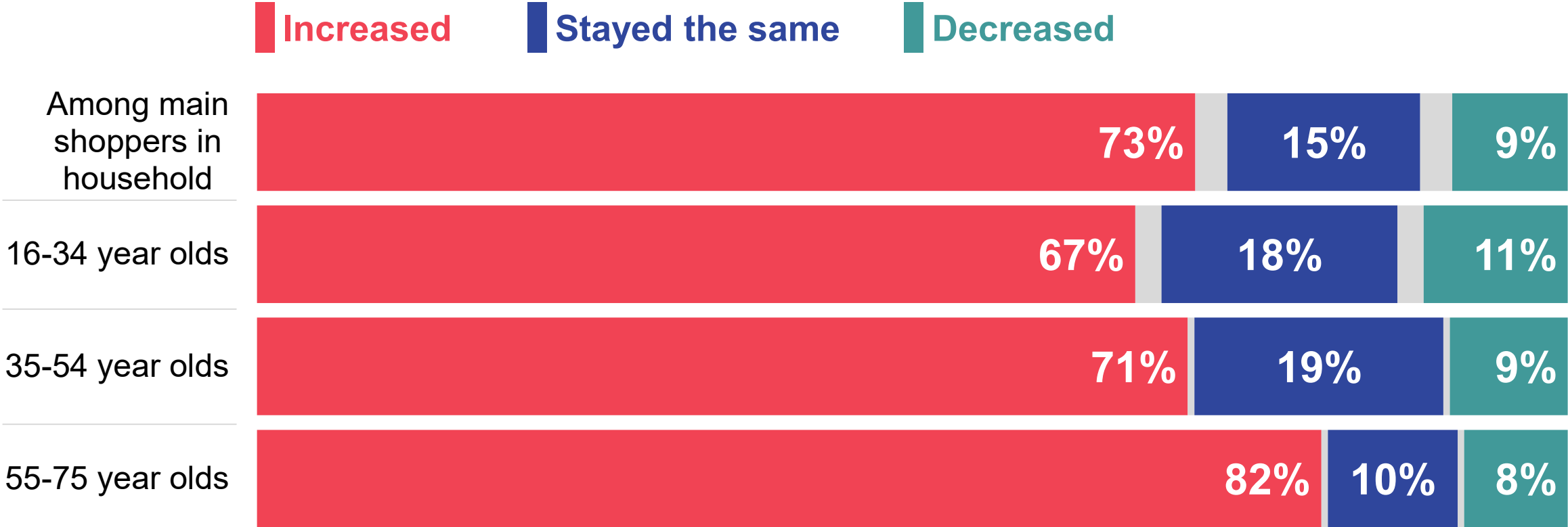
Ipsos

The cost of grocery shopping polling

February 2022

What's happening to the price of your typical household grocery shop this year? *Among main household shoppers*

Thinking about the amount you spend on your typical household grocery shop in 2022, do you think it has increased, decreased or the stayed about the same as your typical grocery shop in 2021?

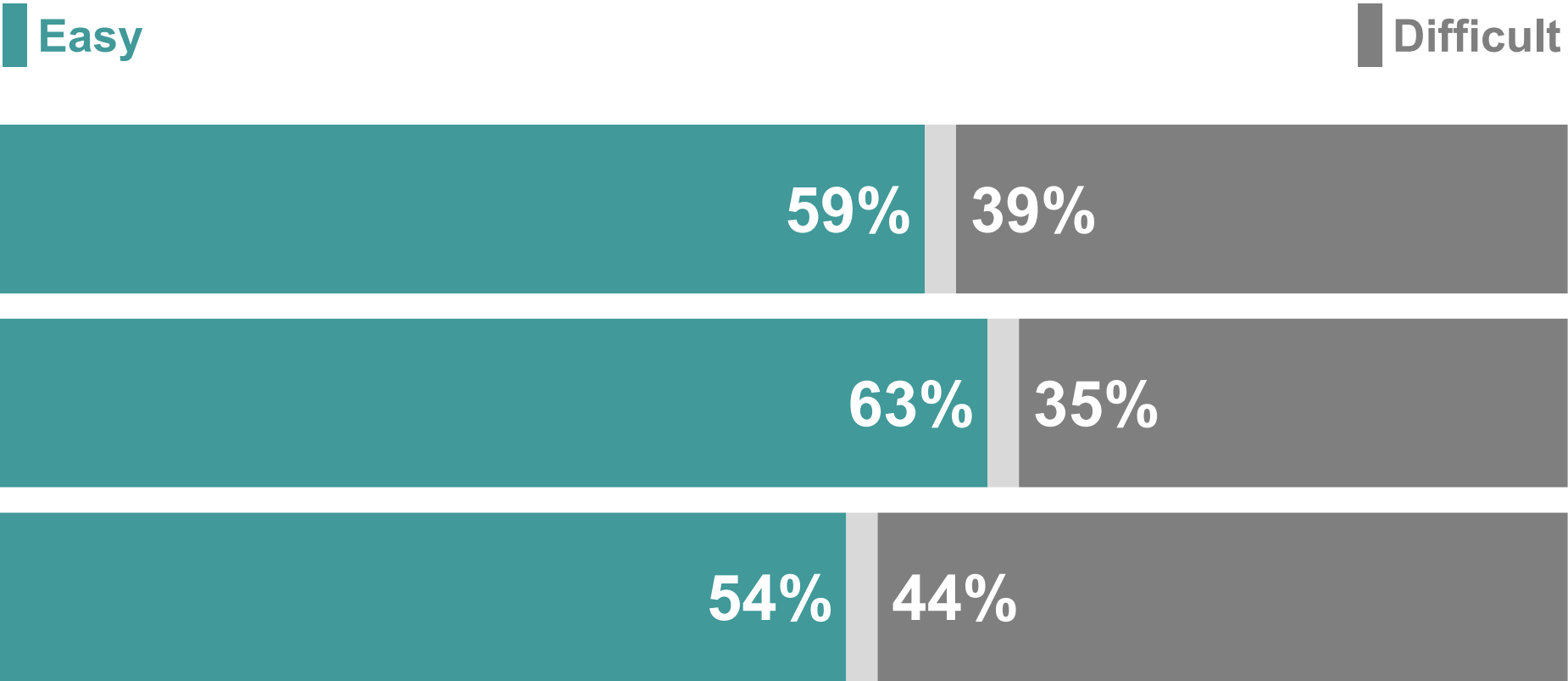


Base: 988 Main shoppers in household, aged 16-75 in UK, 11-12 February 2022. Including those aged 16-34 (250), 35-54 (383), 55-75 (355).



How has the increased cost of your grocery shop affected you? *Among main household shoppers who have seen an increase*

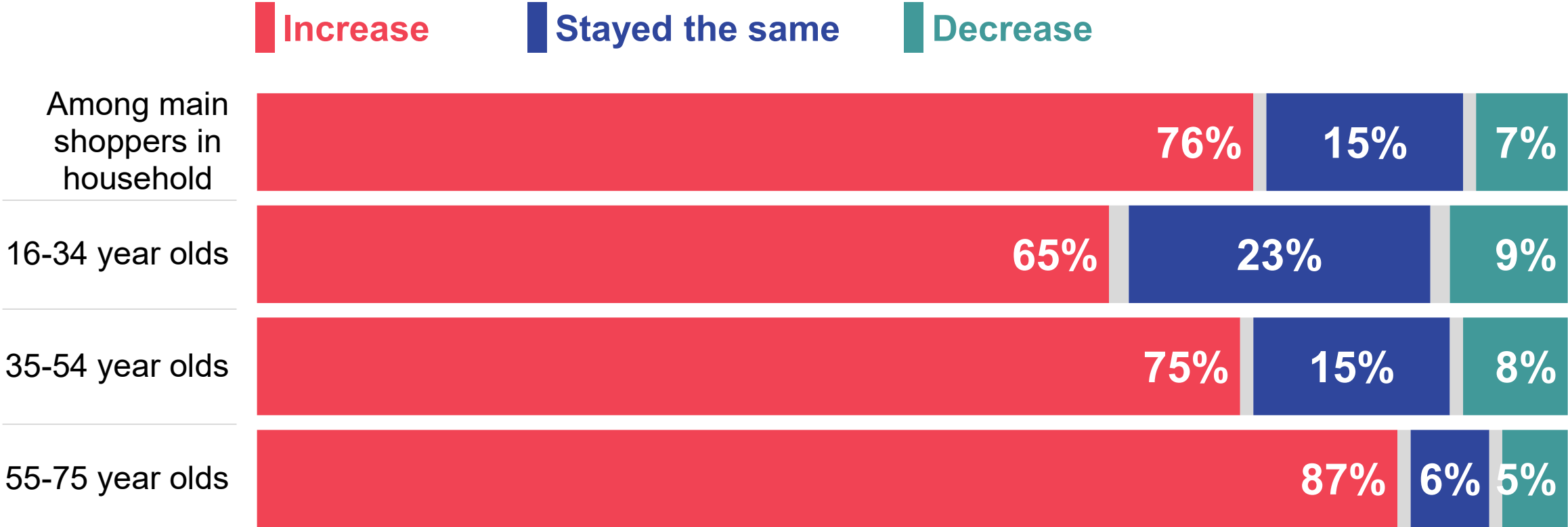
And how easy or difficult was it for you to afford the extra amount you spent on grocery shopping in 2022 than in 2021?



Base: 735 Main shoppers in household who have seen an increase in the cost of their grocer shopping in 2022, aged 16-75 in UK, 11-12 February 2022. Including those in the ABC1 social grade (507) and C2DE social grade (228).

Will the cost of your grocery shopping increase in the next three months? *Among main household shoppers*

In the next 3 months, do you expect the cost of your typical household grocery shopping to increase, decrease or the stay the same as it is now?

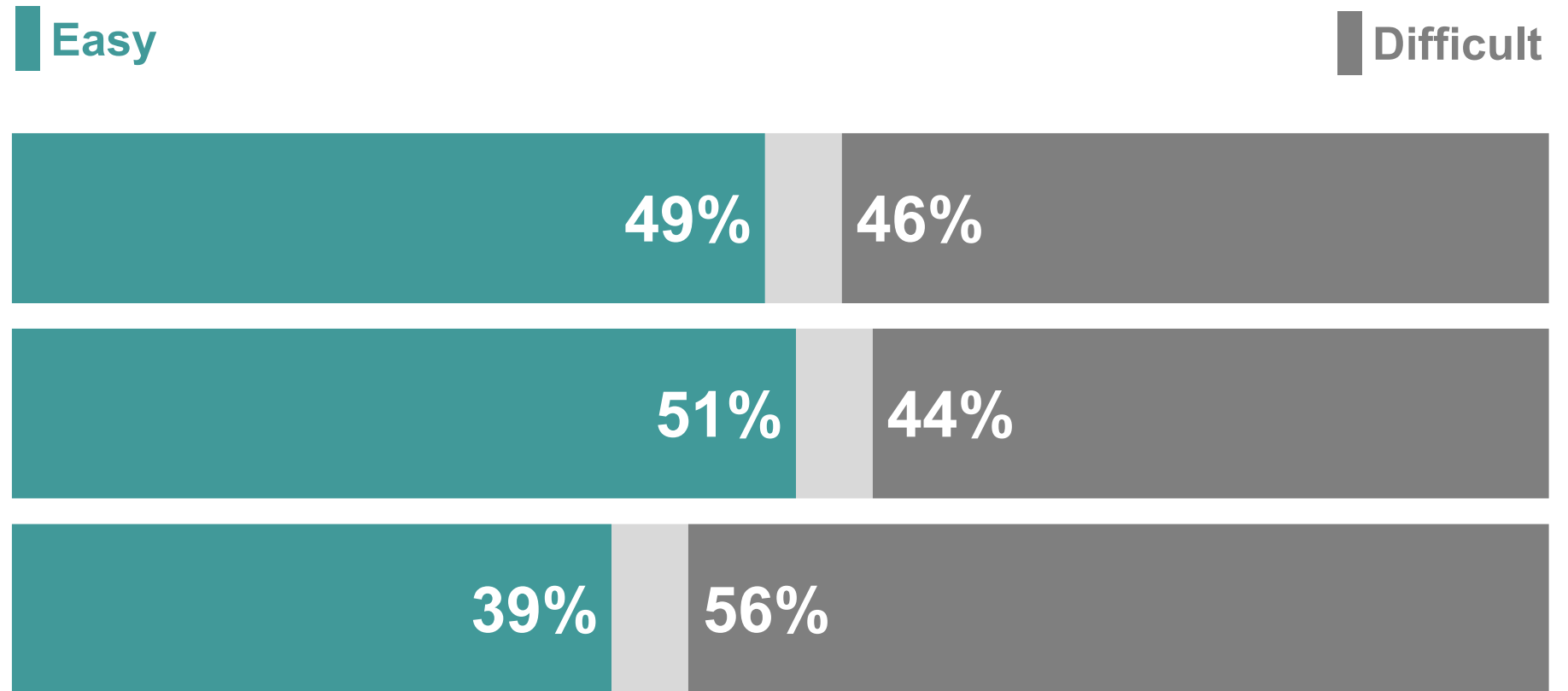


Base: 988 Main shoppers in household, aged 16-75 in UK, 11-12 February 2022. Including those aged 16-34 (250), 35-54 (383), 55-75 (355).



How will the increased cost of your grocery shop affect you? *Among main household shoppers who expect an increase*

And how easy or difficult do you think it will be for you to afford the increased cost of grocery shopping over the next 3 months?



Base: 768 Main shoppers in household expecting the cost of their grocery shopping to increase in the next three months, aged 16-75 in UK, 11-12 February 2022. Including those in the ABC1 social grade (530) and C2DE social grade (238).

How concerned would you be if your grocery bills raised with inflation? *Among main household shoppers*

Imagine that the cost of your household grocery shopping bills were to rise with inflation, to what extent, would you be concerned or not?



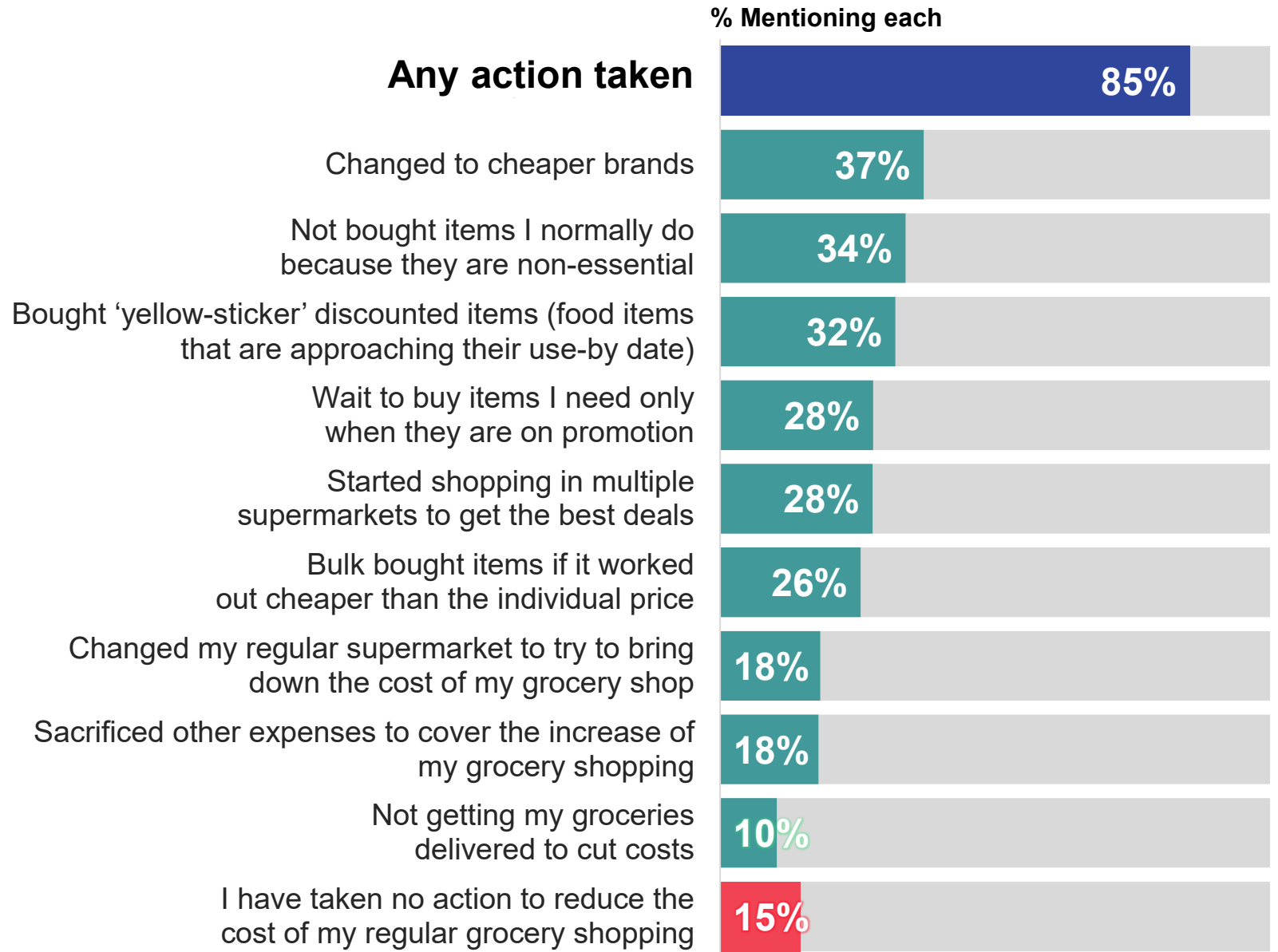
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What actions have you taken to reduce your grocery costs in 2022?

Among main household shoppers

Which, if any, of the following actions have you taken in order to reduce the cost of your typical household grocery shopping bill, since the start of 2022?

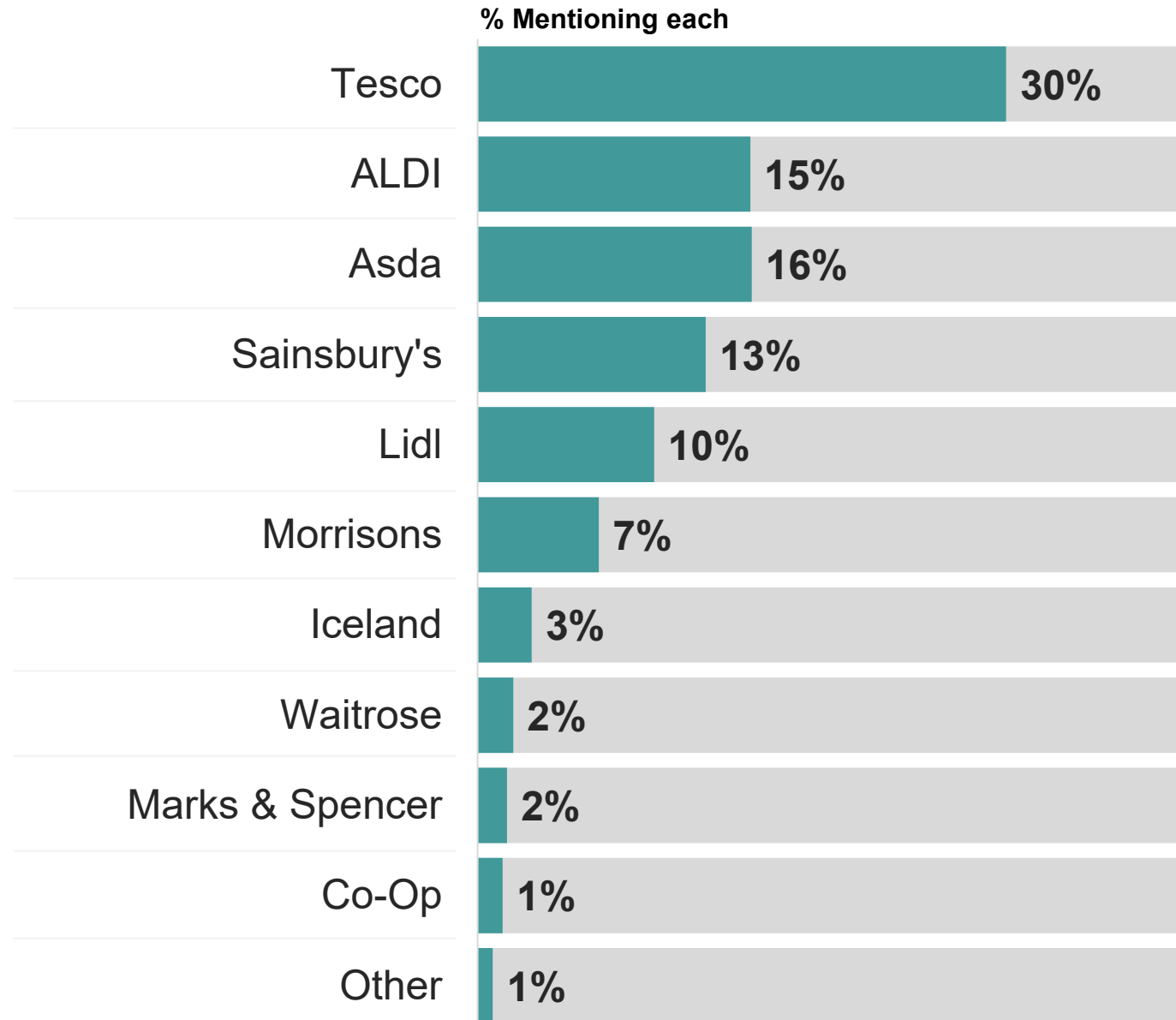


Base: 988 Main shoppers in household, aged 16-75 in UK, 11-12 February 2022

Where do you do most your grocery shopping?

Among main household shoppers

Which supermarket does your household usually use for MOST of its food and grocery shopping?

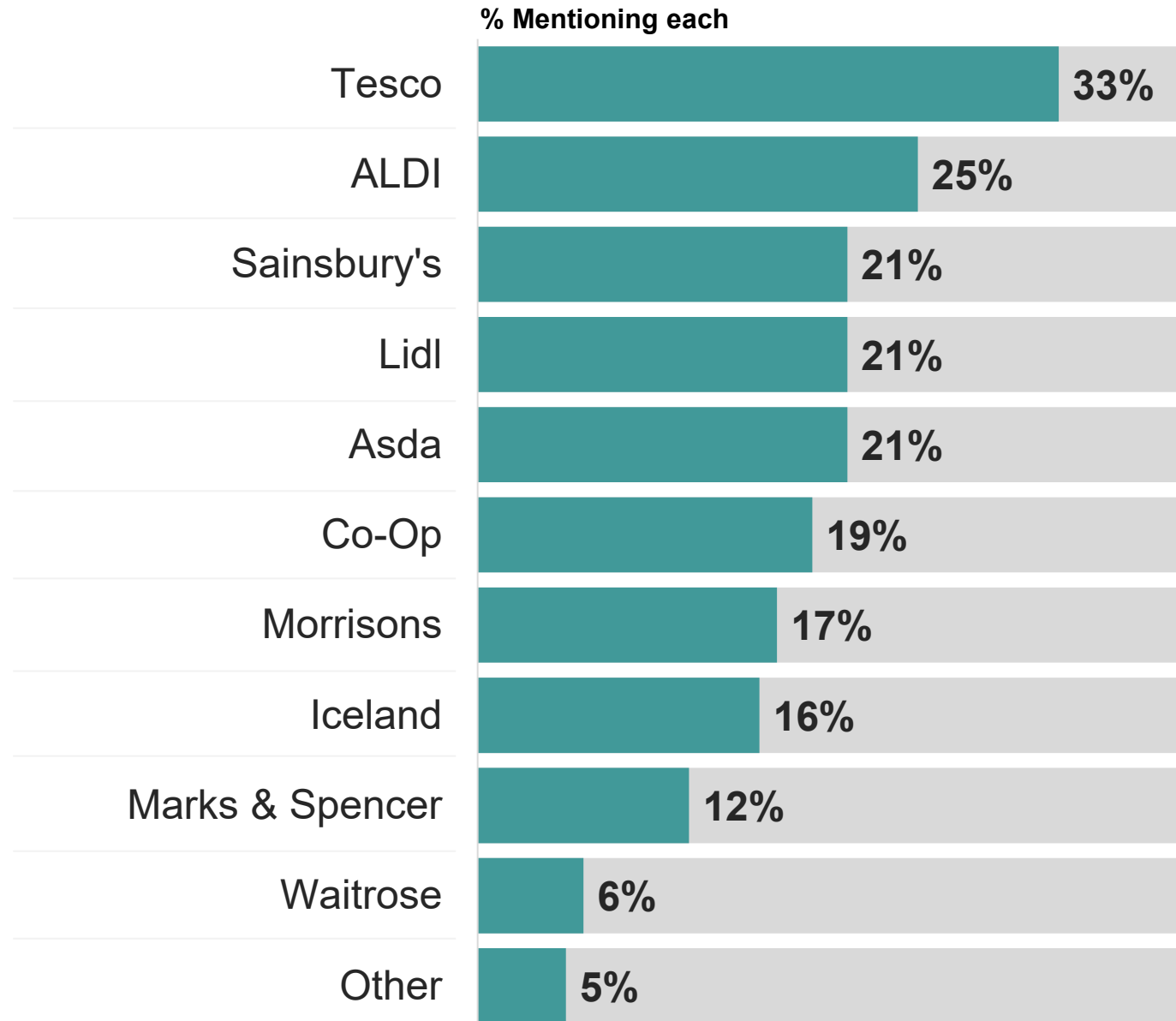


Base: 988 Main shoppers in household, aged 16-75 in UK, 11-12 February 2022

Where do you do any “top-up” grocery shopping?

Among main household shoppers

And which supermarket does your household usually use for any 'top-up' shops?

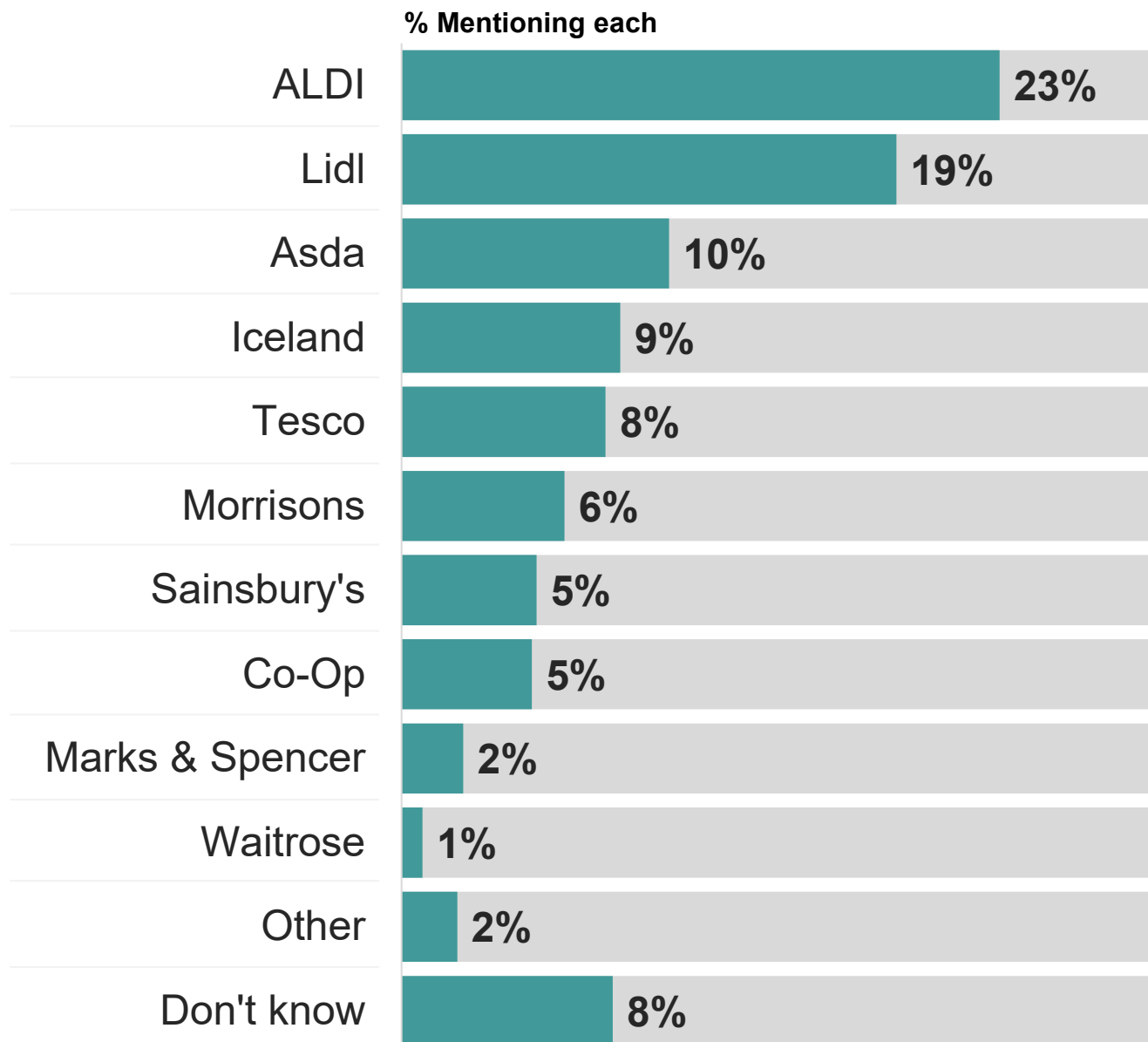


Base: 988 Main shoppers in household, aged 16-75 in UK, 11-12 February 2022

Where might you switch to for most of your grocery shopping?

Among main household shoppers who plan to switch main supermarket

You said that you plan to change the supermarket you usually use for household grocery shopping in order to reduce your household grocery bills. Which supermarket do you plan to switch to for most of your food and grocery shopping?

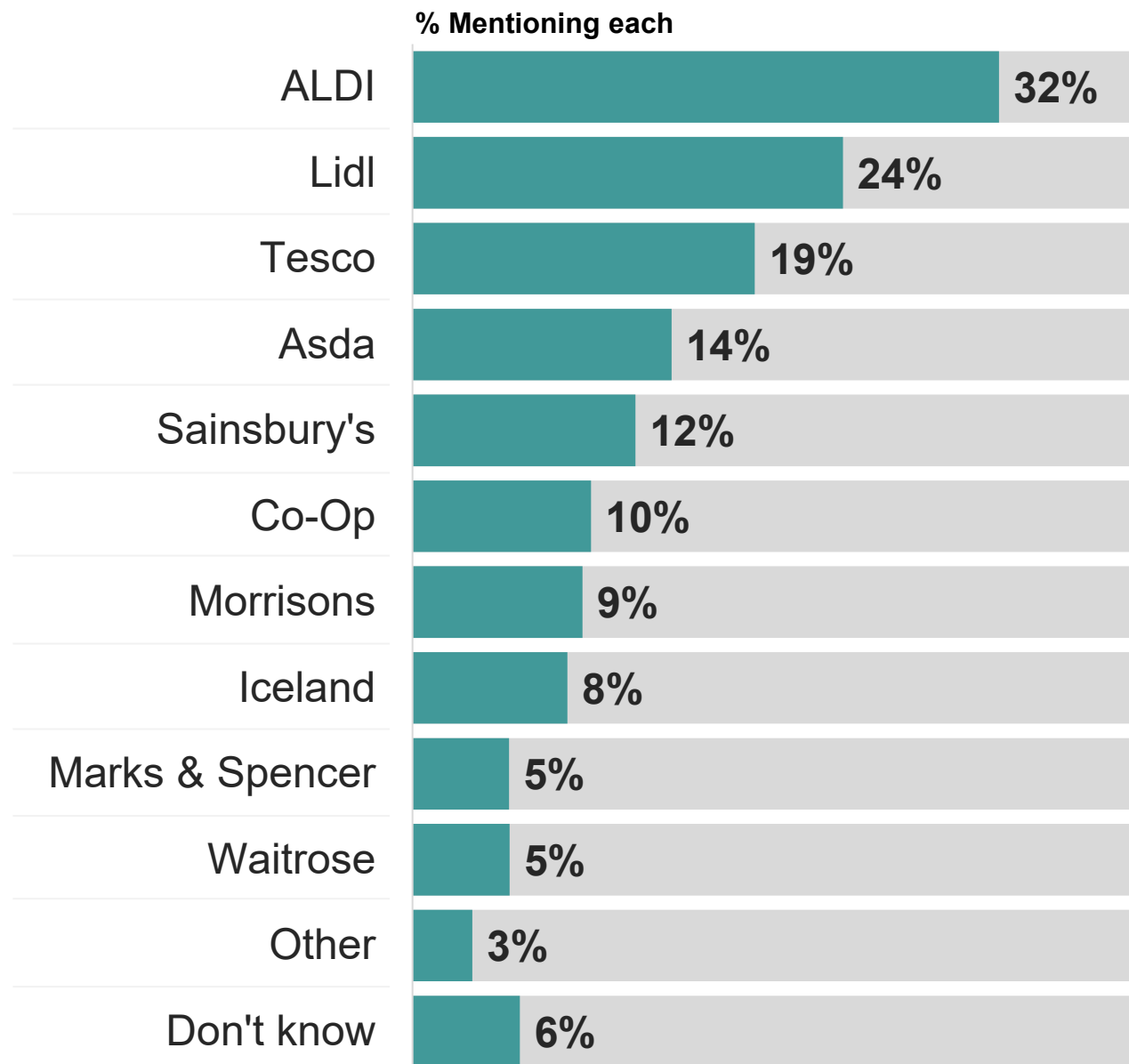


Base: 318 Main shoppers in household planning to change supermarkets to reduce costs of groceries, aged 16-75 in UK, 11-12 February 2022

Where might you switch to for your “top up” grocery shopping?

Among main household shoppers who plan to switch “top up” supermarket

You said that you plan to change the supermarket you usually use for household grocery shopping in order to reduce your grocery bills. Which supermarket(s) do you plan to switch to for your top-up shops?



Base: 289 Main shoppers in household who plan to change top-up supermarket to reduce grocery bills in the UK, 11-12 February 2022



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For more information

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