

IPSOS UK

The cost of grocery shopping polling

July 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?

Increased Stayed the same Decreased

July 2022



February 2022

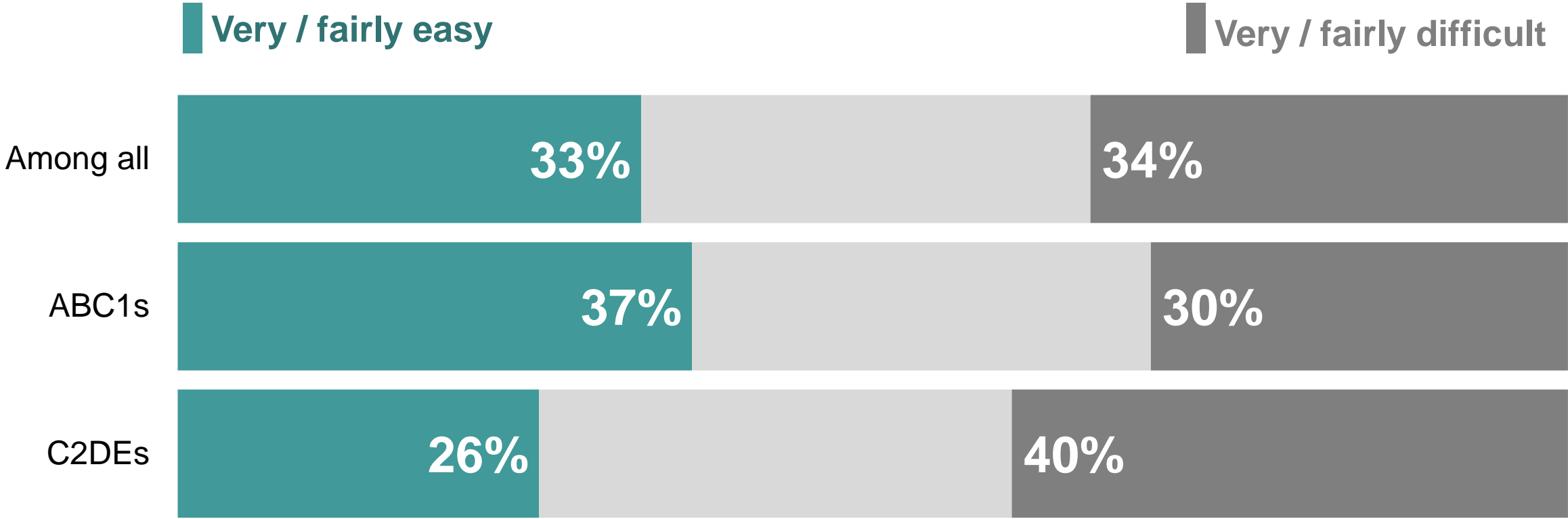


Base: 2071 Main shoppers in household, aged 16-75 in UK, 8-9th July 2022



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?

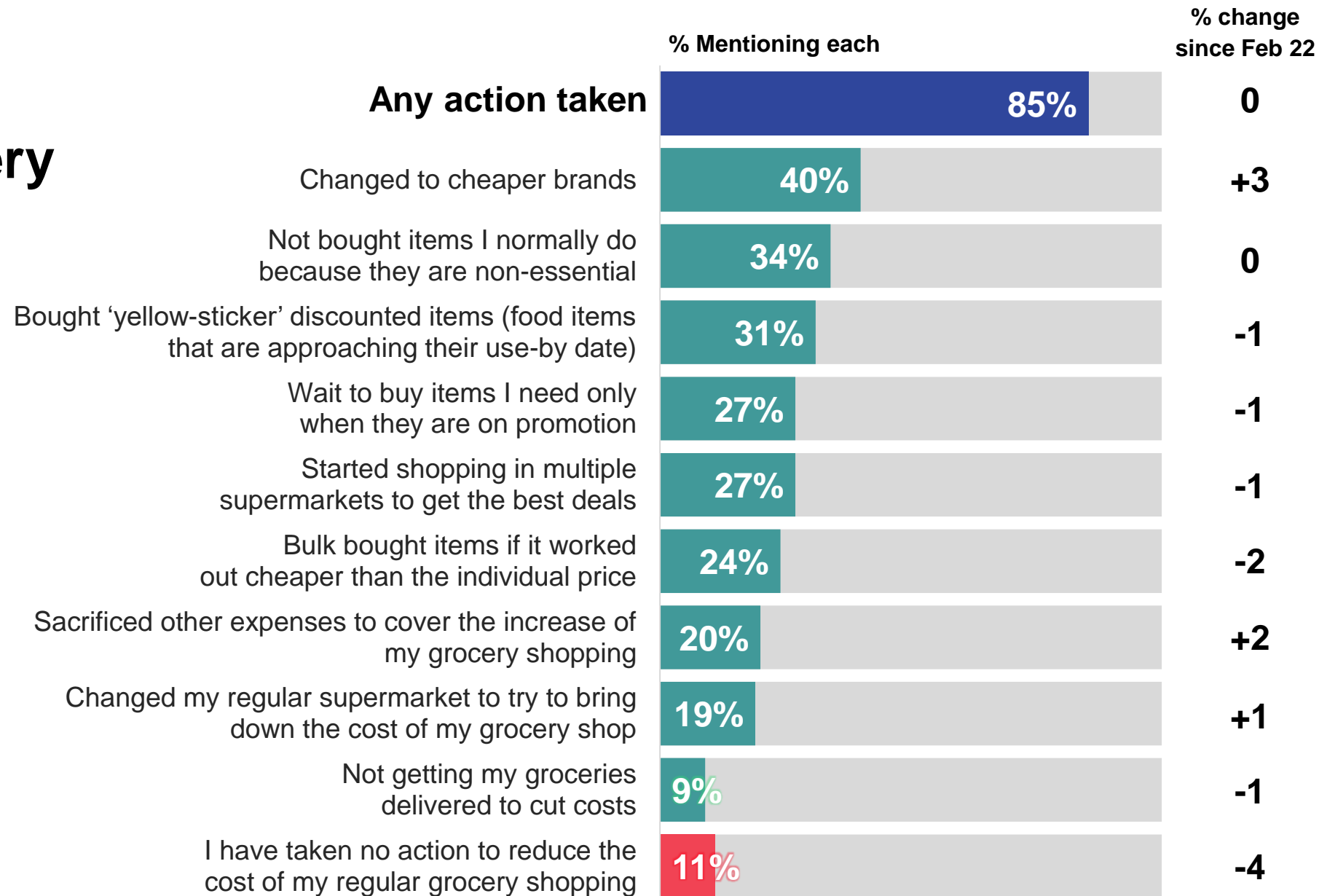


Base: 1475 Main shoppers in household who have seen an increase in the cost of their grocer shopping in 2022, aged 16-75, 8-9th July 2022. Including ABC1s (1183), C2DEs (292).

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?



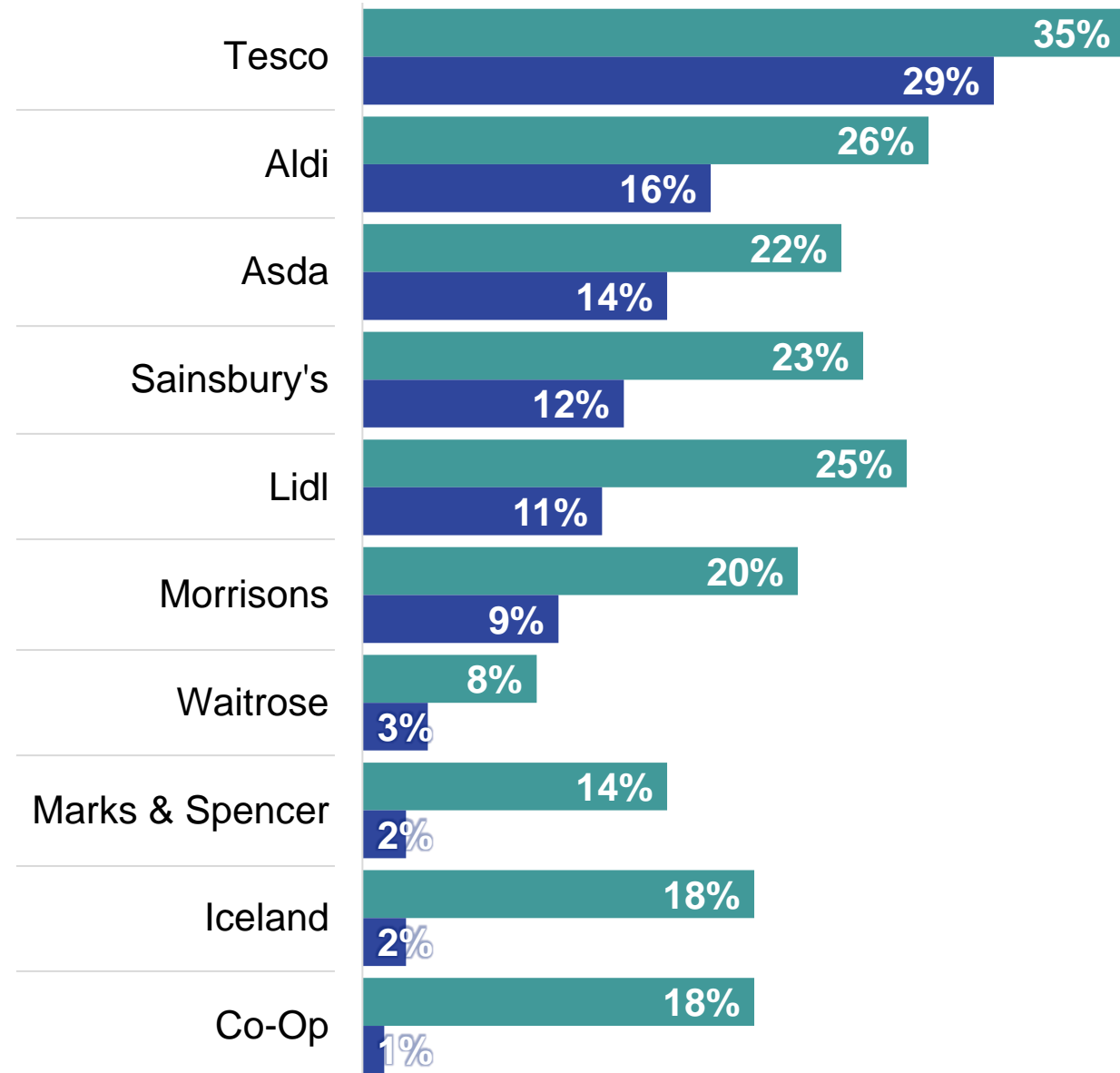
Base: 2071 Main shoppers in household, aged 16-75, 8-9th July 2022

Where do you do your grocery shopping?

Among main household shoppers

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

And which do you use for any 'top-up' shops?



Base: 2071 Main shoppers in household, aged 16-75, 8-9th July 2022

Should supermarkets stock brands who are increasing their prices?

Among main household shoppers

As you may have heard, some supermarkets are not stocking certain brands and products due to disagreements over increasing prices. Which, if any, of the following statements comes closest to your view?

Supermarkets should do whatever they can to keep product prices low to shoppers, even if that means they will discontinue certain brands/products

62%

Supermarkets should do whatever they can to continue stocking existing brands/products, even if that means some of the prices will increase to shoppers

26%

Neither of these

4%

Don't know

8%

Base: 2071 Main shoppers in household, aged 16-75, 8-9th July 2022



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For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garret@ipsos.com