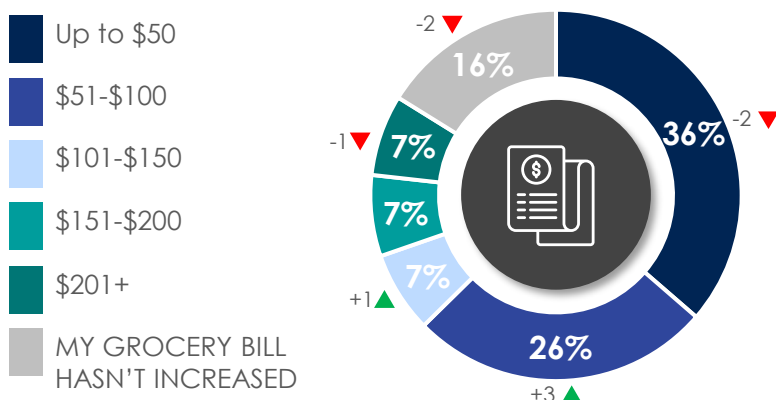


EIGHT IN TEN (83%) CANADIANS SAY THEIR WEEKLY GROCERY BILL HAS INCREASED IN THE LAST SIX MONTHS

APRIL 26, 2024

MOST REPORT PAYING MORE FOR GROCERIES IN LAST SIX MONTHS



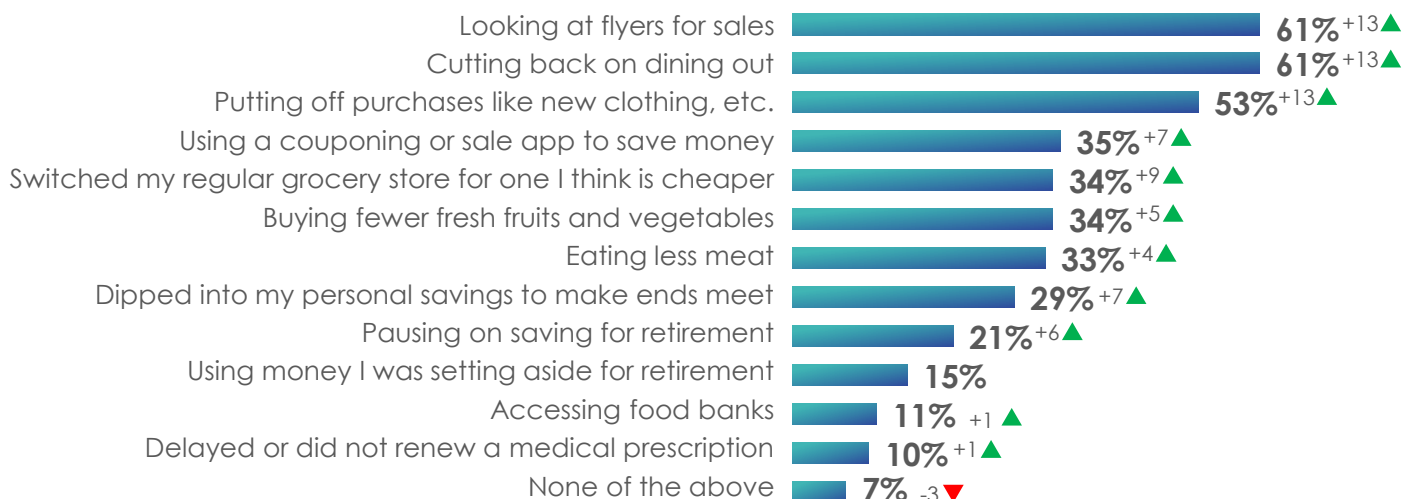
Eight in ten Canadians (83%) say their weekly grocery bill has increased in the last six months, by \$78.90* on average.

Over a third (36%) report their weekly grocery bill has increased by up to \$50 in the last six months, a quarter (26%) say this is between \$51 to \$100 (+3 points from last April), 7% say this is between \$101-\$150 per month (+1 point from last April). Only 16% say their bill has not increased in the last six months.

Lower-income households see larger increases in their weekly grocery bills than higher-income households. A third (33%) of those earning less than \$40,000 say they spend \$51-\$100 more compared to 21% of households earning \$60,000-\$100,000. By contrast, higher-income households are more likely to report paying up to \$50 extra (27% <\$40K, 42% \$40K-<\$60K, 40% \$60K-<\$100K, 39% \$100K+).

*excludes \$201+ responses

CANADIANS CUT BACK FURTHER TO DEAL WITH COST OF LIVING



To deal with the higher cost of living, six in ten Canadians (61%) have looked at flyers for sales and have cut back on dining out this year (+13 points from April 2023). Over half (53%) have put off purchases like new clothes (+13 points from April 2023). Savings are also taking a hit, with three in ten (29%) dipping into personal savings to make ends meet and two in ten (21%) pausing on saving for retirement.

ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between April 17 to 18, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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