

# Three Quarters (74%) of Ontarians Dining in More Often in Order to Reduce their Expenses

*In an Effort to Save Money, Two in Three (64%) Have Been Shopping for Less Expensive Meal Ideas, Turning to Private Labels (62%)*

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**Ipsos Reid**

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## **Three Quarters (74%) of Ontarians Dining in More Often in Order to Reduce their Expenses**

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**Toronto, ON** – It appears that the slowdown in the economy is affecting the dining habits of most Ontarians, with a new Ipsos Reid poll of household primary grocery shoppers revealing that three quarters (74%) ‘agree’ (39% strongly/35% somewhat) that they are ‘dining in more often in order to reduce their expenses’. Just one quarter (26%) ‘disagrees’ (7% strongly/19% somewhat) that this is the case.

In fact, in an effort to save money, two in three (64%) grocery shoppers ‘agree’ (25% strongly/39% somewhat) that ‘they have been shopping for less expensive meal ideas, for example spaghetti instead of steak’. Only one in three (36%) ‘disagrees’ (10% strongly/26% somewhat) that they’ve been trying to save money this way.

Further, a similar proportion (62%) of shoppers ‘agree’ (20% strongly/43% somewhat) that the recent economic slowdown has caused them ‘to be more attracted to private labels in their grocery store as a way to save money’. Just four in ten (38%) ‘disagree’ (10% strongly/28% somewhat) that they’re shopping habits have changed in this manner.



Ipsos Reid

*These are the findings of a poll conducted on behalf of Metro Grocers from January 26 to 29, 2009. This online survey of 1011 primary grocery shoppers living in Ontario was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Ontarian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of primary grocery shoppers in Ontario been polled.*

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