



Leger

REPORT

Inflation and grocery stores boycott

DATE 2024-05-21

Methodology



Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,519).
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

May 17 to
May 19, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights

From May 17 to May 19, 2024, we surveyed Canadians to find out their opinions and perceptions on the impact of inflation in grocery stores and the Loblaws Boycott.

Some of the key highlights of our survey on grocery stores boycott and inflation...

- Almost two-thirds of Canadians (64%) feel as though the rate of inflation at the grocery store is getting worse compared to a year or two ago. This proportion remains stable compared to the results obtained in February 2024. Women (74%), Canadians living in a rural area (71%), and Canadians living in the Atlantic provinces (76%) are more likely to think it is getting worse.
- Over one in four Canadians (29%) blames the rising cost of groceries on an attempt by grocery chains to increase their profit margins. In comparison, around one in four Canadians (26%) think global economic phenomena could mainly explain it, and one in five Canadians (20%) puts the blame on the federal government. Compared to February 2024 results, this new survey sees a slight shift (-3) from blaming the federal government to blaming the stores (+3).
- Seven out of ten Canadians (70%) were aware of the boycott of Loblaws grocery stores. Although more than half of Canadians (58%) support the boycott, only a little under one in five (18%) have personally joined the boycott or have someone in their household who has.
- Around half of Canadians (48%) think it is unfair that the boycott only targets Loblaws stores, and almost two-thirds of Canadians (65%) think the boycott will make no difference on grocery prices.

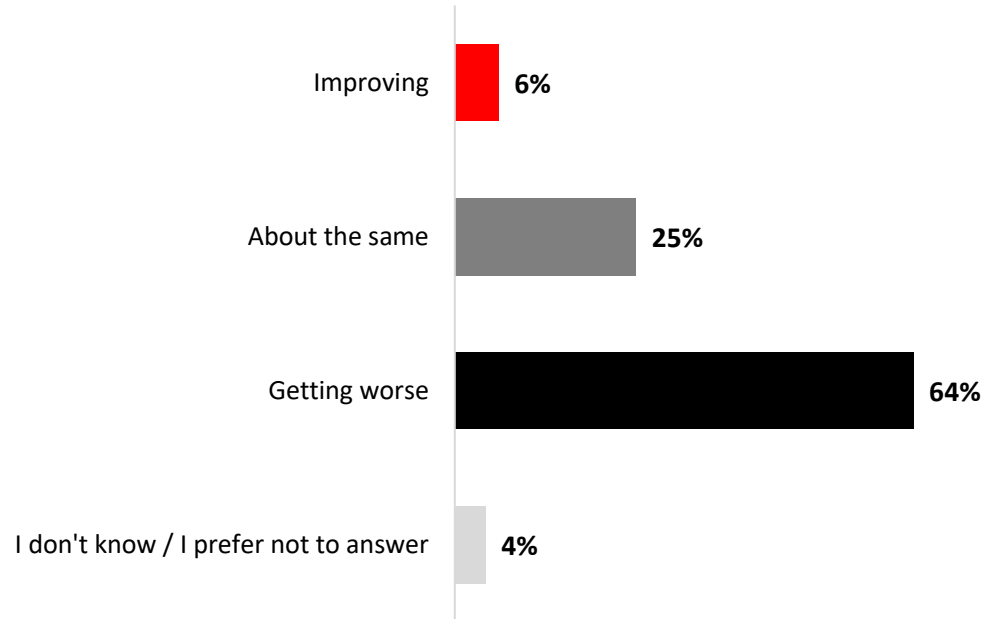
REPORT

Detailed Results

Perceptions of Grocery Price Inflation (1/2)

Q1. When you compare the last few weeks to say a year or two ago, do you believe that the rate of inflation at the grocery store is improving, getting worse or about the same?

Base: All respondents (n=1,519)



Perceptions of Grocery Price Inflation (2/2)

Q1. When you compare the last few weeks to say a year or two ago, do you believe that the rate of inflation at the grocery store is improving, getting worse or about the same?

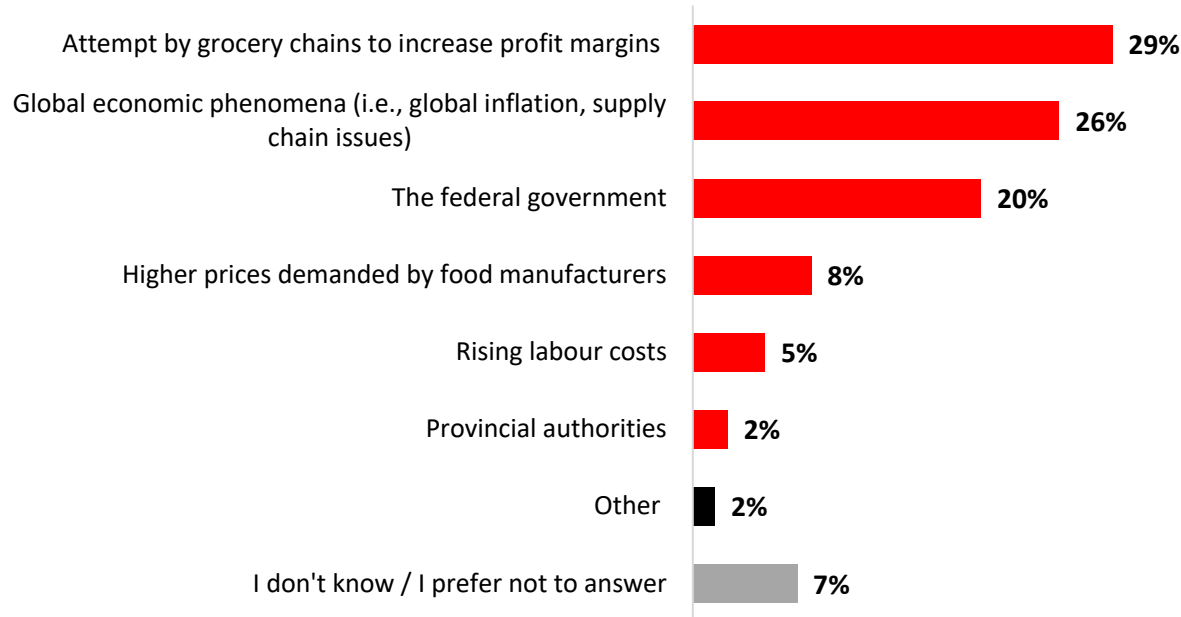
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2024	Gap
Unweighted n=	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297	1,529	
Improving	6%	8%	6%	5%	8%	4%	8%	10%	3%	8%	5%	6%	7%	6%	5%	5%	+1
About the same	25%	13%	24%	29%	22%	26%	25%	31%	20%	25%	27%	24%	27%	25%	22%	28%	-3
Getting worse	64%	76%	66%	62%	66%	64%	63%	54%	74%	59%	64%	67%	60%	66%	71%	64%	-
Don't know/Prefer not to answer	4%	3%	4%	4%	4%	6%	4%	5%	4%	8%	4%	2%	6%	3%	2%	3%	+1

Factors Influencing Rising Grocery Costs (1/2)

Q2. In your view, who or what is primarily to blame for the rising cost of groceries over the last 2 years among the following choices?

Base: All respondents (n=1,519)



Factors Influencing Rising Grocery Costs (2/2)

Q2. In your view, who or what is primarily to blame for the rising cost of groceries over the last 2 years among the following choices?

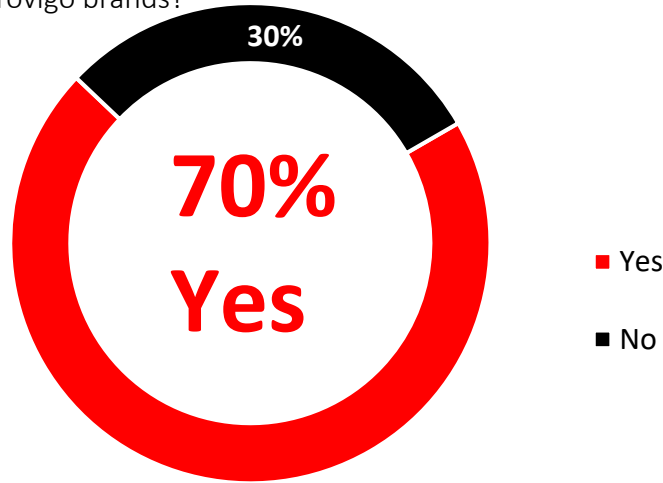
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2024	Gap
Unweighted n=	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297	1,529	
Attempt by grocery chains to increase profit margins	29%	37%	25%	34%	20%	23%	31%	29%	30%	22%	31%	33%	31%	30%	25%	26%	+3
Global economic phenomena (i.e., global inflation, supply chain issues)	26%	24%	40%	19%	23%	24%	24%	24%	27%	20%	26%	29%	26%	26%	26%	27%	-1
The federal government	20%	20%	6%	22%	32%	30%	26%	21%	20%	24%	20%	17%	17%	22%	24%	23%	-3
Higher prices demanded by food manufacturers	8%	2%	10%	8%	10%	8%	8%	10%	7%	10%	8%	8%	8%	8%	9%	8%	-
Rising labour costs	5%	8%	9%	3%	4%	3%	5%	5%	5%	6%	3%	6%	5%	4%	6%	4%	+1
Provincial authorities	2%	2%	3%	3%	1%	1%	2%	3%	2%	5%	3%	0%	3%	2%	2%	2%	-
Other	2%	3%	2%	1%	0%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	+1
I don't know / I prefer not to answer	7%	4%	6%	9%	10%	9%	4%	7%	8%	12%	7%	5%	8%	7%	6%	8%	-1

Knowledge of Loblaws Grocery Stores Boycott

Q3. Before this survey, have you heard anything about activities around a boycott of Loblaws grocery stores, including Real Canadian Superstore, No Frills, Maxi and Provigo brands?

Base: All respondents (n=1,519)

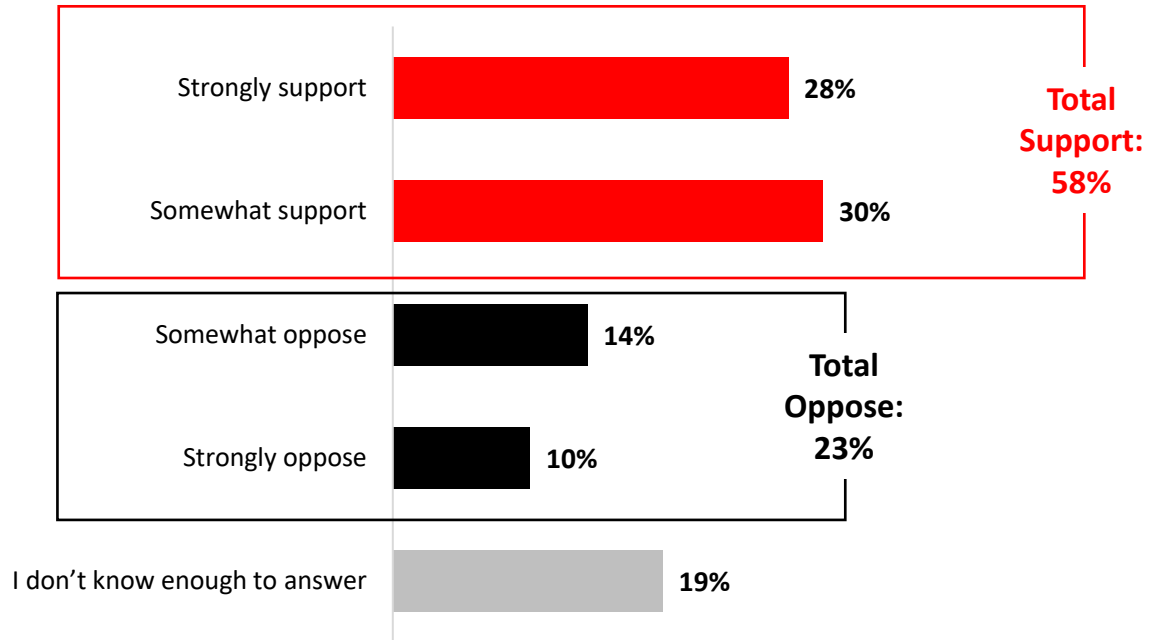


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
<i>Unweighted n=</i>	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297
Yes	70%	84%	48%	79%	70%	77%	73%	72%	68%	62%	68%	78%	70%	72%	68%
No	30%	16%	52%	21%	30%	23%	27%	28%	32%	38%	32%	22%	30%	28%	32%

Support of Loblaws Boycott (1/2)

Q4. Organizers say they are boycotting Loblaws as a form of protest against the rising costs of groceries experienced over the past year and half. They are singling out Loblaws and its affiliated companies on a count of the large market share and past profits the company has in Canada. Do you support or oppose the boycott of Loblaws and its affiliated grocery stores?

Base: All respondents (n=1,519)



Support of Loblaws Boycott (2/2)

Q4. Organizers say they are boycotting Loblaws as a form of protest against the rising costs of groceries experienced over the past year and half. They are singling out Loblaws and its affiliated companies on a count of the large market share and past profits the company has in Canada. Do you support or oppose the boycott of Loblaws and its affiliated grocery stores?

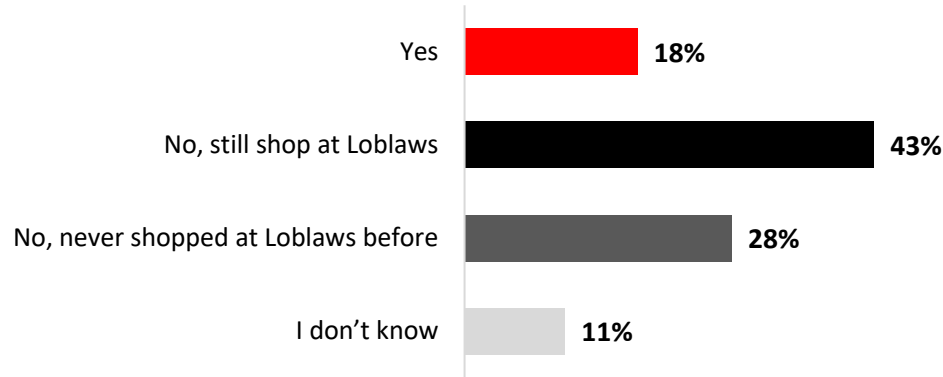
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297
Total Support	58%	64%	52%	61%	55%	60%	57%	58%	57%	56%	61%	56%	63%	55%	52%
Strongly support	28%	37%	20%	31%	21%	28%	30%	28%	28%	28%	30%	25%	32%	26%	21%
Somewhat support	30%	27%	32%	30%	34%	32%	27%	31%	30%	28%	30%	31%	31%	30%	30%
Total Oppose	23%	22%	25%	23%	25%	19%	25%	26%	21%	21%	20%	27%	18%	27%	28%
Somewhat oppose	14%	13%	18%	13%	14%	8%	12%	15%	13%	16%	13%	13%	11%	16%	15%
Strongly oppose	10%	9%	7%	10%	11%	11%	12%	11%	8%	5%	8%	14%	7%	11%	13%
I don't know enough to answer	19%	14%	23%	17%	20%	20%	18%	16%	22%	23%	19%	16%	19%	18%	21%

Partaking in the Boycott

Q5. Have you or anyone in your household joined the boycott and stopped shopping at any Loblaws affiliated store, including Superstore, Provigo, Maxi or No Frills?

Base: All respondents (n=1,519)

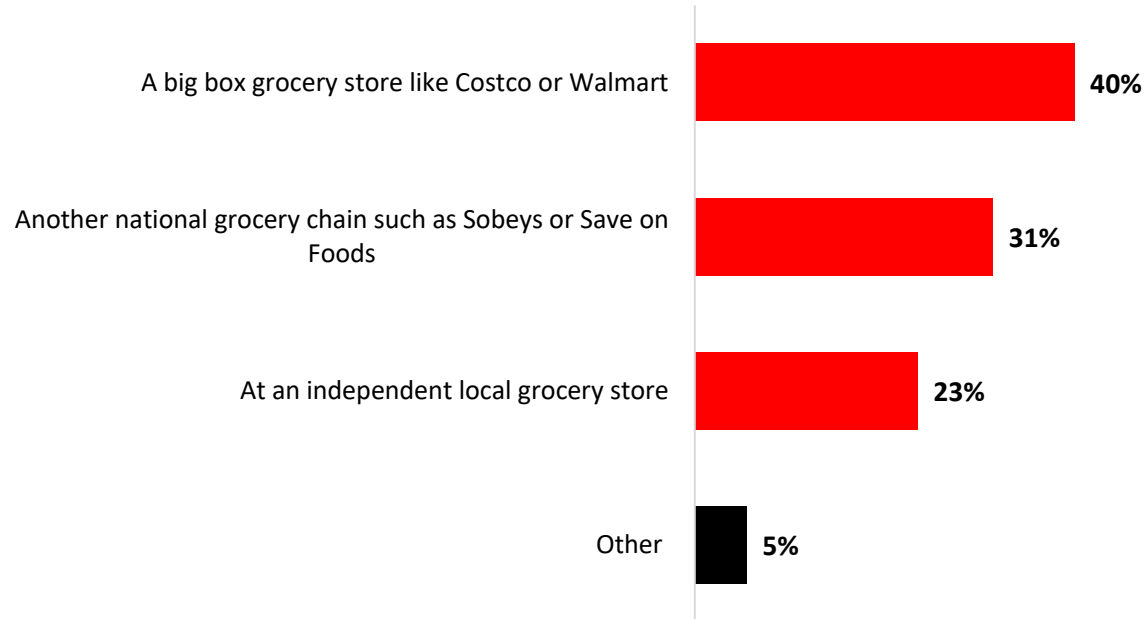


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
<i>Unweighted n=</i>	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297
Yes	18%	21%	11%	20%	11%	27%	19%	19%	18%	19%	20%	16%	21%	17%	14%
No, still shop at Loblaws	43%	49%	30%	47%	54%	39%	50%	43%	44%	42%	43%	44%	45%	41%	44%
No, never shopped at Loblaws before	28%	22%	47%	23%	25%	20%	22%	28%	28%	24%	26%	33%	24%	32%	30%
Don't know	11%	9%	12%	10%	9%	13%	10%	11%	11%	15%	11%	8%	11%	10%	12%

Replacement Store during the Boycott (1/2)

Q6. Instead of shopping at Loblaws, where are you primarily purchasing your household groceries now?

Base: Respondents who personally, or someone in their household, joined the boycott (n=270)



Replacement Store during the Boycott (2/2)

Q6. Instead of shopping at Loblaws, where are you primarily purchasing your household groceries now?

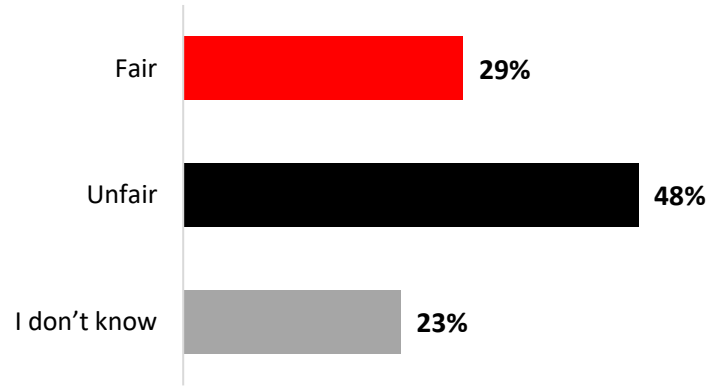
Base: Respondents who personally, or someone in their household, joined the boycott

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Unweighted n=	270	21*	46	123	16*	33	31	140	130	77	97	96	131	93	45
A big box grocery store like Costco or Walmart	40%	28%	47%	42%	40%	42%	30%	40%	40%	48%	40%	33%	41%	39%	41%
Another national grocery chain such as Sobeys or Save on Foods	31%	12%	41%	25%	46%	37%	39%	31%	31%	23%	31%	38%	34%	33%	22%
At an independent local grocery store	23%	52%	8%	29%	14%	7%	29%	27%	20%	25%	22%	24%	20%	25%	32%
Other	5%	8%	4%	4%	0%	14%	3%	2%	9%	4%	6%	6%	5%	3%	4%

Opinion on the Fairness of the Loblaws Boycott

Q7. Organizers of the boycott have singled out Loblaws and affiliated stores and no other major Canadian grocery chains such as Sobeys, Save on Foods or Cooperators. Do you think it is fair or unfair to only target Loblaws stores in this boycott?

Base: All respondents (n=1,519)

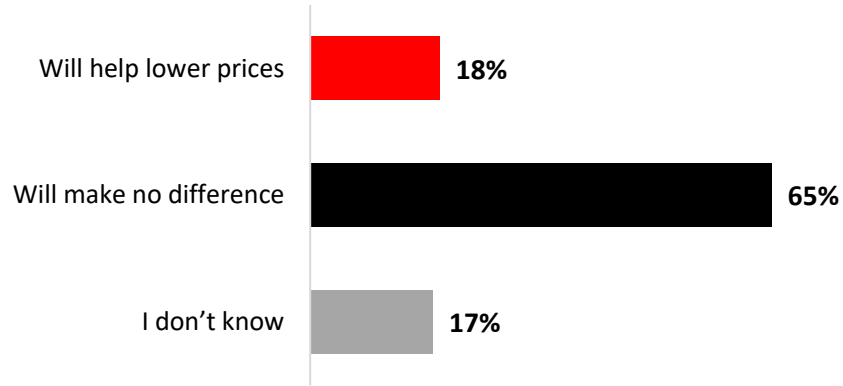


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
<i>Unweighted n=</i>	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297
Fair	29%	33%	20%	35%	33%	26%	30%	35%	24%	32%	30%	27%	32%	27%	28%
Unfair	48%	43%	50%	46%	45%	46%	55%	45%	51%	41%	46%	54%	46%	50%	48%
I don't know	23%	24%	30%	19%	22%	29%	15%	20%	25%	27%	24%	19%	23%	22%	24%

Opinion on the End Result of the Boycott

Q8. Do you think the boycott of Loblaws, and affiliated stores will help lower grocery prices over time, or will it make no difference to prices?

Base: All respondents (n=1,519)



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
<i>Unweighted n=</i>	1,519	100	415	601	126	126	151	786	733	408	503	608	651	565	297
Will help lower prices	18%	18%	13%	20%	21%	18%	20%	21%	16%	24%	19%	13%	22%	18%	10%
Will make no difference	65%	58%	71%	63%	63%	65%	62%	64%	66%	54%	66%	71%	59%	66%	73%
I don't know	17%	24%	16%	17%	15%	17%	18%	16%	19%	22%	15%	16%	19%	15%	17%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,519	1,519
British Columbia	151	211
Alberta	126	169
Manitoba/Saskatchewan	126	98
Ontario	601	588
Quebec	415	351
Atlantic	100	102

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,519	1,519
Male	786	741
Female	733	778
Age	1,519	1,519
18 to 34	408	409
35 to 54	503	485
55+	608	625
Language (Mother tongue)	1,519	1,519
English	950	1,012
French	349	300
Other	218	202

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