Leger

REPORT

Inflation at the Grocery Store

Survey of Canadians

THE CANADIAN PRESS

DATE 2024-02-20

Methodology

Method

Online survey
among respondents 18 years of age or older.
(Canadian sample: n= 1,529).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

When

February 16 to February 18, 2024

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.51%, (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.

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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	C	L	NDP	B	PPC	Green
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 Canadian Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key Highlights (1/2)

From February 16 to 18, 2024, we surveyed Canadians to find out their opinion and perceptions on the increasing prices of groceries.

Some of the key highlights of our survey about grocery prices in Canada include…

- Canadians generally attribute the increase in grocery prices to global economic phenomena (such as global inflation and supply chain issues) (27%), followed by attempts by grocery chains to increase profit margins (26%), and the federal government (23%). Quebecers are more likely to attribute the price increase to global economic phenomena (36%), while Albertans are more likely to attribute it to the federal government.

- Two thirds of Canadians (64%) believe that the rate of inflation in groceries is getting worse, compared to 28% who believe it is about the same, and 5% who believe that grocery inflation is improving. Respondents living in the Atlantic provinces (77%) are more likely to think that the situation has worsened.

- Nearly a quarter of Canadians (23%) found the grocery rebate from last July helpful, while more than half (52%) did not find it helpful, and 20% say they were not aware of the rebate. Canadians with an annual income of less than $40K are more likely to have found the rebate helpful (33%).

Key Highlights (2/2)

- Three quarters of Canadians (72%) believe that the Federal government should do more to help Canadians with the rising cost of groceries, against 19% who believe it is not their role, and 8% who are unsure. Canadians with an annual income of less than $40K (78%) are more likely to think the government should help, and Canadians with an annual income of $100K (26%) or more are more likely to think that it is not the government's role.

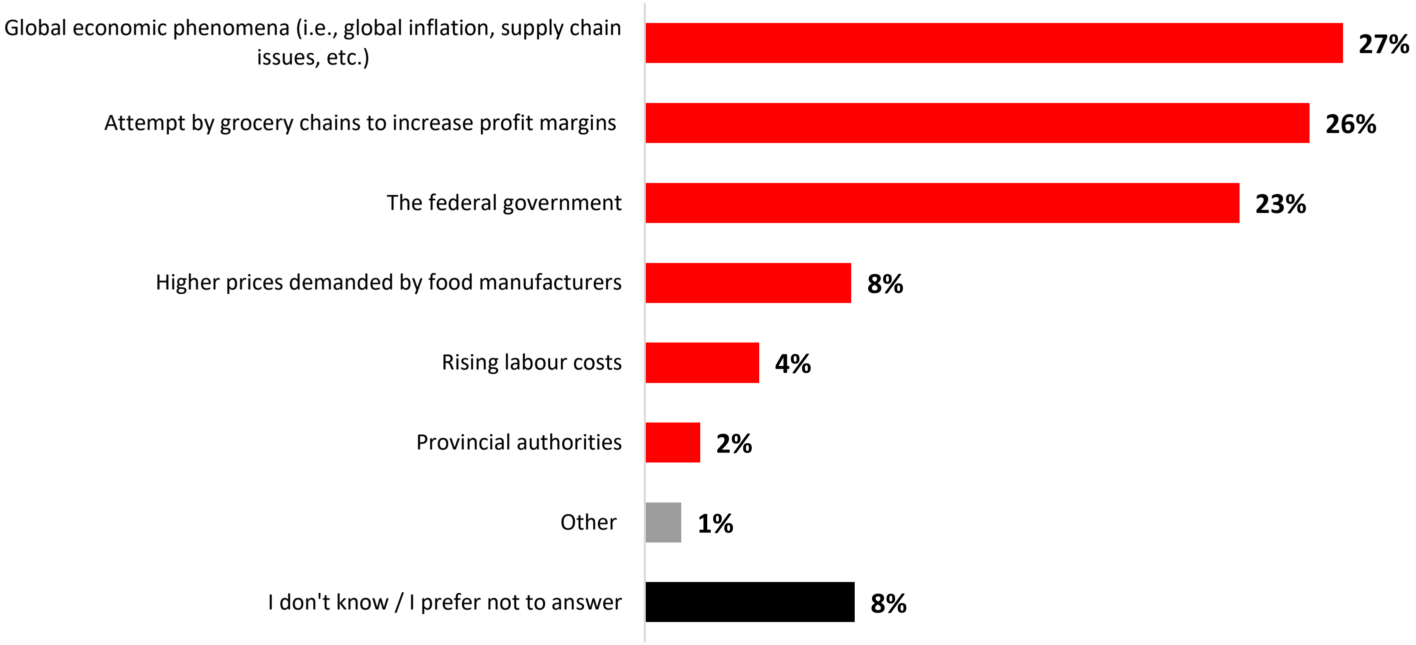
- Half of Canadians (52%) believe that the arrival of new competitors in Canada will be helpful in reducing grocery prices, while a third (34%) believe it will not be helpful.

REPORT

Detailed Results

Factors Influencing Rising Grocery Costs (1/2)

Q9. 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=1,529)



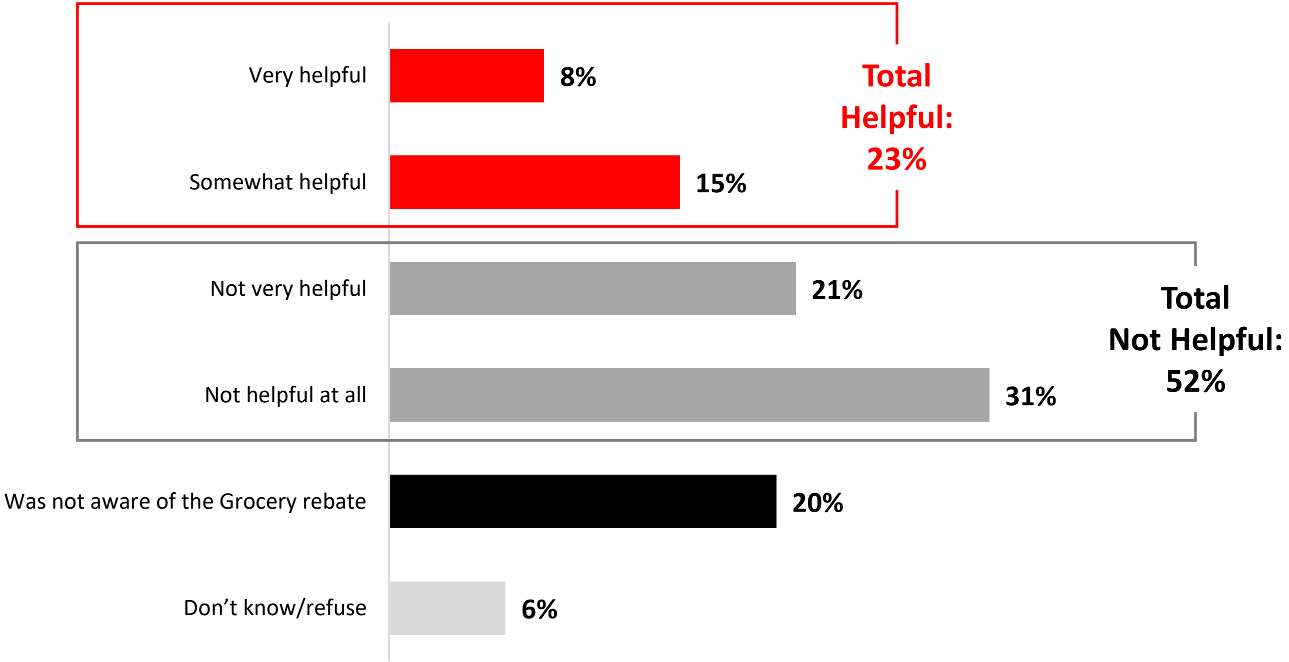
Factors Influencing Rising Grocery Costs (2/2)

Q9. 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
Weighted n=	*1,529*	*103*	*353*	*593*	*97*	*170*	*213*	*745*	*784*	*406*	*493*	*630*	*586*	*595*	*320*
Unweighted n=	*1,529*	*102*	*416*	*600*	*131*	*129*	*151*	*778*	*751*	*372*	*576*	*581*	*625*	*579*	*305*
Global economic phenomena (i.e., global inflation, supply chain issuesz, etc.)	**27%**	22%	**36%**	**23%**	22%	26%	28%	**23%**	**31%**	25%	26%	29%	25%	29%	28%
Attempt by grocery chains to increase profit margins	**26%**	24%	23%	28%	27%	**17%**	30%	27%	24%	**19%**	22%	**33%**	**29%**	26%	**20%**
The federal government	**23%**	32%	**11%**	24%	24%	**36%**	25%	26%	21%	24%	**28%**	**18%**	20%	23%	26%
Higher prices demanded by food manufacturers	**8%**	**3%**	10%	8%	8%	7%	8%	9%	7%	7%	6%	**10%**	9%	8%	7%
Rising labour costs	**4%**	6%	**9%**	**3%**	2%	3%	3%	5%	4%	6%	4%	4%	5%	4%	5%
Provincial authorities	**2%**	5%	3%	2%	1%	4%	**0%**	3%	1%	5%	3%	2%	2%	2%	3%
Other	**1%**	1%	1%	1%	6%	3%	**0%**	1%	2%	3%	1%	1%	1%	1%	**3%**
I don't know / I prefer not to answer	**8%**	6%	7%	**11%**	10%	5%	5%	7%	10%	**11%**	9%	**5%**	9%	7%	8%

Grocery Rebate Program (1/2)

Q10. In July 2023, the federal government provided what it called the "Grocery Rebate" to help Canadians deal with the higher cost of buying groceries. How helpful was this rebate in helping your household deal with the higher cost of living?
Base: All respondents (n=1,529)



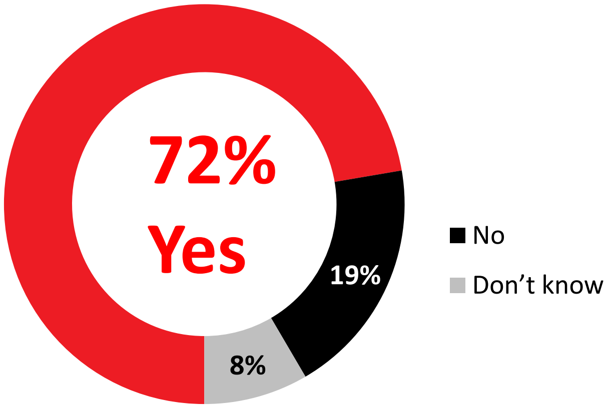
Grocery Rebate Program (2/2)

Q10. In July 2023, the federal government provided what it called the "Grocery Rebate" to help Canadians deal with the higher cost of buying groceries. How helpful was this rebate in helping your household deal with the higher cost of living?
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Revenue <40k	Revenue 40-59k	Revenue 60-79k	Revenue 80-99k	Revenue 100k+
Weighted n=	*1,529*	*103*	*353*	*593*	*97*	*170*	*213*	*745*	*784*	*406*	*493*	*630*	*586*	*595*	*320*	*310*	*226*	*204*	*221*	*421*
Unweighted n=	*1,529*	*102*	*416*	*600*	*131*	*129*	*151*	*778*	*751*	*372*	*576*	*581*	*625*	*579*	*305*	*262*	*204*	*199*	*230*	*500*
Total Helpful	**23%**	24%	**28%**	20%	30%	17%	21%	23%	22%	26%	21%	21%	**27%**	**19%**	22%	**33%**	23%	22%	23%	**15%**
Very helpful	**8%**	5%	**14%**	**4%**	9%	6%	7%	7%	8%	7%	6%	9%	9%	6%	8%	**17%**	7%	**3%**	6%	**3%**
Somewhat helpful	**15%**	18%	14%	15%	20%	11%	14%	16%	14%	19%	15%	**12%**	**18%**	14%	14%	16%	17%	19%	17%	**12%**
Total Not Helpful	**52%**	61%	**44%**	51%	51%	60%	55%	53%	50%	**45%**	55%	53%	**46%**	54%	57%	**44%**	52%	52%	56%	**58%**
Not very helpful	**21%**	28%	17%	21%	15%	17%	27%	20%	21%	19%	22%	21%	22%	21%	19%	25%	23%	19%	17%	20%
Not helpful at all	**31%**	33%	27%	30%	36%	**43%**	29%	33%	29%	**26%**	34%	32%	**24%**	33%	**38%**	**19%**	29%	33%	**38%**	**37%**
Was not aware of the Grocery rebate	**20%**	14%	22%	21%	14%	20%	19%	19%	22%	23%	**16%**	21%	19%	21%	20%	19%	19%	24%	18%	20%
Don't know/refuse	**6%**	**1%**	6%	**8%**	6%	4%	4%	6%	6%	6%	7%	4%	**8%**	6%	**2%**	4%	6%	**3%**	**3%**	8%

Opinion on Government Role in Grocery Pricing

Q11. In your opinion, should the federal government do more to help Canadians deal with higher grocery bills?
Base: All respondents (n=1,529)

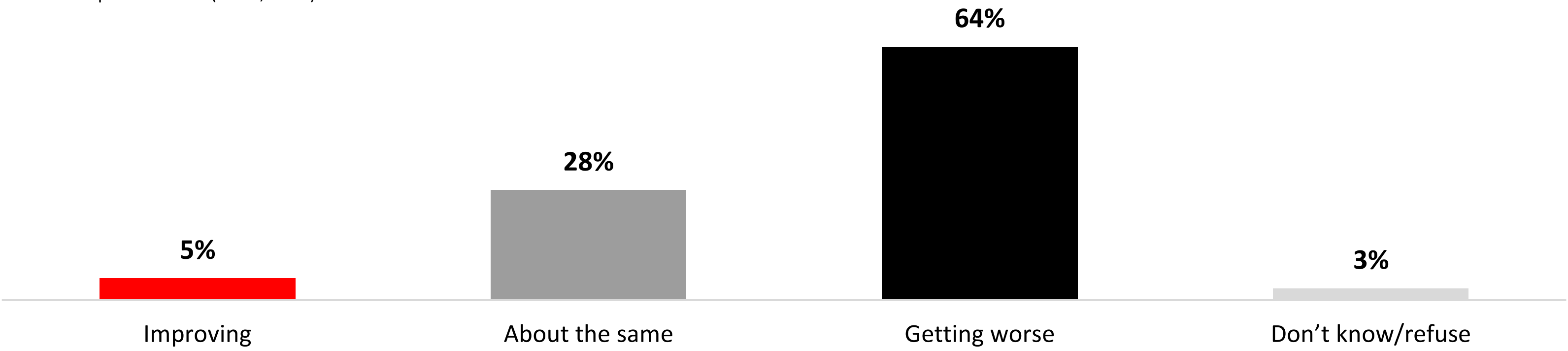


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Revenue <40k	40-59k	60-79k	80-99k	100k+
Weighted n=	*1,529*	*103*	*353*	*593*	*97*	*170*	*213*	*745*	*784*	*406*	*493*	*630*	*586*	*595*	*320*	*310*	*226*	*204*	*221*	*421*
Unweighted n=	*1,529*	*102*	*416*	*600*	*131*	*129*	*151*	*778*	*751*	*372*	*576*	*581*	*625*	*579*	*305*	*262*	*204*	*199*	*230*	*500*
Yes	**72%**	76%	71%	74%	75%	74%	66%	68%	76%	76%	74%	68%	70%	73%	75%	78%	69%	78%	73%	66%
No, not their role	**19%**	20%	21%	17%	15%	20%	24%	25%	13%	18%	18%	22%	21%	18%	18%	14%	21%	17%	19%	26%
Don't know/Refuse	**8%**	4%	8%	9%	9%	6%	10%	7%	10%	6%	8%	10%	9%	9%	7%	7%	9%	5%	8%	9%

Perceptions of Grocery Price Inflation

Q12. 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=1,529)

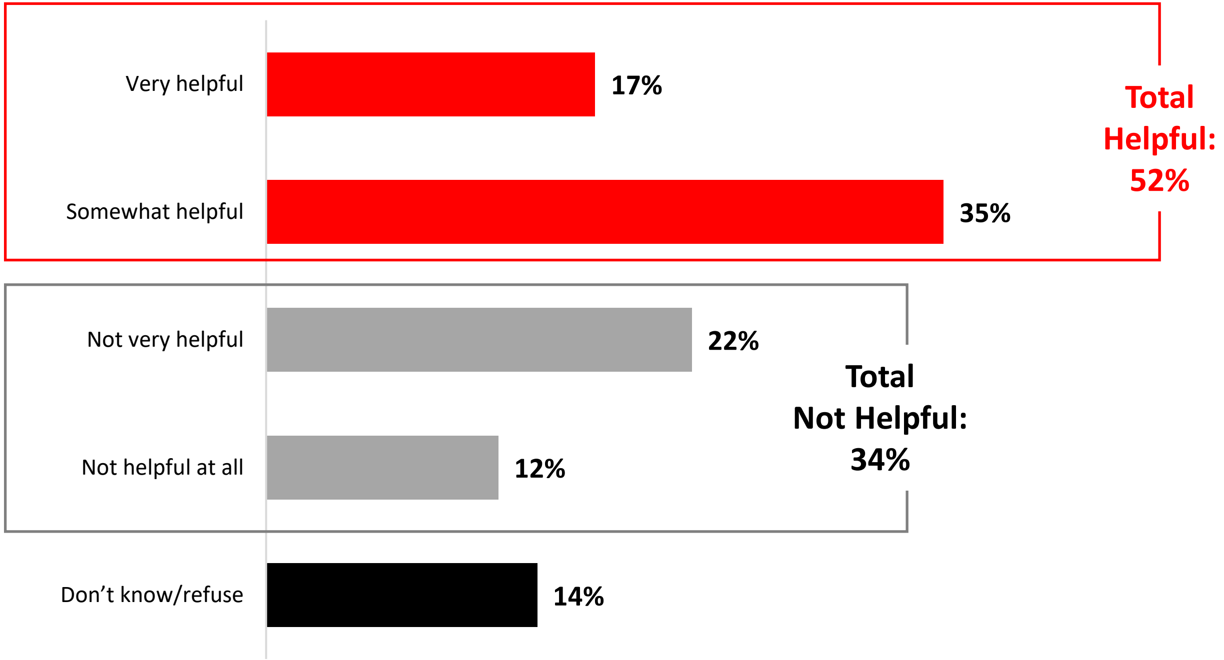


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,529*	*103*	*353*	*593*	*97*	*170*	*213*	*745*	*784*	*406*	*493*	*630*	*586*	*595*	*320*
Unweighted n=	*1,529*	*102*	*416*	*600*	*131*	*129*	*151*	*778*	*751*	*372*	*576*	*581*	*625*	*579*	*305*
Improving	**5%**	4%	5%	4%	12%	7%	7%	8%	3%	9%	6%	3%	7%	4%	6%
About the same	**28%**	19%	32%	28%	28%	24%	27%	34%	22%	24%	30%	29%	29%	28%	25%
Getting worse	**64%**	77%	60%	64%	53%	67%	65%	55%	72%	62%	62%	67%	61%	65%	67%
Don't know/refuse	**3%**	0%	3%	4%	7%	2%	1%	3%	3%	6%	3%	2%	3%	2%	3%

Impact of New International Retailers on Grocery Prices (1/2)

Q13. In January 2024, Federal Industry Minister François Philippe Champagne said that he was actively contacting international grocery retailers not currently operating in Canada to encourage them to open stores in Canada to spur competition. Do you feel that having new competitors coming to Canada would be helpful or not when it comes to the cost of groceries?

Base: All respondents (n=1,529)



Impact of New International Retailers on Grocery Prices (2/2)

Q13. In January 2024, Federal Industry Minister François Philippe Champagne said that he was actively contacting international grocery retailers not currently operating in Canada to encourage them to open stores in Canada to spur competition. Do you feel that having new competitors coming to Canada would be helpful or not when it comes to the cost of groceries?
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,529*	*103*	*353*	*593*	*97*	*170*	*213*	*745*	*784*	*406*	*493*	*630*	*586*	*595*	*320*
Unweighted n=	*1,529*	*102*	*416*	*600*	*131*	*129*	*151*	*778*	*751*	*372*	*576*	*581*	*625*	*579*	*305*
Total Helpful	**52%**	50%	53%	50%	52%	50%	59%	**58%**	**46%**	50%	50%	54%	55%	54%	**46%**
Very helpful	**17%**	16%	19%	17%	15%	12%	18%	**21%**	**13%**	14%	16%	19%	**21%**	16%	**12%**
Somewhat helpful	**35%**	34%	34%	33%	37%	38%	41%	38%	33%	36%	34%	36%	34%	38%	34%
Total Not Helpful	**34%**	37%	32%	36%	35%	38%	31%	33%	36%	35%	36%	32%	**30%**	33%	**42%**
Not very helpful	**22%**	24%	21%	22%	16%	26%	22%	21%	23%	22%	25%	20%	20%	22%	22%
Not helpful at all	**12%**	14%	11%	14%	18%	12%	9%	12%	13%	13%	12%	13%	**10%**	11%	**20%**
Don't know/refuse	**14%**	13%	15%	15%	14%	12%	10%	**9%**	**18%**	15%	13%	13%	15%	13%	12%

REPORT

Detailed Methodology

Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	**1,529**	**1,529**
British Columbia	151	213
Alberta	129	170
Manitoba/Saskatchewan	131	97
Ontario	600	593
Quebec	416	353
Atlantic	102	103

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	**1,529**	**1,529**
Male	778	745
Female	751	784
Age	**1,529**	**1,529**
18 to 34	372	406
35 to 54	576	493
55+	581	630
Language (Mother tongue)	**1,529**	**1,529**
English	980	1,052
French	365	302
Other	183	174

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