

SURVEY NAME

STUDY: GROCERIES, PRICES, AND INFLATION - SURVEY

DATE

Thursday, September 15, 2022

POWERED BY

 Pollfish

Demographics

Total responses

1500

Age groups

18 - 24 (13.8%), 25 - 34 (27.0%), 35 - 44 (27.73%),
45 - 54 (18.93%), > 54 (12.53%)

Country

United States

Gender

Male (44.0%), Female (56.0%)

Residential Postal Code

12078 US,85202 US,60615 US,68008 US,10466
US,74873 US,42041 US,32811 US,33881
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US,78225 US,43830 US,31903 US,17070
US,57720 US,34769 US,76182 US,91352

Q1

TYPE: SINGLE SELECTION

What is your household's average monthly grocery bill?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Less than \$299	23.20%	348	24.87%	373.09
A2	\$300-599	48.67%	730	50.17%	752.57
A3	\$600-999	18.40%	276	16.30%	244.5
A4	\$1,000-\$1,499	6.00%	90	5.25%	78.75
A5	\$1,500+	3.73%	56	3.41%	51.08

COMPLETES 1500

Q2

TYPE: SINGLE SELECTION

With recent increases in grocery costs, do you think think food is too expensive in the U.S.?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	92.87%	1,393	93.12%	1396.83
A2	No	7.13%	107	6.88%	103.17

COMPLETES 1500

Q3

TYPE: SINGLE SELECTION

How often do you shop for groceries?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Once a week	45.87%	688	46.07%	691.03
A2	Twice a week	31.13%	467	30.49%	457.42
A3	Once a month	10.27%	154	9.97%	149.55
A4	Twice a month	12.73%	191	13.47%	202.01

COMPLETES 1500

Q4

TYPE: SINGLE SELECTION

Have you been taking less trips to the grocery store due to inflation/high prices?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	65.93%	989	63.78%	956.74
A2	No	34.07%	511	36.22%	543.26

COMPLETES 1500

Q5

TYPE: SINGLE SELECTION

Have you been dining out less as a result of rising food costs?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	82.80%	1,242	80.86%	1212.91
A2	No	17.20%	258	19.14%	287.09

COMPLETES 1500

Q6

TYPE: MULTIPLE SELECTION

What measures are you taking to combat inflation? (Select all that apply)

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Dining Out Less	66.40%	21.00%	996	66.21%	20.90%	993.14
A2	Fewer Trips to the Grocery Store	49.53%	15.67%	743	49.27%	15.55%	739.03
A3	Buying Less Stuff at the Store	56.93%	18.01%	854	59.03%	18.63%	885.38
A4	Spending More Time at Home	54.67%	17.29%	820	56.04%	17.69%	840.63
A5	Buying Products in Bulk	39.67%	12.55%	595	39.51%	12.47%	592.7
A6	Shopping Used	17.60%	5.57%	264	16.49%	5.20%	247.35
A7	Buying Lower Quality Foods	31.33%	9.91%	470	30.29%	9.56%	454.31

COMPLETES 1500

Q7

TYPE: SINGLE SELECTION

What's Your Preferred Diet Type?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Keto (Low Carb)	12.33%	185	12.21%	183.11
A2	Paleo (No Artificial Foods)	5.07%	76	4.27%	64.07
A3	Mediterranean Diet (Meats, Fish, Veggies)	19.27%	289	19.52%	292.85
A4	Vegan (Plant-Based)	4.80%	72	4.59%	68.84
A5	'Typical' American Diet (High Carb, High Fats)	39.33%	590	40.05%	600.76
A6	Other	19.20%	288	19.36%	290.38

COMPLETES 1500

Q8

TYPE: SINGLE SELECTION

Do you find yourself replacing Organic or Premium ingredients (such as grass-fed steak, cage-free eggs, etc.) for lower quality foods because they're more affordable?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	57.00%	855	57.76%	866.47
A2	No	43.00%	645	42.24%	633.53

COMPLETES 1500

Q9

TYPE: SINGLE SELECTION

Would you subscribe to a Healthier Diet (ingredients etc.) if you could afford it?

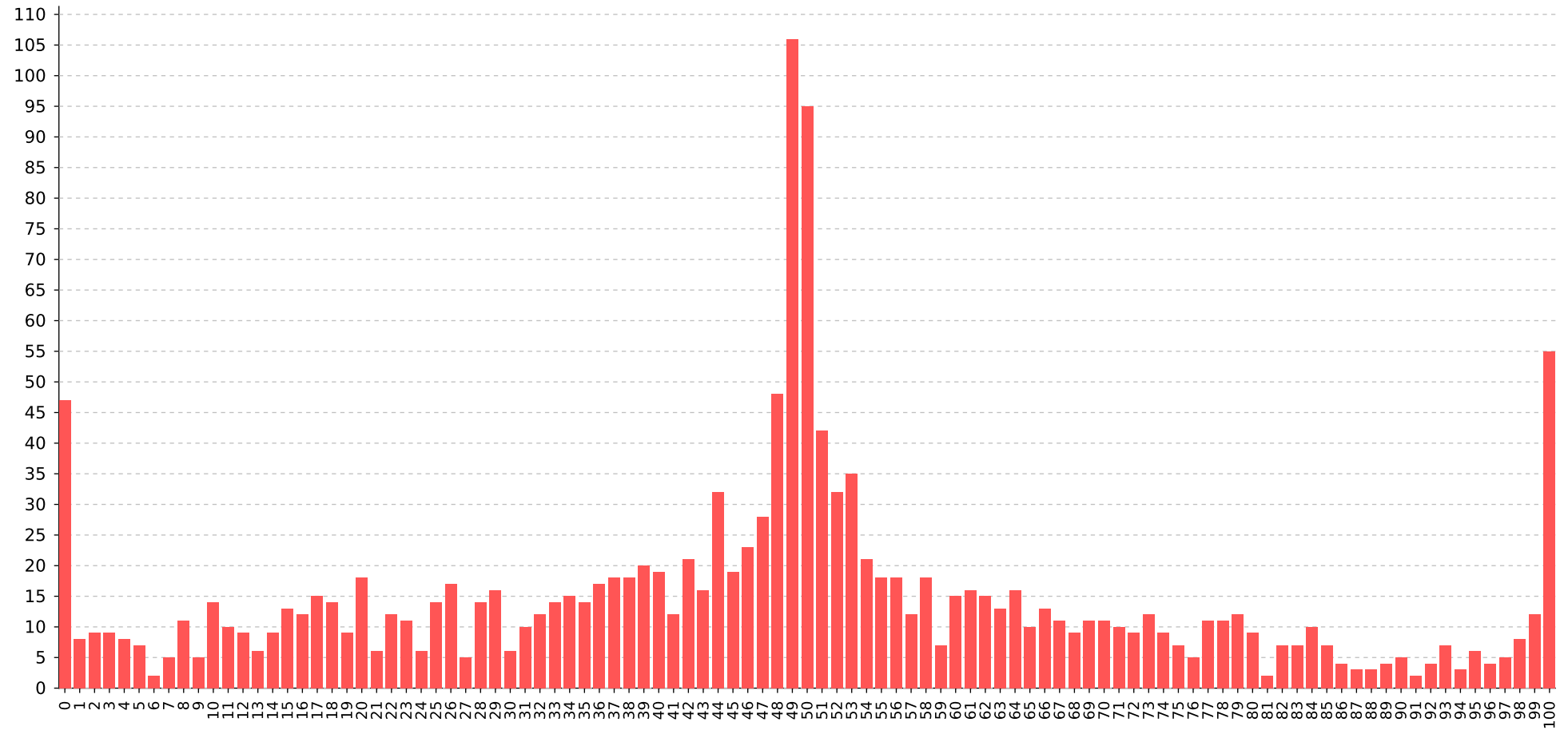
#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	74.60%	1,119	72.26%	1083.97
A2	No	25.40%	381	27.74%	416.03

COMPLETES 1500

Q10

TYPE: SLIDER (0 - 100 SCALE)

Since changing the way you eat with prices going up, do you feel:



COMPLETES 1500

Q11

TYPE: SINGLE SELECTION

Have you canceled subscriptions (Netflix, Amazon, Spotify, etc.) to pay for Groceries?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes	38.80%	582	35.59%	533.87
A2	No	61.20%	918	64.41%	966.13

COMPLETES 1500

Q12

TYPE: MULTIPLE SELECTION

Which foods are you buying less of due to inflation? (Select all that apply)

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Meat/Poultry	57.53%	21.05%	863	58.34%	21.55%	875.03
A2	Fish	36.53%	13.37%	548	37.89%	14.00%	568.38
A3	Fruit	29.80%	10.91%	447	28.48%	10.52%	427.17
A4	Vegetables	25.40%	9.29%	381	23.51%	8.69%	352.69
A5	Cereals/Grains/Bread	24.40%	8.93%	366	24.17%	8.93%	362.54
A6	Snacks	58.00%	21.22%	870	58.49%	21.61%	877.35
A7	Milk/Dairy	24.33%	8.90%	365	23.01%	8.50%	345.08
A8	Cooking Oils	17.27%	6.32%	259	16.77%	6.20%	251.59

COMPLETES 1500

Q13

TYPE: SINGLE SELECTION

Have you been ordering more or less delivery (DoorDash, UberEats, etc.) as a result of food price increases?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	More	17.00%	255	15.34%	230.11
A2	Less	83.00%	1,245	84.66%	1269.89

COMPLETES 1500

Q14

TYPE: SINGLE SELECTION

How often do you meal prep vs 1 year ago?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Daily	29.73%	446	32.43%	486.51
A2	Weekly	40.47%	607	38.59%	578.83
A3	Monthly	8.67%	130	8.18%	122.67
A4	Never	21.13%	317	20.80%	311.99

COMPLETES 1500