

YouGov Survey Results

Sample Size: 1690 GB Adults

Fieldwork: 14th - 15th February 2022



Weighted Sample
Unweighted Sample

	Gender		Age				Social Grade		Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1690	821	869	184	705	407	394	963	727	203	568	367	407	145
1690	754	936	149	682	429	430	997	693	175	586	376	414	139
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following foodstuffs, have you noticed an increase or decrease in the price in your local shop or supermarket in the last few weeks? If you never purchase the type of product, please choose the N/A option.

Bread and baked goods

Major increase	8	8	8	2	10	8	8	7	10	8	6	8	12	7
Moderate increase	28	26	30	14	26	32	33	30	25	26	28	29	29	26
Minor increase	24	25	23	22	23	27	23	22	26	21	22	27	25	24
TOTAL INCREASE	60	59	61	38	59	67	64	59	61	55	56	64	66	57
No noticeable change	22	21	22	25	20	19	25	23	20	23	25	19	18	25
Minor decrease	0	0	0	0	1	0	0	0	1	0	0	1	0	1
Moderate decrease	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Major decrease	0	0	0	1	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	0	0	0	2	1	0	0	0	1	1	0	1	0	1
Don't know	14	15	12	24	16	10	8	14	13	16	16	11	12	13
N/A - I never spend money on this	4	3	4	10	4	3	2	3	5	5	3	4	4	4

Fresh fruits

Major increase	11	10	11	6	12	11	10	10	12	10	9	11	13	11
Moderate increase	27	24	30	16	26	28	33	29	24	28	24	27	29	26
Minor increase	25	26	25	16	25	30	26	25	26	22	28	25	24	24
TOTAL INCREASE	63	60	66	38	63	69	69	64	62	60	61	63	66	61
No noticeable change	19	19	19	19	18	18	21	19	18	16	20	20	17	18
Minor decrease	1	1	1	2	1	1	1	2	1	1	1	2	1	2
Moderate decrease	1	1	1	2	1	0	0	0	1	1	1	1	0	1
Major decrease	0	0	0	1	1	0	0	0	0	0	1	0	0	0
TOTAL DECREASE	2	2	2	5	3	1	1	2	2	2	3	3	1	3
Don't know	13	16	11	29	15	9	7	13	13	17	13	11	12	15
N/A - I never spend money on this	3	4	3	10	3	3	1	2	4	5	3	3	3	2

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Unweighted Sample	1690	754	936	149	682	429	430	997	693	175	586	376	414	139

% % % % % % % % % % % % % % %

Fresh vegetables

Major increase	10	10	10	3	11	9	12	9	11	11	8	10	12	10
Moderate increase	26	23	28	11	27	27	30	29	22	22	25	28	28	28
Minor increase	25	23	26	17	22	31	26	24	25	22	26	24	25	24
TOTAL INCREASE	61	56	64	31	60	67	68	62	58	55	59	62	65	62
No noticeable change	20	21	19	21	19	19	23	21	19	21	23	20	17	17
Minor decrease	1	1	2	2	1	1	2	1	1	1	1	2	1	0
Moderate decrease	1	1	1	2	1	0	0	0	1	0	1	1	1	0
Major decrease	1	1	0	2	1	0	0	1	0	0	0	1	0	2
TOTAL DECREASE	3	3	3	6	3	1	2	2	2	1	2	4	2	2
Don't know	13	16	11	30	15	9	7	13	14	17	13	11	13	14
N/A - I never spend money on this	4	4	3	12	3	3	1	2	5	6	3	3	4	4

Meat produce (fresh meat, deli meats etc.)

Major increase	17	16	18	6	19	17	17	16	18	12	15	18	21	15
Moderate increase	28	26	29	19	26	32	32	29	27	31	25	32	27	24
Minor increase	21	22	19	8	20	24	24	20	22	16	23	19	22	22
TOTAL INCREASE	66	64	66	33	65	73	73	65	67	59	63	69	70	61
No noticeable change	11	11	10	17	10	10	10	11	10	11	13	9	9	13
Minor decrease	1	1	1	2	1	0	1	0	1	0	1	1	1	1
Moderate decrease	1	1	1	3	1	0	0	1	1	0	1	1	1	0
Major decrease	1	1	1	2	1	0	0	0	1	1	0	2	0	2
TOTAL DECREASE	3	3	3	7	3	0	1	1	3	1	2	4	2	3
Don't know	13	15	10	26	13	10	7	13	12	16	15	9	11	11
N/A - I never spend money on this	9	7	11	17	9	7	8	10	8	12	7	10	9	11

Dairy produce (Cheese, butter, yogurt etc.)

Major increase	11	12	11	3	12	15	11	11	13	10	10	11	15	11
Moderate increase	30	26	33	17	29	32	35	30	29	31	27	33	32	28
Minor increase	25	27	23	17	22	29	28	25	25	18	30	23	22	27
TOTAL INCREASE	66	65	67	37	63	76	74	66	67	59	67	67	69	66
No noticeable change	15	16	15	18	16	14	15	16	14	15	16	15	14	18
Minor decrease	1	1	1	2	1	0	2	1	1	0	1	1	1	0
Moderate decrease	1	1	1	3	1	0	0	1	1	0	0	1	0	2
Major decrease	0	0	0	1	0	0	0	0	0	1	0	0	0	0
TOTAL DECREASE	2	2	2	6	2	0	2	2	2	1	1	2	1	2
Don't know	13	14	12	27	15	9	7	13	12	17	13	11	13	13
N/A - I never spend money on this	4	3	4	11	4	1	2	3	4	8	3	5	3	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dry staple foods such as rice, pasta, etc.

Major increase	13	12	14	3	14	17	13	13	13	15	10	12	17	13
Moderate increase	26	23	28	13	26	29	29	26	25	22	26	29	24	27
Minor increase	23	23	23	16	24	26	22	24	22	25	23	22	23	22
TOTAL INCREASE	62	58	65	32	64	72	64	63	60	62	59	63	64	62
No noticeable change	17	19	16	22	16	17	17	17	18	14	20	17	16	17
Minor decrease	1	1	1	3	1	0	1	1	0	1	1	2	1	0
Moderate decrease	1	1	1	4	1	0	0	1	1	1	1	1	0	2
Major decrease	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	2	2	2	7	2	0	1	2	1	2	2	3	1	2
Don't know	15	18	13	29	15	11	13	15	16	19	17	12	14	14
N/A - I never spend money on this	4	4	4	10	3	1	6	3	6	3	3	5	5	4

Preserved foods including jarred and tinned goods

Major increase	10	9	11	3	10	12	10	9	11	9	7	10	14	8
Moderate increase	27	25	29	12	28	31	29	28	27	23	27	31	28	26
Minor increase	22	23	21	16	19	26	25	22	21	23	22	23	21	22
TOTAL INCREASE	59	57	61	31	57	69	64	59	59	55	56	64	63	56
No noticeable change	19	19	18	24	19	16	18	19	18	15	21	17	18	20
Minor decrease	1	1	1	1	1	1	0	1	1	0	0	2	1	0
Moderate decrease	1	1	1	3	1	0	0	1	0	1	0	1	0	2
Major decrease	0	0	0	2	0	0	0	0	1	2	0	0	0	0
TOTAL DECREASE	2	2	2	6	2	1	0	2	2	3	0	3	1	2
Don't know	17	19	15	27	19	13	13	17	17	20	20	14	14	18
N/A - I never spend money on this	3	4	3	12	3	1	4	3	4	6	2	3	3	5