

Daily Survey: Inflation and Shopping Impacts



Sample 1000 U.S. Adult Citizens
Conducted July 28 - 31, 2022
Margin of Error ±3.6%

1. How much have you been personally affected by recent inflation?

A lot	53%
A little	39%
Not at all	7%

2. Thinking about household grocery shopping, which of the following statements best applies to you?

I am the sole grocery shopper in my household	50%
I am in part responsible for grocery shopping in my household	43%
I am not responsible at all for grocery shopping in my household	7%

3. Have you noticed any of the following when shopping in the last few months?

	Yes	No	Not sure
An increase in prices	89%	5%	6%
A decline in the size of products or servings	73%	14%	12%
A decline in the quality of products	45%	37%	18%
More products than usual out of stock	83%	11%	6%

4. Suppose there is a product you like to buy in a certain size for a particular price, and then the seller of the product decides it will stop selling the product at that price because its return isn't high enough. If you had to choose, would you rather the seller...

Increase the price and keep the size the same	48%
Keep the price the same and make the product smaller	25%
Not sure	28%

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Interviewing Dates	July 28 - 31, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.2 to 6.5, with a mean of one and a standard deviation of 0.607.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	78 questions not reported.