

YouGov Survey: Inflation and Grocery Shopping



Sample 1000 U.S. Adult Citizens
Conducted January 17 - 20, 2023
Margin of Error ±3.3%

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

I am the sole grocery shopper in my household	51%
I am in part responsible for grocery shopping in my household	43%
I am not responsible at all for grocery shopping in my household	6%

2. Have you noticed grocery prices increasing or decreasing over the past few months?

Increasing a lot	63%
Increasing a little	19%
Staying the same	8%
Decreasing a little	5%
Decreasing a lot	2%
Not sure	4%

3. In which of the following grocery departments have you noticed an increase in prices over the last few months?

Asked of people who say grocery prices are increasing a lot or a little

Bakery	44%
Beverages	56%
Canned goods	48%
Dairy	83%
Deli	50%
Frozen foods	55%
Fruit	61%
Meat	82%
Pantry items	53%
Seafood	52%
Vegetables	61%
None of these	1%
Not sure	2%

4. Have you noticed the price of eggs increasing or decreasing over the past few months?

Increasing a lot	67%
Increasing a little	13%
Staying the same	7%
Decreasing a little	3%
Decreasing a lot	2%
Not sure	7%

5. Generally, how do you feel when you see that food prices are rising? Select all that apply.

Angry	42%
Anxious	33%
Broke	32%
Frustrated	59%
Glad	2%
Indifferent	10%
Satisfied	3%
Scared	24%
Something else	6%
None of the above	2%
Not sure	3%

6. Have you changed any of your grocery shopping habits to try to save money?

Yes	67%
No	25%
Not sure	7%

7. When grocery shopping in the past few months, have you done the following to save money?

	Yes	No	Not sure
Buying fewer grocery items	67%	28%	5%
Buying items in bulk	49%	44%	7%
Buying less expensive items	75%	18%	6%
Buying more discount or on-sale items	76%	18%	6%
Buying more generic brand items	65%	26%	9%
Comparing prices at different stores	63%	30%	6%
Sticking to a set shopping list	68%	27%	5%
Using more coupons	49%	44%	7%

8. How much, if anything, have you heard in the news recently about a highly contagious bird flu virus leading to the deaths of millions of farm animals in the U.S.?

A lot	16%
A little	53%
Nothing at all	31%

9. How worried are you about the outbreak of bird flu in the U.S. affecting farm animals?

Very worried	24%
Somewhat worried	47%
Not too worried	19%
Not worried at all	9%

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Interviewing Dates	January 17 - 20, 2023
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.359 to 3.742, with a mean of 1 and a standard deviation of 0.405.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	51 questions not reported.

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1. Main grocery shopper

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I am the sole grocery shopper in my household	51%	42%	59%	36%	54%	55%	57%	51%	48%	*	*
I am in part responsible for grocery shopping in my household	43%	49%	37%	48%	42%	42%	39%	44%	43%	*	*
I am not responsible at all for grocery shopping in my household	6%	9%	4%	16%	4%	3%	4%	5%	9%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(999)	(461)	(538)	(193)	(253)	(343)	(210)	(708)	(120)	(97)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I am the sole grocery shopper in my household	51%	56%	46%	51%	55%	53%	55%	48%	46%	53%	52%	49%	50%
I am in part responsible for grocery shopping in my household	43%	39%	46%	43%	40%	44%	39%	49%	48%	39%	42%	44%	43%
I am not responsible at all for grocery shopping in my household	6%	5%	8%	5%	5%	3%	6%	3%	6%	7%	6%	6%	7%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(999)	(316)	(384)	(299)	(347)	(319)	(431)	(281)	(181)	(177)	(207)	(370)	(245)

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2. Grocery Prices - Increasing or Decreasing

Have you noticed grocery prices increasing or decreasing over the past few months?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increasing a lot	63%	56%	70%	41%	52%	75%	80%	66%	57%	*	*
Increasing a little	19%	22%	16%	27%	20%	15%	15%	19%	19%	*	*
Staying the same	8%	11%	5%	15%	12%	5%	1%	7%	12%	*	*
Decreasing a little	5%	5%	4%	8%	7%	2%	2%	5%	3%	*	*
Decreasing a lot	2%	2%	1%	1%	4%	1%	0%	1%	2%	*	*
Not sure	4%	4%	3%	8%	5%	2%	1%	2%	7%	*	*
Totals	101%	100%	99%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(998)	(461)	(537)	(193)	(253)	(343)	(209)	(707)	(120)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increasing a lot	63%	50%	64%	79%	56%	83%	66%	64%	60%	61%	72%	65%	55%
Increasing a little	19%	29%	18%	8%	26%	9%	15%	23%	23%	23%	17%	19%	18%
Staying the same	8%	9%	7%	8%	8%	6%	10%	5%	11%	7%	5%	7%	13%
Decreasing a little	5%	8%	4%	1%	7%	0%	5%	5%	5%	6%	2%	4%	6%
Decreasing a lot	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Not sure	4%	2%	7%	1%	2%	1%	3%	2%	1%	3%	3%	3%	6%
Totals	101%	100%	101%	99%	101%	101%	101%	101%	102%	101%	101%	100%	99%
Unweighted N	(998)	(315)	(384)	(299)	(346)	(319)	(431)	(281)	(181)	(177)	(206)	(370)	(245)

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3. Departments With Higher Prices

In which of the following grocery departments have you noticed an increase in prices over the last few months?

Asked of people who say grocery prices are increasing a lot or a little

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Bakery	44%	43%	46%	31%	39%	52%	47%	47%	*	*	*
Beverages	56%	57%	56%	37%	62%	63%	55%	58%	*	*	*
Canned goods	48%	45%	51%	35%	44%	57%	47%	49%	*	*	*
Dairy	83%	78%	88%	65%	76%	92%	91%	86%	*	*	*
Deli	50%	48%	52%	35%	45%	61%	50%	53%	*	*	*
Frozen foods	55%	53%	56%	42%	50%	66%	52%	56%	*	*	*
Fruit	61%	56%	65%	49%	59%	65%	65%	63%	*	*	*
Meat	82%	78%	85%	61%	80%	88%	89%	85%	*	*	*
Pantry items	53%	44%	61%	40%	58%	59%	48%	54%	*	*	*
Seafood	52%	50%	53%	36%	53%	57%	54%	50%	*	*	*
Vegetables	61%	55%	66%	46%	56%	67%	65%	63%	*	*	*
None of these	1%	2%	0%	3%	1%	0%	0%	1%	*	*	*
Not sure	2%	3%	2%	5%	3%	1%	3%	2%	*	*	*
Unweighted N	(831)	(367)	(464)	(135)	(189)	(307)	(200)	(607)	(91)	(74)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bakery	44%	34%	46%	54%	35%	57%	49%	44%	34%	41%	47%	46%	41%
Beverages	56%	46%	57%	66%	49%	67%	58%	58%	48%	56%	59%	58%	50%
Canned goods	48%	36%	49%	59%	39%	59%	52%	47%	36%	46%	45%	51%	48%
Dairy	83%	74%	84%	93%	78%	93%	86%	86%	76%	85%	83%	87%	77%
Deli	50%	41%	54%	54%	39%	61%	54%	50%	40%	54%	51%	48%	49%
Frozen foods	55%	44%	57%	62%	45%	63%	61%	55%	37%	57%	58%	56%	46%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fruit	61%	51%	61%	70%	54%	72%	64%	58%	56%	60%	59%	64%	58%
Meat	82%	69%	84%	92%	75%	93%	84%	81%	78%	84%	83%	82%	78%
Pantry items	53%	45%	54%	59%	47%	61%	54%	55%	46%	50%	53%	56%	49%
Seafood	52%	41%	55%	60%	42%	61%	57%	45%	46%	54%	49%	55%	48%
Vegetables	61%	51%	61%	72%	51%	75%	61%	61%	54%	57%	60%	65%	56%
None of these	1%	1%	0%	1%	1%	0%	0%	0%	3%	0%	0%	0%	3%
Not sure	2%	4%	2%	1%	5%	1%	1%	1%	5%	1%	5%	1%	4%
Unweighted N	(831)	(250)	(319)	(262)	(283)	(296)	(354)	(242)	(152)	(149)	(182)	(307)	(193)

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4. Egg Prices - Increasing or Decreasing

Have you noticed the price of eggs increasing or decreasing over the past few months?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increasing a lot	67%	61%	73%	41%	57%	80%	85%	69%	54%	*	*
Increasing a little	13%	15%	12%	22%	15%	11%	7%	14%	18%	*	*
Staying the same	7%	9%	5%	15%	11%	2%	2%	7%	7%	*	*
Decreasing a little	3%	4%	3%	11%	4%	0%	0%	3%	6%	*	*
Decreasing a lot	2%	2%	2%	2%	4%	2%	0%	1%	3%	*	*
Not sure	7%	8%	6%	9%	9%	5%	6%	6%	12%	*	*
Totals	99%	99%	101%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(997)	(460)	(537)	(193)	(251)	(343)	(210)	(707)	(120)	(97)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increasing a lot	67%	56%	70%	76%	64%	81%	68%	71%	65%	68%	75%	69%	57%
Increasing a little	13%	21%	11%	8%	17%	7%	11%	16%	15%	14%	10%	13%	17%
Staying the same	7%	10%	4%	7%	8%	5%	7%	6%	12%	6%	6%	6%	10%
Decreasing a little	3%	4%	3%	3%	4%	1%	5%	1%	4%	6%	0%	3%	4%
Decreasing a lot	2%	3%	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	3%
Not sure	7%	5%	10%	5%	6%	4%	7%	4%	4%	5%	8%	7%	9%
Totals	99%	99%	100%	101%	101%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(997)	(315)	(384)	(298)	(347)	(319)	(430)	(281)	(180)	(177)	(206)	(369)	(245)

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5. Feelings When Food Prices Are Rising

Generally, how do you feel when you see that food prices are rising? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Angry	42%	41%	42%	31%	32%	52%	47%	45%	31%	*	*
Anxious	33%	28%	38%	40%	31%	32%	31%	32%	24%	*	*
Broke	32%	27%	36%	35%	33%	36%	22%	30%	38%	*	*
Frustrated	59%	53%	63%	49%	53%	67%	61%	60%	56%	*	*
Glad	2%	3%	1%	6%	4%	1%	0%	3%	1%	*	*
Indifferent	10%	12%	8%	19%	11%	5%	8%	10%	14%	*	*
Satisfied	3%	5%	2%	6%	7%	1%	0%	3%	4%	*	*
Scared	24%	19%	28%	27%	26%	25%	16%	23%	19%	*	*
Something else	6%	6%	6%	1%	2%	8%	12%	7%	4%	*	*
None of the above	2%	3%	2%	2%	3%	2%	3%	2%	3%	*	*
Not sure	3%	3%	3%	6%	5%	2%	0%	1%	5%	*	*
Unweighted N	(1,000)	(461)	(539)	(194)	(253)	(343)	(210)	(709)	(120)	(97)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Angry	42%	28%	41%	58%	29%	61%	42%	44%	40%	42%	48%	42%	36%
Anxious	33%	32%	34%	33%	35%	34%	32%	34%	37%	30%	31%	34%	36%
Broke	32%	26%	32%	38%	25%	37%	39%	30%	18%	30%	37%	33%	27%
Frustrated	59%	52%	60%	64%	54%	66%	61%	57%	55%	59%	63%	59%	54%
Glad	2%	5%	1%	2%	3%	1%	3%	2%	3%	4%	1%	3%	2%
Indifferent	10%	14%	9%	7%	13%	5%	8%	11%	14%	6%	10%	9%	15%
Satisfied	3%	6%	2%	3%	5%	2%	1%	5%	6%	3%	1%	4%	4%
Scared	24%	24%	22%	26%	22%	24%	27%	23%	18%	29%	22%	23%	22%
Something else	6%	4%	7%	5%	6%	8%	5%	5%	5%	7%	6%	4%	7%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None of the above	2%	2%	2%	4%	1%	4%	2%	2%	3%	2%	2%	3%	1%
Not sure	3%	3%	5%	1%	3%	1%	4%	2%	1%	5%	3%	2%	5%
Unweighted N	(1,000)	(317)	(384)	(299)	(347)	(320)	(431)	(282)	(181)	(177)	(208)	(370)	(245)

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6. Changed Shopping Habits

Have you changed any of your grocery shopping habits to try to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	64%	71%	56%	67%	73%	70%	68%	60%	*	*
No	25%	29%	22%	31%	24%	23%	26%	26%	32%	*	*
Not sure	7%	8%	7%	13%	9%	4%	4%	6%	8%	*	*
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(997)	(460)	(537)	(194)	(253)	(341)	(209)	(706)	(120)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	59%	67%	77%	63%	77%	72%	66%	61%	70%	68%	67%	64%
No	25%	33%	24%	18%	31%	19%	21%	28%	32%	24%	24%	27%	25%
Not sure	7%	8%	9%	4%	6%	4%	7%	5%	7%	6%	7%	6%	11%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(997)	(315)	(384)	(298)	(346)	(319)	(430)	(281)	(181)	(176)	(208)	(370)	(243)

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7A. Responses to Grocery Prices — Buying fewer grocery items

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	63%	71%	61%	68%	73%	63%	65%	66%	*	*
No	28%	33%	24%	28%	27%	24%	37%	32%	24%	*	*
Not sure	5%	5%	5%	11%	5%	3%	1%	3%	10%	*	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(983)	(454)	(529)	(190)	(249)	(339)	(205)	(699)	(117)	(94)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	63%	67%	73%	62%	73%	75%	65%	56%	64%	69%	70%	63%
No	28%	33%	27%	24%	34%	25%	20%	32%	41%	31%	27%	26%	31%
Not sure	5%	5%	6%	3%	4%	2%	5%	3%	3%	5%	3%	4%	7%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(983)	(314)	(374)	(295)	(343)	(316)	(424)	(279)	(180)	(175)	(204)	(363)	(241)

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7B. Responses to Grocery Prices — Buying items in bulk

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	53%	45%	53%	54%	48%	42%	46%	54%	*	*
No	44%	42%	46%	37%	38%	48%	53%	49%	40%	*	*
Not sure	7%	5%	8%	10%	8%	5%	5%	6%	7%	*	*
Totals	100%	100%	99%	100%	100%	101%	100%	101%	101%	*	*
Unweighted N	(975)	(455)	(520)	(189)	(250)	(334)	(202)	(694)	(116)	(93)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	49%	46%	54%	50%	54%	46%	53%	53%	53%	45%	52%	46%
No	44%	46%	45%	40%	46%	42%	48%	43%	41%	42%	50%	41%	45%
Not sure	7%	5%	9%	6%	4%	5%	6%	4%	6%	6%	5%	7%	9%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(975)	(313)	(370)	(292)	(340)	(313)	(420)	(276)	(180)	(171)	(200)	(364)	(240)

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7C. Responses to Grocery Prices — Buying less expensive items

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	69%	81%	64%	71%	84%	77%	76%	70%	*	*
No	18%	23%	14%	22%	22%	14%	18%	18%	22%	*	*
Not sure	6%	8%	5%	14%	7%	2%	5%	6%	8%	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(985)	(454)	(531)	(190)	(250)	(337)	(208)	(700)	(117)	(96)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	68%	76%	82%	73%	83%	78%	76%	66%	68%	83%	78%	68%
No	18%	26%	15%	14%	23%	15%	16%	21%	25%	24%	14%	17%	22%
Not sure	6%	6%	8%	4%	4%	3%	6%	3%	9%	8%	3%	5%	10%
Totals	99%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(315)	(373)	(297)	(344)	(319)	(424)	(281)	(181)	(175)	(203)	(364)	(243)

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7D. Responses to Grocery Prices — Buying more discount or on-sale items

When grocery shopping in the past few months, have you done the following to save money?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	73%	79%	62%	72%	83%	84%	77%	64%	*	*
No	18%	18%	18%	22%	22%	15%	15%	18%	25%	*	*
Not sure	6%	9%	3%	16%	6%	2%	1%	4%	11%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	*	*
Unweighted N	(984)	(456)	(528)	(189)	(250)	(339)	(206)	(699)	(118)	(94)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	69%	77%	82%	73%	85%	77%	78%	70%	72%	79%	81%	68%
No	18%	25%	15%	14%	23%	12%	16%	19%	25%	19%	17%	16%	22%
Not sure	6%	6%	8%	4%	4%	3%	7%	4%	6%	9%	5%	3%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(984)	(315)	(372)	(297)	(343)	(318)	(423)	(279)	(181)	(174)	(203)	(364)	(243)

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7E. Responses to Grocery Prices — Buying more generic brand items

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	61%	69%	56%	63%	70%	68%	68%	53%	*	*
No	26%	27%	25%	26%	28%	26%	25%	26%	32%	*	*
Not sure	9%	12%	6%	17%	9%	4%	7%	7%	15%	*	*
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	*	*
Unweighted N	(977)	(452)	(525)	(190)	(248)	(334)	(205)	(695)	(116)	(93)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	60%	63%	74%	65%	73%	68%	70%	52%	59%	70%	70%	58%
No	26%	33%	24%	22%	30%	22%	24%	23%	38%	32%	25%	23%	29%
Not sure	9%	7%	13%	4%	5%	6%	8%	6%	10%	10%	5%	7%	14%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	101%	100%	100%	101%
Unweighted N	(977)	(311)	(372)	(294)	(338)	(315)	(423)	(276)	(178)	(173)	(201)	(363)	(240)

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7F. Responses to Grocery Prices — Comparing prices at different stores

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	60%	67%	56%	67%	65%	64%	62%	67%	*	*
No	30%	32%	28%	31%	25%	32%	33%	32%	24%	*	*
Not sure	6%	8%	5%	13%	9%	2%	4%	5%	9%	*	*
Totals	99%	100%	100%	100%	101%	99%	101%	99%	100%	*	*
Unweighted N	(976)	(453)	(523)	(190)	(249)	(333)	(204)	(691)	(118)	(94)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	62%	59%	72%	64%	71%	64%	66%	60%	64%	65%	65%	59%
No	30%	33%	32%	24%	32%	26%	30%	30%	35%	27%	30%	31%	32%
Not sure	6%	5%	9%	4%	4%	3%	6%	4%	6%	9%	5%	4%	10%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(976)	(311)	(375)	(290)	(339)	(312)	(420)	(278)	(179)	(173)	(201)	(362)	(240)

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7G. Responses to Grocery Prices — Sticking to a set shopping list

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	64%	71%	63%	65%	70%	71%	66%	66%	*	*
No	27%	30%	24%	28%	29%	26%	25%	30%	27%	*	*
Not sure	5%	5%	5%	9%	6%	4%	3%	4%	7%	*	*
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(978)	(453)	(525)	(188)	(251)	(333)	(206)	(695)	(116)	(94)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	68%	64%	66%	73%	68%	73%	73%	67%	59%	61%	74%	70%	62%
No	27%	32%	26%	22%	29%	22%	23%	27%	36%	33%	22%	25%	30%
Not sure	5%	3%	8%	5%	3%	5%	4%	6%	5%	6%	3%	5%	8%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(978)	(312)	(372)	(294)	(340)	(315)	(421)	(279)	(178)	(175)	(201)	(361)	(241)

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7H. Responses to Grocery Prices — Using more coupons

When grocery shopping in the past few months, have you done the following to save money?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	47%	50%	52%	51%	47%	46%	47%	42%	*	*
No	44%	45%	43%	36%	39%	50%	50%	47%	45%	*	*
Not sure	7%	8%	6%	12%	11%	3%	4%	6%	13%	*	*
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	*	*
Unweighted N	(972)	(450)	(522)	(189)	(249)	(333)	(201)	(691)	(116)	(92)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	46%	47%	54%	47%	58%	46%	50%	52%	52%	44%	50%	48%
No	44%	45%	45%	43%	47%	39%	48%	44%	40%	40%	50%	44%	44%
Not sure	7%	8%	8%	4%	6%	3%	5%	5%	8%	8%	6%	6%	9%
Totals	100%	99%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	101%
Unweighted N	(972)	(311)	(369)	(292)	(339)	(313)	(419)	(276)	(178)	(174)	(201)	(361)	(236)

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8. Heard About Aviation Flu

How much, if anything, have you heard in the news recently about a highly contagious bird flu virus leading to the deaths of millions of farm animals in the U.S.?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	16%	16%	16%	14%	15%	13%	23%	17%	15%	*	*
A little	53%	57%	49%	55%	48%	55%	55%	54%	49%	*	*
Nothing at all	31%	27%	35%	31%	37%	33%	22%	29%	36%	*	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	*	*
Unweighted N	(994)	(458)	(536)	(189)	(253)	(342)	(210)	(705)	(118)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	16%	19%	14%	16%	22%	17%	12%	19%	24%	16%	16%	15%	17%
A little	53%	53%	50%	57%	54%	55%	51%	52%	59%	50%	49%	51%	62%
Nothing at all	31%	28%	36%	28%	24%	28%	37%	29%	17%	34%	35%	34%	21%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(315)	(382)	(297)	(346)	(318)	(430)	(281)	(180)	(177)	(207)	(368)	(242)

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9. Worried About Aviation Flu

How worried are you about the outbreak of bird flu in the U.S. affecting farm animals?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very worried	24%	21%	28%	20%	29%	23%	25%	24%	27%	*	*
Somewhat worried	47%	46%	49%	50%	42%	48%	49%	48%	47%	*	*
Not too worried	19%	22%	17%	24%	17%	18%	20%	20%	18%	*	*
Not worried at all	9%	11%	7%	7%	12%	11%	5%	8%	8%	*	*
Totals	99%	100%	101%	101%	100%	100%	99%	100%	100%	*	*
Unweighted N	(994)	(457)	(537)	(189)	(252)	(343)	(210)	(706)	(117)	(97)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very worried	24%	26%	22%	25%	22%	26%	28%	19%	24%	28%	23%	26%	21%
Somewhat worried	47%	52%	44%	46%	56%	45%	42%	56%	51%	45%	49%	48%	47%
Not too worried	19%	17%	22%	18%	18%	21%	21%	17%	17%	17%	20%	18%	23%
Not worried at all	9%	5%	11%	10%	4%	9%	10%	8%	8%	10%	8%	9%	9%
Totals	99%	100%	99%	99%	100%	101%	101%	100%	100%	100%	100%	101%	100%
Unweighted N	(994)	(315)	(382)	(297)	(346)	(318)	(429)	(281)	(180)	(177)	(208)	(367)	(242)

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Interviewing Dates	January 17 - 20, 2023
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.359 to 3.742, with a mean of 1 and a standard deviation of 0.405.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	51 questions not reported.