

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



## 1. Impacted by Inflation

How much have you been personally affected by recent inflation?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	53%	53%	54%	36%	61%	62%	49%	56%	50%	46%	47%
A little	39%	38%	40%	45%	34%	35%	45%	39%	37%	44%	37%
Not at all	7%	9%	6%	19%	5%	3%	5%	5%	13%	10%	15%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(999)	(466)	(533)	(207)	(207)	(359)	(226)	(726)	(116)	(94)	(63)

	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	53%	45%	53%	67%	44%	70%	65%	50%	38%	47%	55%	55%	54%
A little	39%	47%	39%	28%	50%	26%	31%	44%	52%	44%	39%	37%	39%
Not at all	7%	8%	9%	5%	6%	3%	4%	6%	9%	9%	5%	8%	7%
Totals	99%	100%	101%	100%	100%	99%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(999)	(359)	(383)	(257)	(416)	(332)	(389)	(279)	(223)	(161)	(192)	(431)	(215)

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



## 2. 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	50%	42%	59%	35%	51%	60%	50%	49%	60%	52%	45%
I am in part responsible for grocery shopping in my household	43%	49%	37%	48%	46%	36%	45%	45%	31%	43%	43%
I am not responsible at all for grocery shopping in my household	7%	9%	4%	17%	4%	3%	5%	6%	9%	6%	13%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	101%	101%
Unweighted N	(995)	(465)	(530)	(205)	(205)	(359)	(226)	(724)	(116)	(93)	(62)

	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	50%	53%	47%	52%	55%	51%	57%	54%	40%	54%	53%	48%	49%
I am in part responsible for grocery shopping in my household	43%	42%	44%	42%	42%	46%	38%	42%	54%	39%	43%	45%	42%
I am not responsible at all for grocery shopping in my household	7%	5%	9%	6%	4%	3%	5%	4%	6%	7%	4%	7%	9%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(358)	(381)	(256)	(414)	(331)	(388)	(279)	(221)	(161)	(192)	(430)	(212)

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



## 3A. Changes When Shopping - Grid — An increase in prices

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	89%	85%	93%	71%	87%	97%	97%	94%	80%	81%	77%
No	5%	8%	3%	15%	6%	2%	1%	2%	14%	9%	10%
Not sure	6%	6%	5%	15%	7%	1%	2%	4%	6%	9%	14%
Totals	100%	99%	101%	101%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(994)	(464)	(530)	(207)	(204)	(357)	(226)	(720)	(116)	(95)	(63)

  

	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	89%	87%	87%	95%	93%	95%	94%	87%	88%	88%	92%	90%	86%
No	5%	8%	5%	3%	5%	3%	2%	8%	5%	7%	3%	6%	5%
Not sure	6%	5%	8%	2%	2%	2%	4%	5%	8%	5%	5%	4%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(994)	(357)	(380)	(257)	(414)	(331)	(384)	(278)	(223)	(161)	(192)	(427)	(214)

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



## 3B. Changes When Shopping - Grid — A decline in the size of products or servings

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	73%	71%	76%	51%	70%	81%	87%	76%	73%	65%	69%
No	14%	16%	13%	27%	17%	9%	7%	14%	15%	16%	14%
Not sure	12%	14%	11%	22%	13%	10%	6%	11%	11%	19%	17%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(993)	(463)	(530)	(207)	(205)	(357)	(224)	(721)	(115)	(94)	(63)

  

	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	73%	68%	73%	82%	74%	83%	77%	75%	69%	74%	69%	76%	74%
No	14%	18%	14%	10%	16%	8%	12%	14%	16%	15%	18%	13%	12%
Not sure	12%	14%	14%	8%	9%	8%	11%	11%	15%	11%	13%	11%	14%
Totals	99%	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(357)	(380)	(256)	(415)	(329)	(382)	(279)	(223)	(162)	(192)	(426)	(213)

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



## 3C. Changes When Shopping - Grid — A decline in the quality of products

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	41%	49%	44%	49%	49%	38%	44%	57%	48%	34%
No	37%	41%	33%	38%	33%	33%	45%	38%	28%	38%	39%
Not sure	18%	18%	18%	18%	18%	18%	18%	18%	15%	15%	26%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(988)	(459)	(529)	(206)	(204)	(356)	(222)	(715)	(116)	(94)	(63)

  

	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	45%	39%	50%	47%	38%	51%	49%	45%	43%	41%	40%	51%	45%
No	37%	45%	31%	35%	49%	29%	32%	38%	45%	42%	37%	32%	39%
Not sure	18%	16%	19%	18%	13%	20%	19%	17%	12%	17%	23%	17%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(988)	(353)	(380)	(255)	(413)	(329)	(381)	(278)	(220)	(160)	(191)	(426)	(211)

# Daily Survey: Inflation and Shopping Impacts

July 28 - 31, 2022 - 1000 US Adult Citizens



### 3D. Changes When Shopping - Grid — More products than usual out of stock

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	78%	88%	66%	81%	89%	92%	87%	77%	77%	70%
No	11%	14%	8%	19%	13%	8%	6%	9%	14%	20%	11%
Not sure	6%	8%	4%	15%	6%	3%	2%	5%	9%	3%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(995)	(464)	(531)	(207)	(205)	(359)	(224)	(721)	(116)	(95)	(63)

  

	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	83%	79%	82%	91%	82%	94%	87%	83%	80%	78%	86%	84%	82%
No	11%	15%	10%	8%	14%	6%	8%	12%	14%	13%	11%	11%	9%
Not sure	6%	6%	9%	2%	5%	0%	5%	5%	6%	9%	4%	5%	9%
Totals	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(995)	(357)	(381)	(257)	(415)	(331)	(386)	(279)	(221)	(161)	(192)	(428)	(214)

# Daily Survey: Inflation and Shopping Impacts

## July 28 - 31, 2022 - 1000 US Adult Citizens



### 4. Raise Price or Reduce Size

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...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase the price and keep the size the same	48%	53%	43%	42%	48%	52%	47%	51%	41%	42%	45%
Keep the price the same and make the product smaller	25%	19%	29%	23%	30%	21%	26%	23%	29%	31%	24%
Not sure	28%	28%	27%	35%	22%	27%	27%	27%	30%	28%	30%
Totals	101%	100%	99%	100%	100%	100%	100%	101%	100%	101%	99%
Unweighted N	(995)	(462)	(533)	(205)	(207)	(357)	(226)	(723)	(115)	(95)	(62)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase the price and keep the size the same	48%	51%	45%	49%	52%	53%	45%	47%	61%	44%	53%	47%	47%
Keep the price the same and make the product smaller	25%	25%	22%	28%	25%	24%	27%	30%	21%	22%	22%	25%	28%
Not sure	28%	24%	33%	23%	23%	23%	28%	23%	18%	34%	25%	27%	25%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(995)	(358)	(381)	(256)	(415)	(331)	(386)	(278)	(222)	(162)	(191)	(429)	(213)

# Daily Survey: Inflation and Shopping Impacts

## July 28 - 31, 2022 - 1000 US Adult Citizens



<b>Interviewing Dates</b>	July 28 - 31, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.6% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	78 questions not reported.