Canadians buying less expensive food, stockpiling and eating less because of food prices.
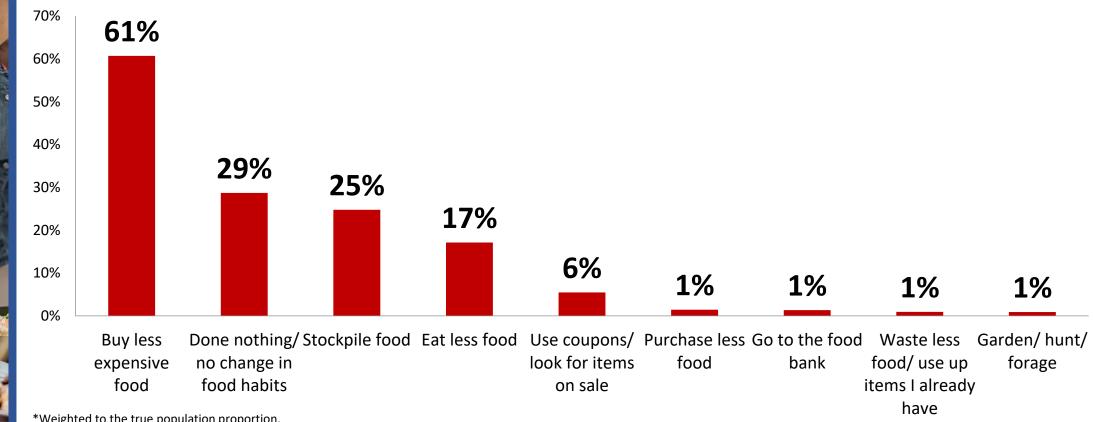
CTV News

NANOS

What households have done in the past 30 days for food

Q – Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply)[RANDOMIZE]

Bar chart values:
- Buy less expensive food: 61%
- Done nothing/ no change in food habits: 29%
- Stockpile food: 25%
- Eat less food: 17%
- Use coupons/ look for items on sale: 6%
- Purchase less food: 1%
- Go to the food bank: 1%
- Waste less food/ use up items I already have: 1%
- Garden/ hunt/ forage: 1%

*Weighted to the true population proportion.
*Responses <1% reported only

CTV NEWS   NANOS

What households have done in the past 30 days for food by demographics

Q – Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]

Buy less expensive food				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
62.3%	**58.0%**	**62.2%**	**60.1%**	**61.1%**
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
56.8%	**64.4%**	**70.4%**	**65.2%**	**50.8%**

Done nothing/no change in food habits				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
21.4%	**30.7%**	**27.8%**	**28.5%**	**31.7%**
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
34.4%	**23.2%**	**20.2%**	**24.7%**	**37.3%**

CTV NEWS   NANOS

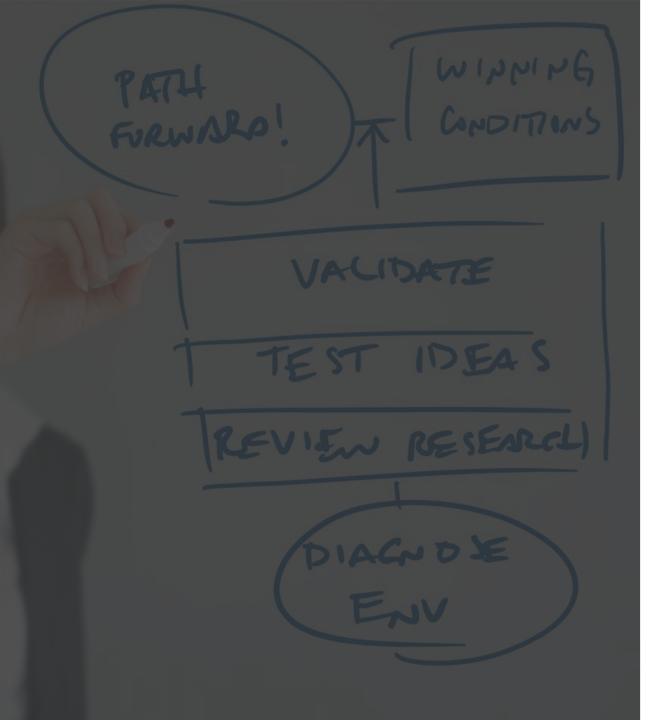# What households have done in the past 30 days for food by demographics

Q – Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]

Stockpile food

Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
29.0%	**33.1%**	**22.2%**	**21.0%**	**20.9%**

Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
23.2%	**26.2%**	**24.7%**	**28.5%**	**21.9%**

Eat less food

Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
21.1%	**11.5%**	**18.2%**	**19.3%**	**18.8%**

Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
17.1%	**17.2%**	**21.4%**	**18.5%**	**13.3%**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30th to November 4th, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30th and November 4th, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1,084 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 30th to November 4th, 2022.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on charitable donations, financial support to Ukraine, and views on COVID-19 cases.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

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ABOUT NANOS

Any questions?

✉

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2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET

			Canada 2022-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Eat less food	%	17.1	21.1	11.5	18.2	19.3	18.8	17.1	17.2	21.4	18.5	13.3
	Buy less expensive food	%	60.7	62.3	58.0	62.2	60.1	61.1	56.8	64.4	70.4	65.2	50.8
	Go to the food bank	%	1.3	3.7	1.6	1.1	0.5	1.7	1.6	1.1	2.5	1.2	0.7
	Stockpile food	%	24.8	29.0	33.1	22.2	21.0	20.9	23.2	26.2	24.7	28.5	21.9
	Done nothing/no change in food habits	%	28.7	21.4	30.7	27.8	28.5	31.7	34.4	23.2	20.2	24.7	37.3
	Use coupons/look for items on sale	%	5.5	4.6	5.1	6.2	3.3	7.0	3.5	7.4	5.5	3.6	6.9
	Purchase less food	%	1.4	2.8	0.8	1.2	2.9	0.5	0.8	2.0	2.6	1.0	1.0
	Buy less fresh/healthy foods	%	0.5	0.0	0.0	0.6	0.8	1.2	1.0	0.1	0.6	0.2	0.7
	Garden/hunt/forage	%	0.9	0.5	0.0	0.2	1.6	3.4	0.9	0.8	0.6	1.0	1.0
	Waste less food/use up items I already have	%	0.9	0.5	1.1	1.1	0.7	0.5	0.5	1.3	1.0	0.8	1.0
	Reduce meat and/or dairy consumption	%	0.6	0.0	0.0	1.1	0.7	0.5	0.5	0.7	0.5	1.0	0.4
	Eat out less/cook more meals at home	%	0.8	2.0	0.4	0.9	0.6	0.9	0.9	0.8	0.5	0.8	1.1
	Other	%	0.5	0.0	0.8	0.7	0.0	0.5	0.4	0.7	1.1	0.0	0.6
	Unsure	%	0.4	0.0	0.5	0.4	0.3	0.5	0.3	0.5	1.0	0.2	0.1

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%) **Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30th and November 4th, 2022. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			Canada 2022-10	Under $20,000	$20,000 to just under $40,000	$40,000 to just under $60,000	$60,000 to just under $80,000	$80,000 to just under $100,000	$100,000 to just under $120,000	$120,000 to just under $150,000	$150,000 and above	Prefer not to answer
					Which of the following categories best describes your household income, that is, the income from all people living at your residence?								
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1082	27	88	124	135	138	142	108	207	113
		Wgt N	998	26	80	111	118	125	136	101	195	106
	Eat less food	%	17.2		32.2	29.9	14.9	17.2	9.6	11.0	9.8	17.1
	Buy less expensive food	%	60.8		64.0	53.0	59.2	64.0	62.6	62.1	58.4	63.1
	Go to the food bank	%	1.3		7.6	1.4	0.0	0.0	1.5	0.0	0.0	2.0
	Stockpile food	%	24.6		27.2	22.7	21.5	22.8	29.8	18.8	23.5	21.7
	Done nothing/no change in food habits	%	28.7		18.1	27.5	34.2	28.4	27.5	32.4	34.6	23.4
	Use coupons/look for items on sale	%	5.5		3.3	8.2	2.8	7.1	5.3	4.4	1.7	11.9
	Purchase less food/eat less	%	1.4		6.6	2.8	3.9	0.7	0.0	0.0	0.0	0.0
	Buy less fresh/healthy foods	%	0.5		0.0	0.0	1.2	1.8	0.8	0.0	0.0	0.5
	Garden/hunt/forage	%	0.9		4.2	1.2	0.5	0.5	0.5	0.0	0.7	0.9
	Waste less food/use up items I already have	%	0.9		0.0	1.3	0.9	0.5	1.0	1.2	1.3	1.0
	Reduce meat and/or dairy consumption	%	0.6		0.0	0.6	0.9	0.0	0.9	0.9	1.2	0.0
	Eat out less/cook more meals at home	%	0.8		0.7	0.0	0.0	0.0	1.9	3.0	1.1	0.0
	Other	%	0.4		0.0	1.3	0.0	0.5	0.0	1.4	0.5	0.0
	Unsure	%	0.4		0.0	0.6	0.5	0.0	0.9	0.0	0.0	1.4

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%) **Multifrequency tab based on multiple responses

2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			Canada 2022-10	Under $20,000	$20,000 to just under $40,000	$40,000 to just under $60,000	$60,000 to just under $80,000	$80,000 to just under $100,000	$100,000 to just under $120,000	$120,000 to just under $150,000	$150,000 and above	Prefer not to answer
							Which of the following categories best describes your household income, that is, the income from all people living at your residence?					
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1543	54	139	183	186	191	207	146	277	160
		Wgt N	1440	55	131	167	166	179	194	136	258	152
	Eat less food	%	11.9	21.1	19.6	19.9	10.6	12.0	6.8	8.1	7.4	12.0
	Buy less expensive food	%	42.2	32.8	39.1	35.3	42.1	44.5	44.0	46.0	44.0	44.2
	Go to the food bank	%	0.9	3.1	4.6	0.9	0.0	0.0	1.0	0.0	0.0	1.4
	Stockpile food	%	17.1	30.2	16.6	15.1	15.3	15.9	20.9	13.9	17.7	15.2
	Done nothing/no change in food habits	%	19.9	6.3	11.0	18.3	24.3	19.8	19.4	24.0	26.1	16.4
	Use coupons/look for items on sale	%	3.8	5.6	2.0	5.4	2.0	5.0	3.7	3.2	1.3	8.3
	Purchase less food/eat less	%	1.0	0.9	4.0	1.8	2.8	0.5	0.0	0.0	0.0	0.0
	Buy less fresh/healthy foods	%	0.4	0.0	0.0	0.0	0.8	1.3	0.6	0.0	0.0	0.3
	Garden/hunt/forage	%	0.6	0.0	2.6	0.8	0.3	0.4	0.3	0.0	0.5	0.6
	Waste less food/use up items I already have	%	0.6	0.0	0.0	0.8	0.6	0.4	0.7	0.9	1.0	0.7
	Reduce meat and/or dairy consumption	%	0.4	0.0	0.0	0.4	0.7	0.0	0.6	0.7	0.9	0.0
	Eat out less/cook more meals at home	%	0.6	0.0	0.4	0.0	0.0	0.0	1.3	2.2	0.8	0.0
	Other	%	0.3	0.0	0.0	0.9	0.0	0.4	0.0	1.1	0.4	0.0
	Unsure	%	0.3	0.0	0.0	0.4	0.3	0.0	0.6	0.0	0.0	1.0

*Values are based on the proportion an activity represents of all response options (columns add up to 100%). **Multifrequency tab based on multiple responses

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2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			With which of the following do you best identify yourself?			Do you consider yourself to be a person with a disability?		
			Canada 2022-10	White	BIPOC	Yes	No	Prefer not to answer
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1029	949	80	139	920	21
		Wgt N	950	869	81	123	853	20
	Eat less food	%	16.8	16.4	21.9	27.4	15.6	
	Buy less expensive food	%	60.8	60.3	65.5	64.0	60.0	
	Go to the food bank	%	1.3	1.1	2.7	3.9	0.9	
	Stockpile food	%	24.2	24.8	18.0	32.5	23.8	
	Done nothing/no change in food habits	%	28.9	29.4	23.6	23.8	29.8	
	Use coupons/look for items on sale	%	5.3	5.8	0.0	4.9	5.5	
	Purchase less food/eat less	%	1.5	1.5	1.5	2.9	1.3	
	Buy less fresh/healthy foods	%	0.4	0.5	0.0	1.8	0.3	
	Garden/hunt/forage	%	0.8	0.8	0.6	2.4	0.7	
	Waste less food/use up items I already have	%	0.9	0.8	2.1	0.5	1.0	
	Reduce meat and/or dairy consumption	%	0.6	0.7	0.0	0.7	0.6	
	Eat out less/cook more meals at home	%	0.9	0.9	0.0	0.0	1.0	
	Other	%	0.6	0.6	0.0	0.0	0.6	
	Unsure	%	0.4	0.1	3.3	0.0	0.5	

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%) **Multifrequency tab based on multiple responses

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2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			With which of the following do you best identify yourself?			Do you consider yourself to be a person with a disability?		
			Canada 2022-10	White	BIPOC	Yes	No	Prefer not to answer
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1457	1344	113	226	1285	28
		Wgt N	1362	1250	113	203	1208	26
	Eat less food	%	11.7	11.4	15.8	16.6	11.0	
	Buy less expensive food	%	42.4	41.9	47.0	38.8	42.4	
	Go to the food bank	%	0.9	0.8	1.9	2.4	0.6	
	Stockpile food	%	16.9	17.2	12.9	19.7	16.8	
	Done nothing/no change in food habits	%	20.2	20.5	16.9	14.4	21.1	
	Use coupons/look for items on sale	%	3.7	4.1	0.0	3.0	3.9	
	Purchase less food/eat less	%	1.1	1.1	1.0	1.7	0.9	
	Buy less fresh/healthy foods	%	0.3	0.3	0.0	1.1	0.2	
	Garden/hunt/forage	%	0.5	0.5	0.4	1.4	0.5	
	Waste less food/use up items I already have	%	0.6	0.5	1.5	0.3	0.7	
	Reduce meat and/or dairy consumption	%	0.5	0.5	0.0	0.5	0.4	
	Eat out less/cook more meals at home	%	0.6	0.7	0.0	0.0	0.7	
	Other	%	0.4	0.4	0.0	0.0	0.4	
	Unsure	%	0.3	0.1	2.4	0.0	0.3	

*Values are based on the proportion an activity represents of all response options (columns add up to 100%). **Multifrequency tab based on multiple responses

2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			Which of the following best describes yourself?				
			Canada 2022-10	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first-generation Canadian citizen born in Canada (at least one parent born in another country)	A second-generation Canadian citizen born in Canada (at least one grandparent born in another country)	Prefer not to say
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1082	488	143	197	244	10
		Wgt N	998	446	138	181	224	9
	Eat less food	%	17.2	16.5	16.9	18.8	17.0	
	Buy less expensive food	%	60.7	61.0	59.2	62.6	59.0	
	Go to the food bank	%	1.4	1.5	0.5	1.1	1.9	
	Stockpile food	%	24.8	28.6	17.5	26.4	20.8	
	Done nothing/no change in food habits	%	28.7	27.5	34.1	27.9	28.7	
	Use coupons/look for items on sale	%	5.5	6.9	5.7	2.6	5.1	
	Purchase less food/eat less	%	1.4	1.3	0.0	2.6	1.7	
	Buy less fresh/healthy foods	%	0.5	0.6	1.2	0.2	0.2	
	Garden/hunt/forage	%	0.9	0.2	0.5	1.8	1.9	
	Waste less food/use up items I already have	%	0.9	1.2	0.0	0.7	1.1	
	Reduce meat and/or dairy consumption	%	0.6	0.4	0.7	1.3	0.4	
	Eat out less/cook more meals at home	%	0.8	0.6	0.0	1.7	1.1	
	Other	%	0.5	0.7	0.0	0.8	0.3	
	Unsure	%	0.4	0.1	0.9	0.8	0.3	

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%) **Multifrequency tab based on multiple responses

2022-2247 – CTV/Nanos Survey – October Omni – Food – STAT SHEET – By income, BIPOC, disability and immigration status

			Which of the following best describes yourself?				
			Canada 2022-10	A Canadian citizen born in Canada, and all my parents and grandparents were born in Canada	An immigrant (born in another country)	A first-generation Canadian citizen born in Canada (at least one parent born in another country)	A second-generation Canadian citizen born in Canada (at least one grandparent born in another country)	Prefer not to say
Question - Thinking of the price of food, has your household done any of the following in the past 30 days? (Select as many as apply) [RANDOMIZE]	Total	Unwgt N	1544	712	192	289	337	14
		Wgt N	1440	656	189	271	312	13
	Eat less food	%	11.9	11.2	12.3	12.6	12.2	
	Buy less expensive food	%	42.0	41.5	43.2	41.9	42.3	
	Go to the food bank	%	0.9	1.0	0.4	0.7	1.4	
	Stockpile food	%	17.2	19.4	12.7	17.7	14.9	
	Done nothing/no change in food habits	%	19.9	18.7	24.9	18.7	20.6	
	Use coupons/look for items on sale	%	3.8	4.7	4.1	1.7	3.7	
	Purchase less food/eat less	%	1.0	0.9	0.0	1.8	1.2	
	Buy less fresh/healthy foods	%	0.4	0.4	0.9	0.1	0.2	
	Garden/hunt/forage	%	0.6	0.1	0.3	1.2	1.3	
	Waste less food/use up items I already have	%	0.6	0.8	0.0	0.5	0.8	
	Reduce meat and/or dairy consumption	%	0.4	0.3	0.5	0.9	0.3	
	Eat out less/cook more meals at home	%	0.6	0.4	0.0	1.1	0.8	
	Other	%	0.4	0.5	0.0	0.5	0.2	
	Unsure	%	0.3	0.1	0.7	0.5	0.2	

*Values are based on the proportion an activity represents of all response options (columns add up to 100%). **Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30th and November 4th, 2022. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Columns with n values under 30 have been shaded.

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