A woman with long dark hair, wearing a light blue t-shirt, is smiling and looking down at a white bottle with a blue cap in a grocery store aisle. The background is blurred, showing shelves of products.

Canadians blame grocery store profiteering, increased fuel costs and food manufacturing profiteering the most for the sharp rise of grocery prices in the past year.



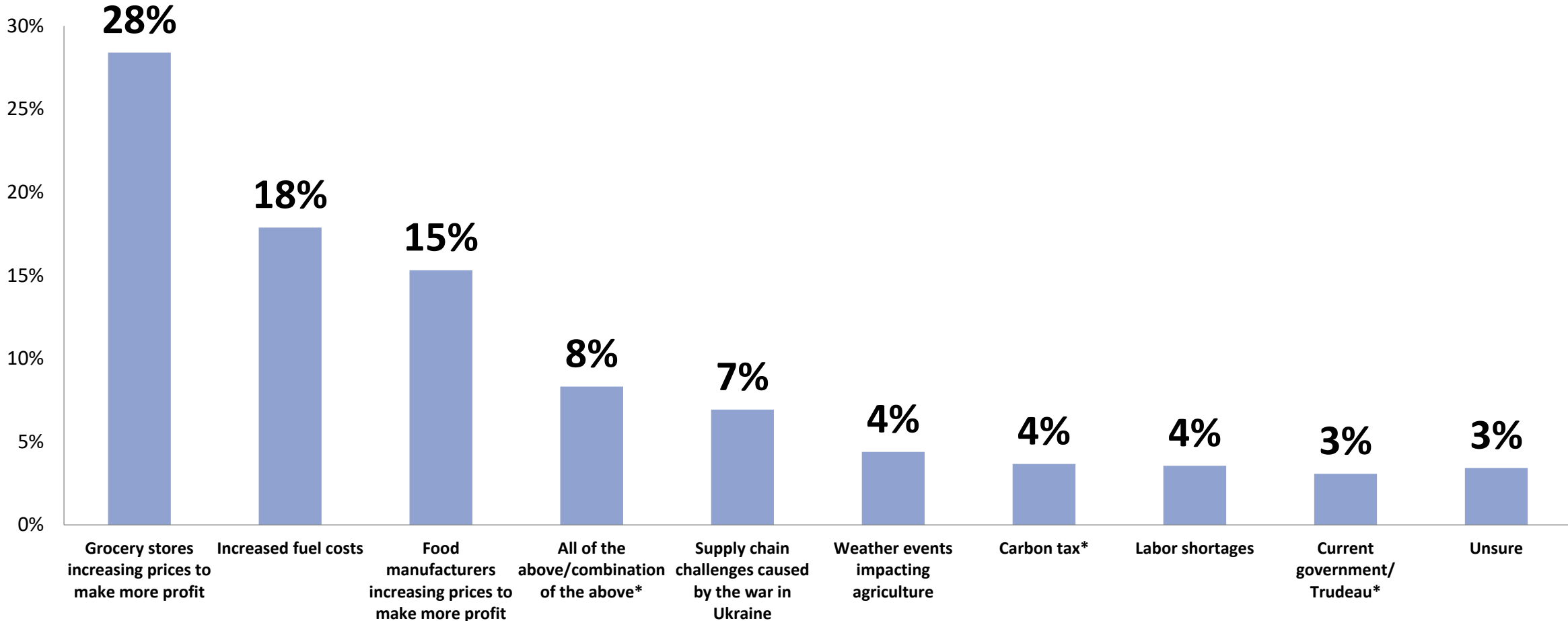
The research gauged the opinions among Canadians on the reason for the sharp rise in grocery prices.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st and October 4th, as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Blame for the sharp rise in grocery prices

Q – What do you blame the most for the sharp rise in grocery prices in the past year? (Select one) [RANDOMIZE]



*Written-in responses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to October 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Blame for the sharp rise in grocery prices – by demographics

Q – What do you blame the most for the sharp rise in grocery prices in the past year?
(Select one) [RANDOMIZE]

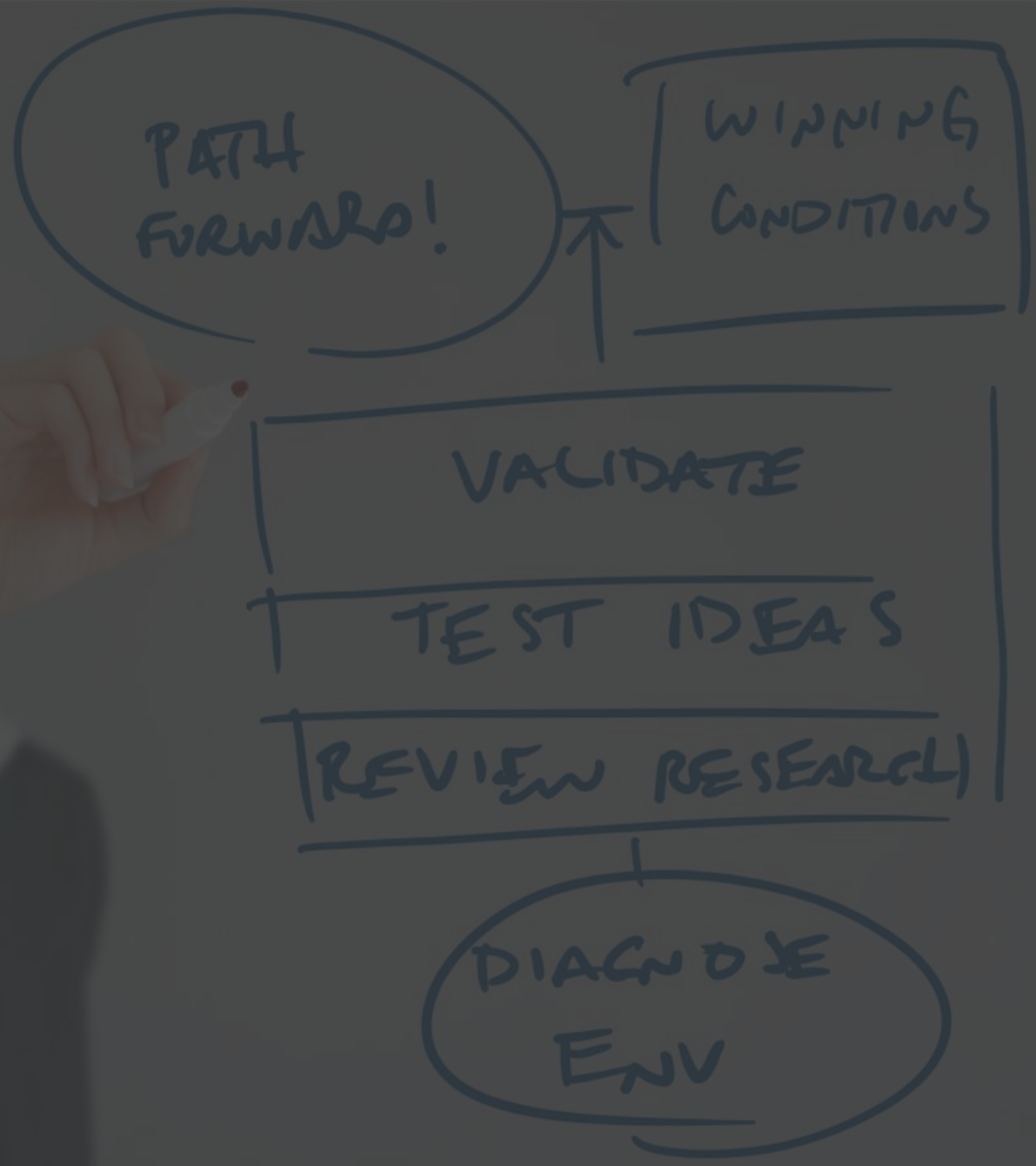
TOP RESPONSES

	Total (n=1058)	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)	Men (n=572)	Women (n=485)	18-34 (n=177)	35-54 (n=407)	55 plus (n=474)
Grocery stores increasing prices to make more profit	28.4%	34.2%	19.1%	31.1%	33.8%	26.5%	25.2%	31.3%	31.7%	27.1%	27.3%
Increased fuel costs	17.9%	17.5%	16.6%	16.9%	19.6%	20.8%	17.4%	18.4%	17.6%	19.5%	16.8%
Food manufacturers increasing prices to make more profit	15.3%	12.5%	20.7%	14.6%	14.4%	10.8%	16.3%	14.4%	11.3%	15.5%	17.7%
All of the above/combination of the above*	8.3%	7.7%	8.7%	9.0%	4.9%	10.6%	7.8%	8.9%	8.1%	7.7%	9.0%
Supply chain challenges caused by the war in Ukraine	6.9%	5.4%	11.5%	7.4%	3.5%	3.0%	8.4%	5.6%	10.0%	3.8%	7.4%
Weather events impacting agriculture	4.4%	6.3%	4.3%	3.0%	3.4%	8.8%	3.3%	5.4%	2.9%	3.5%	6.0%
Carbon tax*	3.7%	0.7%	-	4.1%	9.5%	2.7%	4.8%	2.6%	1.9%	5.7%	3.2%
Labor shortages	3.6%	1.2%	9.5%	1.9%	1.0%	2.6%	3.4%	3.7%	4.1%	4.2%	2.7%
Current government/Trudeau*	3.1%	5.3%	1.1%	4.3%	2.7%	2.3%	4.2%	2.0%	6.3%	2.9%	1.2%
Unsure	3.4%	4.1%	2.9%	3.4%	2.5%	5.2%	3.1%	3.8%	1.6%	4.1%	4.0%

*Written-in responses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to October 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st and October 4th, 2023 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 Bloomberg News and the research was conducted by Nanos Research.

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

Element	Description	Element	Description
Research sponsor	Bloomberg News	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
Population and Final Sample Size	1058 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, relations with India, the House of Commons honouring a WWII veteran who fought for the Nazis, financial aid to Ukraine, the federal party they trust most on economic issues, and affordable housing.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
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 1 st to October 4 th , 2023.		
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/		



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Any questions?



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TABULATIONS

2023-2460 – Bloomberg/Nanos Survey – September Omni – Grocery – STAT SHEET

			Region					Gender			Age			
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What do you blame the most for the sharp rise in grocery prices in the past year? (Select one) [RANDOMIZE]	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Grocery stores increasing prices to make more profit	%	28.4	34.2	19.1	31.1	33.8	26.5	25.2	31.3		31.7	27.1	27.3
	Food manufacturers increasing prices to make more profit	%	15.3	12.5	20.7	14.6	14.4	10.8	16.3	14.4		11.3	15.5	17.7
	Supply chain challenges caused by the war in Ukraine	%	6.9	5.4	11.5	7.4	3.5	3.0	8.4	5.6		10.0	3.8	7.4
	Weather events impacting agriculture	%	4.4	6.3	4.3	3.0	3.4	8.8	3.3	5.4		2.9	3.5	6.0
	Increased fuel costs	%	17.9	17.5	16.6	16.9	19.6	20.8	17.4	18.4		17.6	19.5	16.8
	Labor shortages	%	3.6	1.2	9.5	1.9	1.0	2.6	3.4	3.7		4.1	4.2	2.7
	Inflation	%	1.3	0.0	1.6	1.2	1.1	1.6	2.4	0.2		1.2	1.4	1.2
	Carbon tax	%	3.7	0.7	0.0	4.1	9.5	2.7	4.8	2.6		1.9	5.7	3.2
	All of the above/combination of the above	%	8.3	7.7	8.7	9.0	4.9	10.6	7.8	8.9		8.1	7.7	9.0
	Corporate greed in general	%	1.9	1.0	2.1	1.8	1.4	2.7	1.6	2.1		2.1	1.4	2.0
	Current government/Trudeau	%	3.1	5.3	1.1	4.3	2.7	2.3	4.2	2.0		6.3	2.9	1.2
	Supply chain challenges caused by COVID-19/impacts from COVID-19	%	0.9	1.0	0.7	0.4	2.2	1.0	0.6	1.2		0.5	1.5	0.7
	Increased wages/minimum wage	%	0.3	0.7	0.6	0.0	0.0	0.9	0.3	0.3		0.0	0.5	0.3
	Other	%	0.7	2.5	0.7	0.9	0.0	0.4	1.3	0.2		0.7	1.1	0.5
Unsure	%	3.4	4.1	2.9	3.4	2.5	5.2	3.1	3.8		1.6	4.1	4.0	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st and October 4th, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.