



Consumer Trust in Grocery Retailers

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Who We Are



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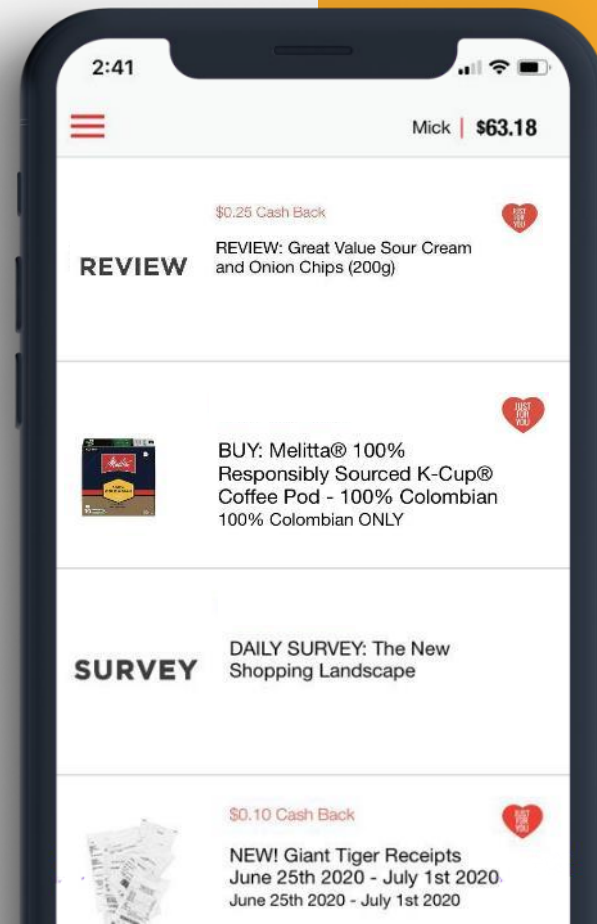
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AskCaddle®

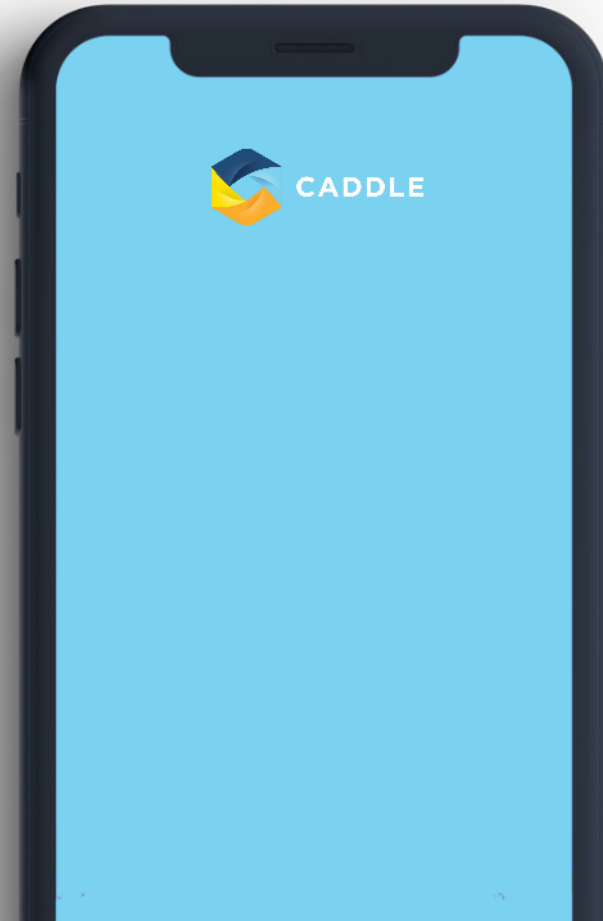
Caddle® is one of the largest, most diverse and daily active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.

Caddle...the Voice of the Consumer!



Methodology

- Two nationally representative surveys of Canadians
- Survey 1: March 25, N=9,638
- Survey 2: March 26: N=9,883
- Main topics: Parliamentary Committee Hearing of Grocery Chain executives (March 8 and 9); rising food prices and Government of Canada / Grocery Chain mitigation roles
- All data presented are owned by Caddle



Key Findings

Most Canadians (68%) want government to intervene through regulation, windfall tax or starting public food chain; **Many want grocery chains to act**, mostly by freezing prices (47%); being more transparent (44%).

Price gouging and inflation seen as equally responsible for rising food prices.

05

01

About a third of Canadians (35%) followed Parliamentary Agriculture Committee Hearing with grocery chain executives

04

02

Most Canadians (58%) did not think execs were transparent; only **a third (33%)** found them convincing

03

Majority of Canadians (68%) support Grocery Code of Conduct

55% of Canadians were *aware* of the Parliamentary Committee Hearing on Agriculture with Canadian Grocery Chain Execs

Followers



29% of women



41% of men



- 43% of Greatest Gen



- 38% of Boomers



- 33% of Millennials



- 37% of Gen X

- 28% of Gen Z



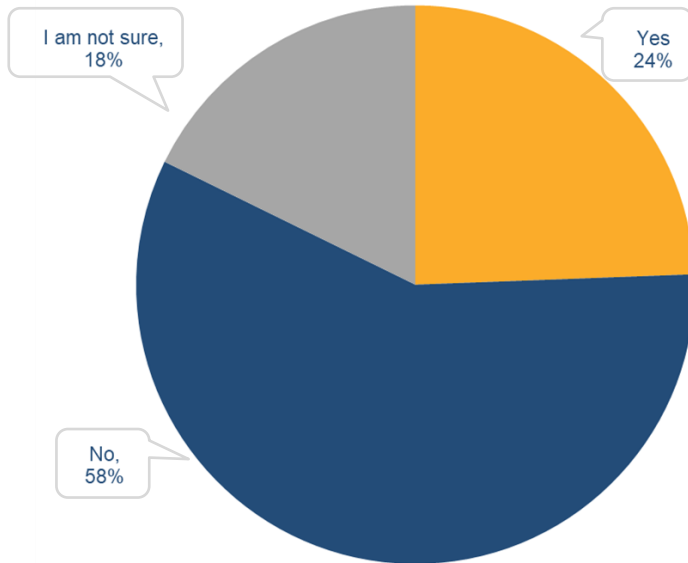
Variations cross the country:

- East: 35%
- Quebec: 27%
- Ontario: 37%
- Prairies: 31%
- Alberta: 41%
- BC: 41%
- Territories: 31%

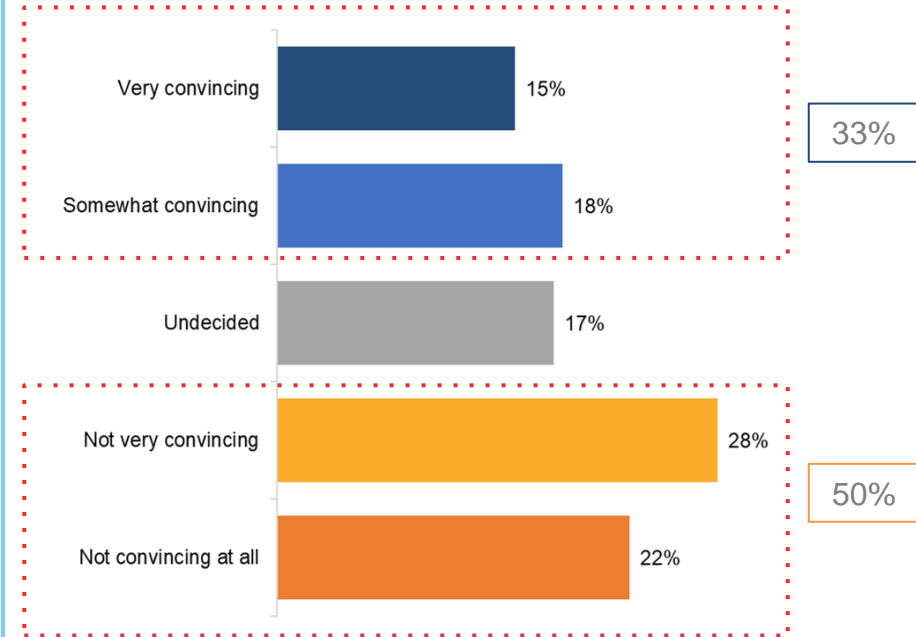
35% of Canadians followed the Parliamentary Committee Hearing

Grocery Execs not seen as transparent or overly convincing

Did you feel that the leaders of Canadian grocery chains were transparent and forthcoming during the hearing?



How convincing were the leaders of the Canadian Grocery Chains in defense of their actions during the hearing about food inflation?



68% of Canadians support the “Grocery Code of Conduct”

Followers



64% of women



70% of men



- 59% of Greatest Gen



- 67% of Boomers



- 71% of Millennials



- 65% of Gen X

- 73% of Gen Z

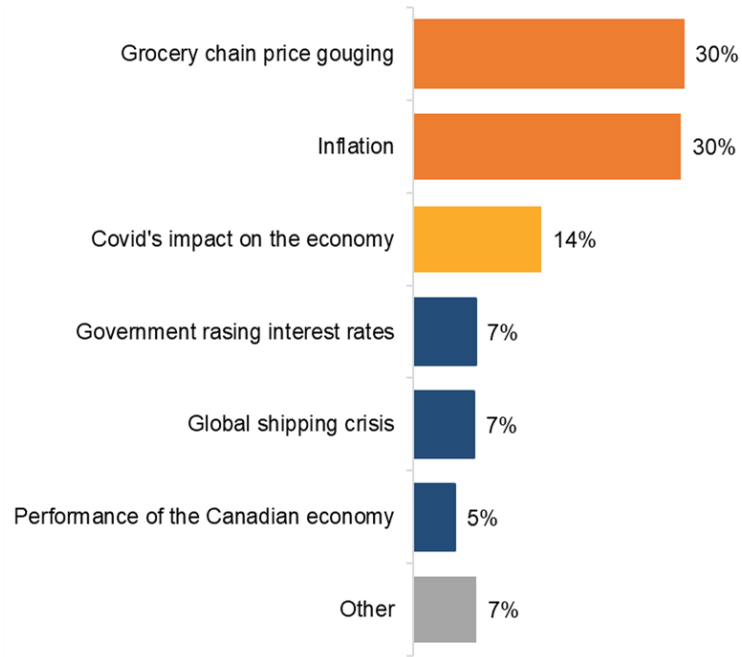


Consistent across the country except QC:

- East: 69%
- Quebec: 66%
- Ontario: 70%
- Prairies: 69%
- Alberta: 69%
- BC: 69%

Grocery Code of Conduct gets thumbs up

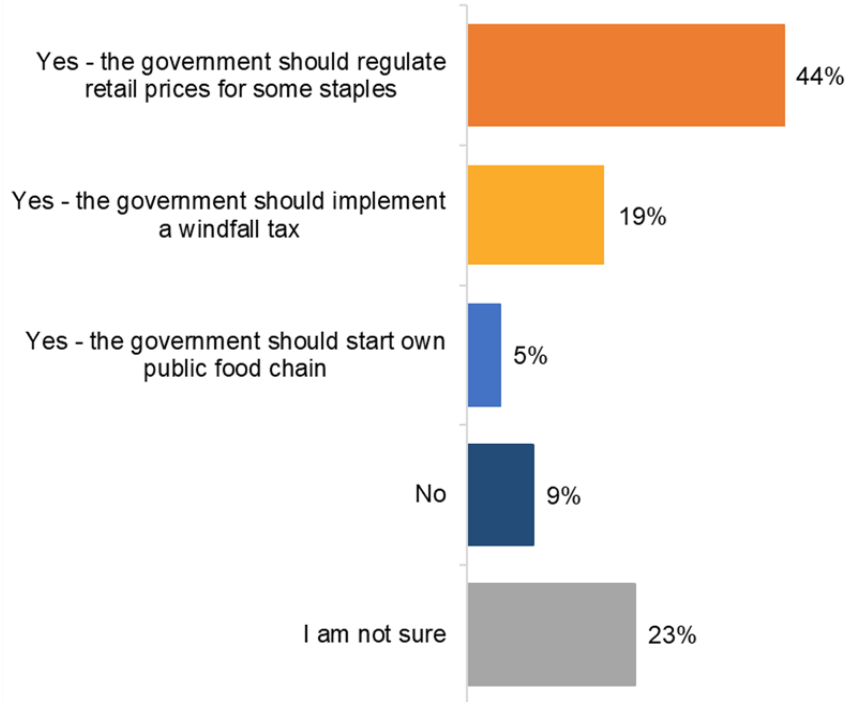
What do you think is the main reason why food prices have been rising in Canada lately?



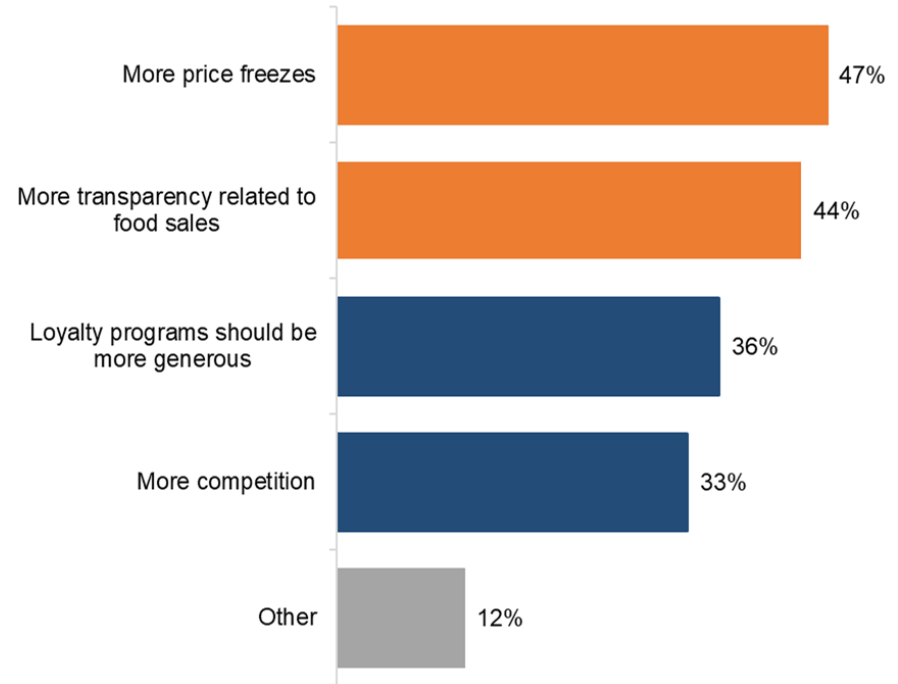
Price gouging, inflation seen as main culprits of rising food prices

Most Canadians (68%) want the GoC to intervene; grocery chains asked to take significant actions too

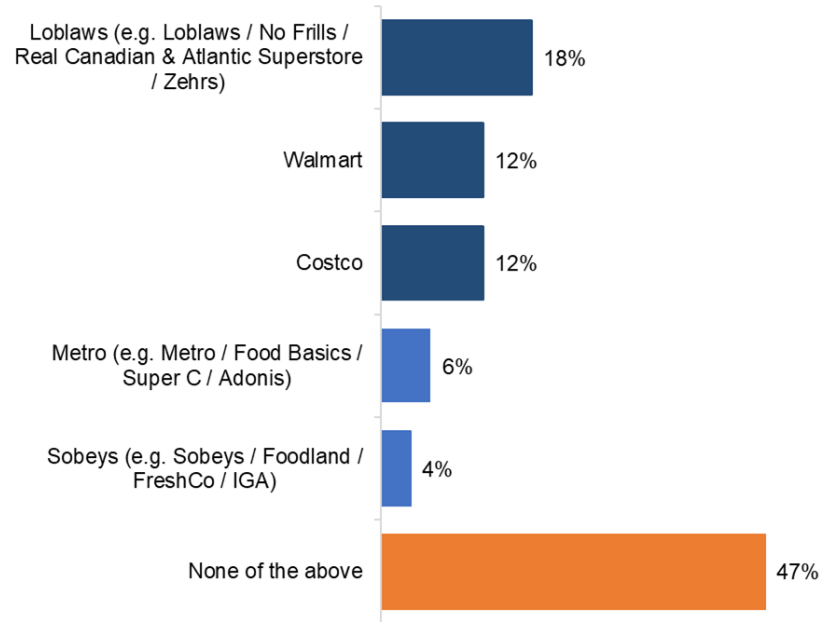
Do you think the Canadian government should intervene to address the rise of food prices and if so, what step should they take?



What would you like to see from grocery chains in terms of addressing rising food prices in Canada?



Which of these grocery chains is doing the most to help Canadians save in these inflationary times?



Almost half of Canadians (47%) see none of major grocery chains help Canadians save

Want to dig into the data? Let's talk insights.



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