



Baked in food costs

New York, July 31, 2023— A new Forbes/Maru Public Opinion poll finds half (51%) of Americans believe food costs in their local grocery stores will be even higher six months from now than they are today—despite the latest food inflated prices having fallen to 5.7% year-on-year in June 2023, from 6.7% in the prior month, and a peak of 11.4% in August 2022. This is followed by another proportion of Americans (43%) who say food costs will likely remain at the current level as they are today over the same timeframe.

Notably, regardless of the evidence tumbling in, just a fraction (6%) of Americans appears fully convinced that food costs at the checkout counter will be lower half a year from now.

And who or what do Americans believe is the main reason for the big food bite out of their wallets?

The largest group of Americans (38%) blame high-priced food on suppliers who have had to pass on increases because of higher costs they've had to bear in the supply chain before it gets to market—such as increased prices for agriculture producing and processing, transportation, packaging. This group's sentiment is driven mainly by older Americans (55+ 47%), women (41%) and those living in the Midwest (41%), and those with the highest income (\$100k+ 40%).

This plurality is followed by other groups of Americans who hold the main reason for food prices being high nowadays is because:

- grocery chains and food outlets are charging excessive prices for higher profits (21%)—a view mostly shared among those in the group who are middle aged (35-54 26%), those living in the Northeast/Midwest (24%), those with the lowest income (<\$50k 23%) and equally among men and women (22%).
- there are events forcing up the prices of food—like the war in Ukraine that has reduced wheat exports, worker strikes at seaports, and weather occurrences such as hurricanes, heat droughts, and excessive flooding (19%)—a perspective mainly held in this group by the youngest Americans (aged 18-34 23%), those living in the West (23%), those with the highest income (\$100k+ 21%) and is found equally among men and women (20%).
- monetary and fiscal policies of governments—such as government programs that put more money in the hands of citizens to spend, regulatory red tape costs for companies and food producers, and not doing enough to increase a competitive food and grocery marketplace (17%)—a mindset within this group found primarily among the youngest Americans (aged 18-34 22%), men (20%), those living in the South (19%), and those who are middle income earners (\$50k-\$99k 19%).
- And for other reasons (5%).



Methodology

These are the findings from a study released by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) on July 21-24, 2023, among a random selection of 1,526 American adults who are [Maru Springboard America](#) online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion publicly released US polls with supporting detailed tables are found here: [Maru Public Opinion US Polls](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

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