

Australia

Supermarkets, food price stress & public ownership

Conducted for the Green Institute

About this survey

- This survey was conducted by YouGov, the only polling firm to predict that in the 2025 election, Labor would increase its majority and that Coalition would have worst result since the Liberal Party.
- YouGov was independently assessed as the most accurate pollster in the 2026 South Australian election as we were the only poll whose results were within 1% of the three main parties even though One Nation finished an unprecedented second.
- This survey was conducted online between the 18th of September– 25th of September 2026.
- The total sample is comprised of 1,500 Australian voters aged 18+ with quotas on age, gender, region, education, income, 2023 Voice Referendum vote and 2025 Federal Election past vote.
- Respondents are sourced from the YouGov panel and are incentivised by points redeemable for cash or vouchers.
- Following the completion of interviewing, the data was weighted to reflect the latest ABS population estimates for Australian 18+ eligible to vote in these regions. Margin of error for poll is 3.101%.
- This study has been carried out in accordance with the ISO 20252:2019 standards, to which YouGov is accredited.
- YouGov is a cofounder of the Australian Polling Council and abides by its code of transparency in polling by publishing a methodology statement with full details of this survey on the [YouGov website](#)

Executive Summary

94% are concerned about rising food prices - the impact is felt strongest the among working class

Food prices the biggest cost of living concern

- **94%** are concerned about the rising prices of food and groceries, including 61% who are very concerned.
- **90%** are concerned about the rising costs in energy, 90% Petrol, 89% Insurance, 89% Healthcare, 86% Housing, 45% childcare (Details pages 6-11)

The cost of high food prices for Australians

- **46%** say their financial situation has suffered due because of the cost of food **29%** say their mental health has suffered be due to the cost of food ,**21%** say their physical health has suffered be due to the cost of food **20%** say their relationships with loved one has suffered be due to the cost of food. (Details page 13)

High food prices impact many Australians – but it hits working class Australians hardest

- **48%** of Australians say it's hard to ensure their household has enough nutritious food to eat, but **63%** of working class Australians say it is hard.
- **41%** agree their household's diet is less nutritious than it was 12 months ago, **54%** among working class.
- **38%** say that over the past 12 months, they or a member of their household have skipped meals or eaten less, **but 51%** of working class voters have skipped meals
- **57%** say it is more difficult or more stressful to socialize with friends or family, **68%** among working class
- **35%** have gone into debt to buy food. **45%** of working class voters have gone into debt for food.
- **20%** of parents have sent their child to school without enough to eat, including **23%** of working class parents. (Details pages 16-21)

84% support publicly owned supermarkets being tried in Australia

The public blame Coles and Woolworths for high prices

- **77%** agree that Coles and Woolworths are driving up the price of groceries and food to make extra profit..
- **49%** say that price gouging by Coles and Woolworths is the main reason why the price of food and groceries has increased over the last 12 months. (Details pages 26-27)

Australians don't think the government is doing enough

- **90%** have not noticed any improvement in the cost of groceries since the Federal Government's anti-price gouging laws came into effect.
- **88%** agree Federal Government could do a lot more to reduce the price of food and groceries.(P 28-29)

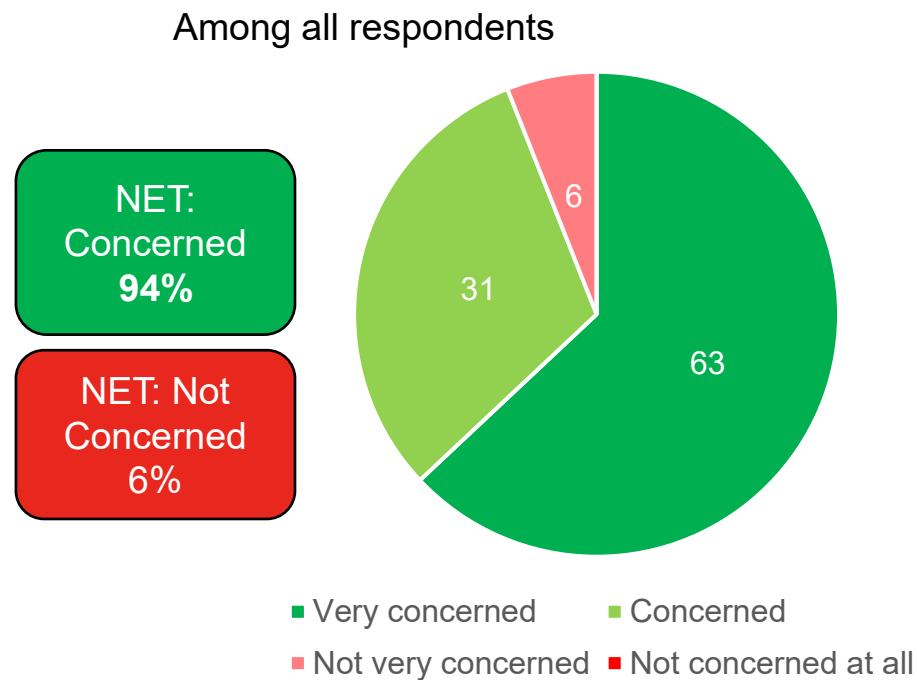
Australians want publicly owned supermarkets and are more likely to vote for the party supporting it

- **84%** support publicly owned supermarkets being tried in Australia, and **37%** *strongly support* this.(p24)
- **72%** say publicly owned supermarkets would be more likely to offer more affordable prices (p 27)
- **62%** say more likely to vote for a political party that proposed creating publicly owned supermarkets, including a majority of voters of all parties. (P 30)

Detailed Findings

94% are concerned about the rising prices of food and groceries, with 63% who are *very concerned*

What is your level of concern about rising prices on the following products? Groceries and food

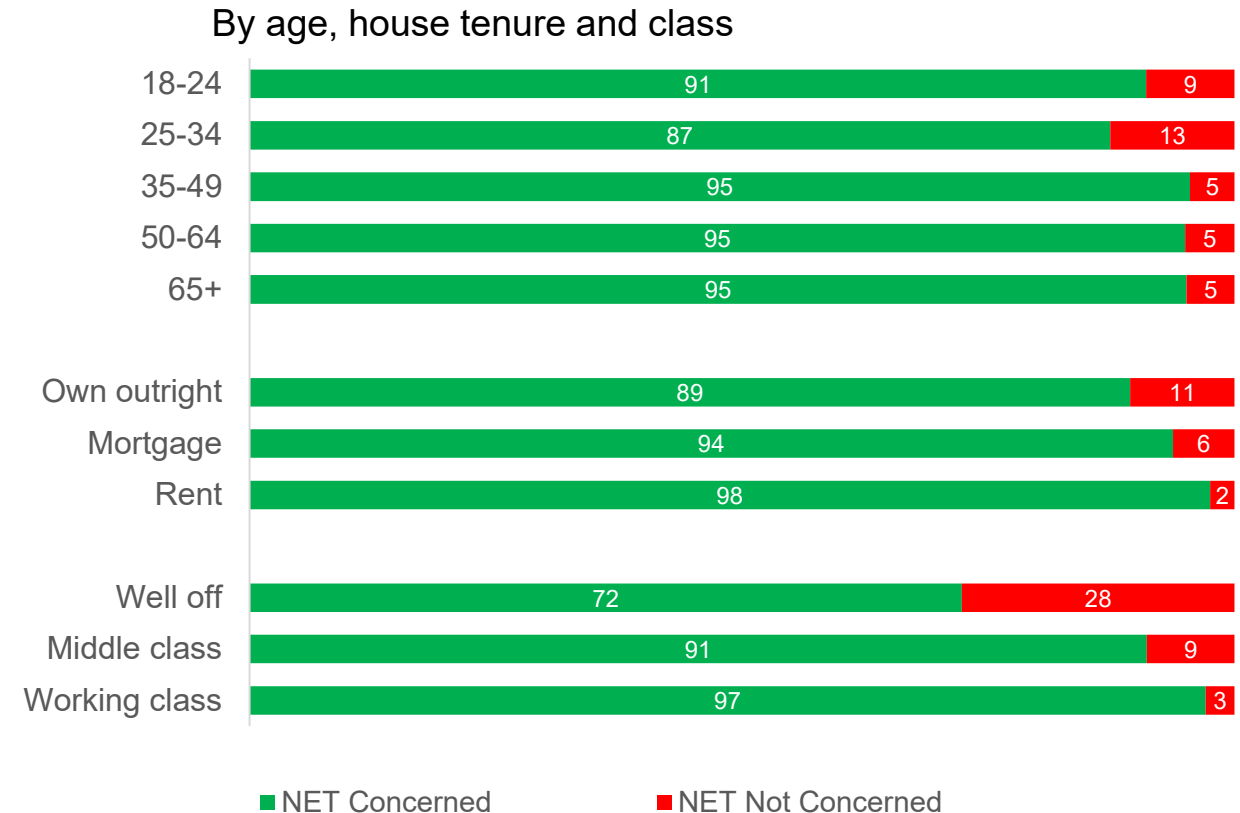


What is your level of concern about rising prices on the following products? Please select the option that best applies
 Groceries and food

NET Concerned = Very concerned + Concerned

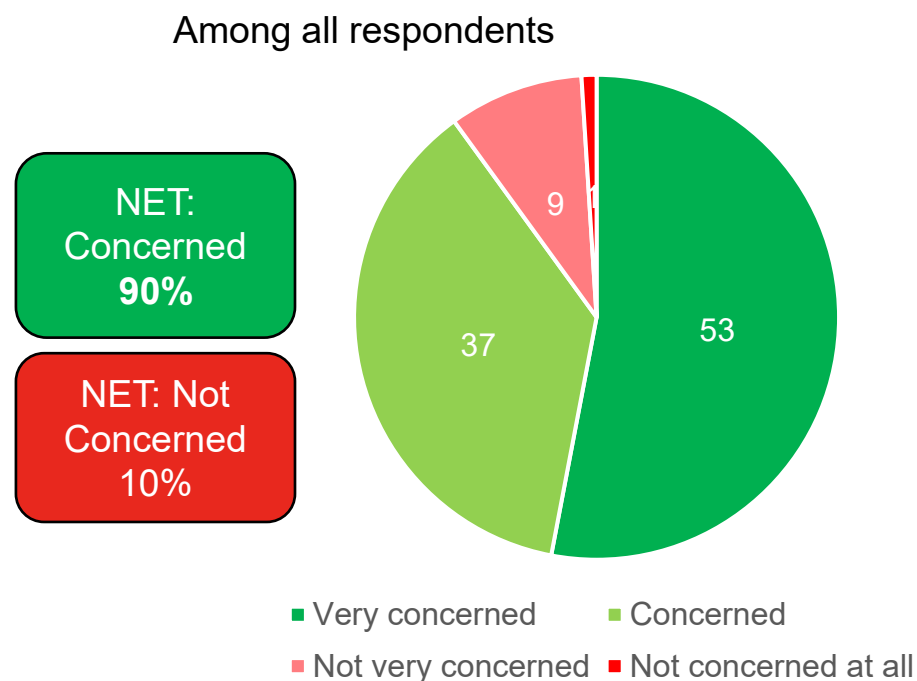
NET Not Concerned = Not very concerned + Not concerned at all

Base: All respondents – n=1500

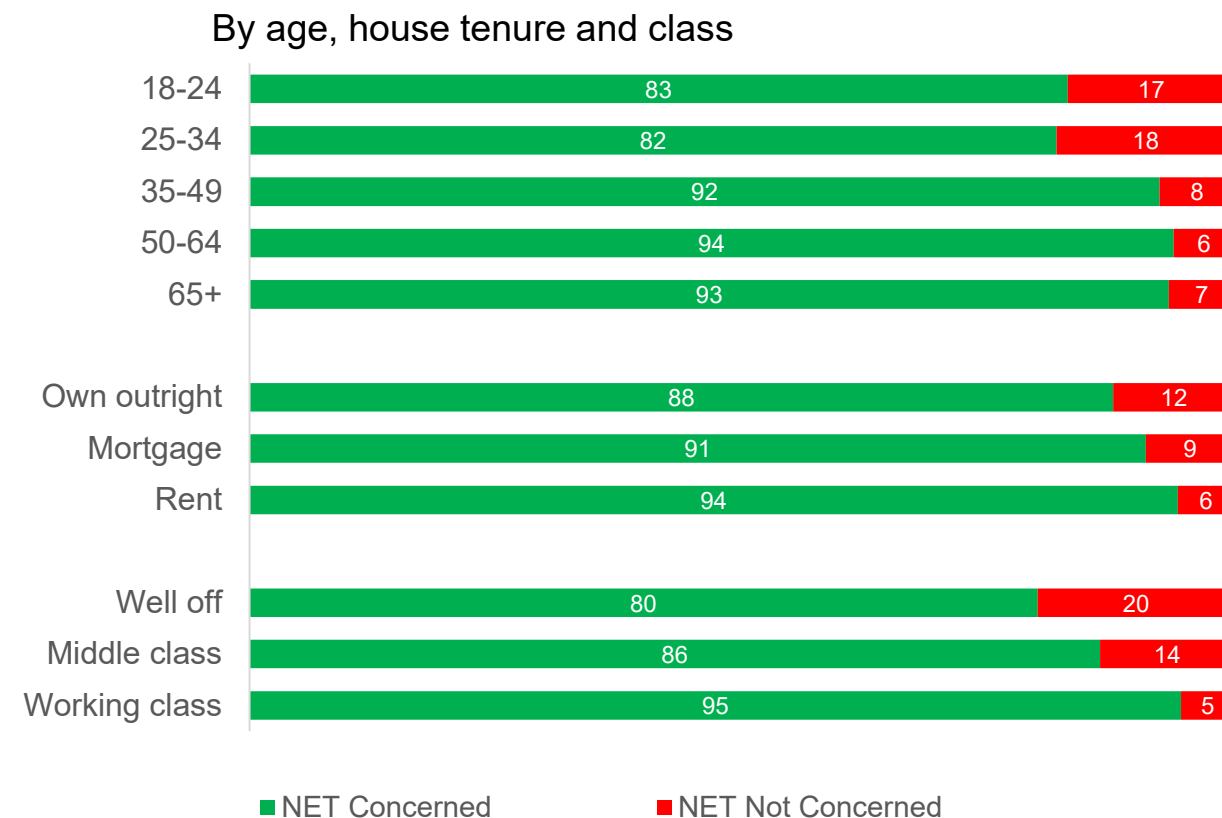


90% are concerned about rising prices in their electricity bills, including around half (53%) who are *very concerned*

What is your level of concern about rising prices on the following products? Electricity bills

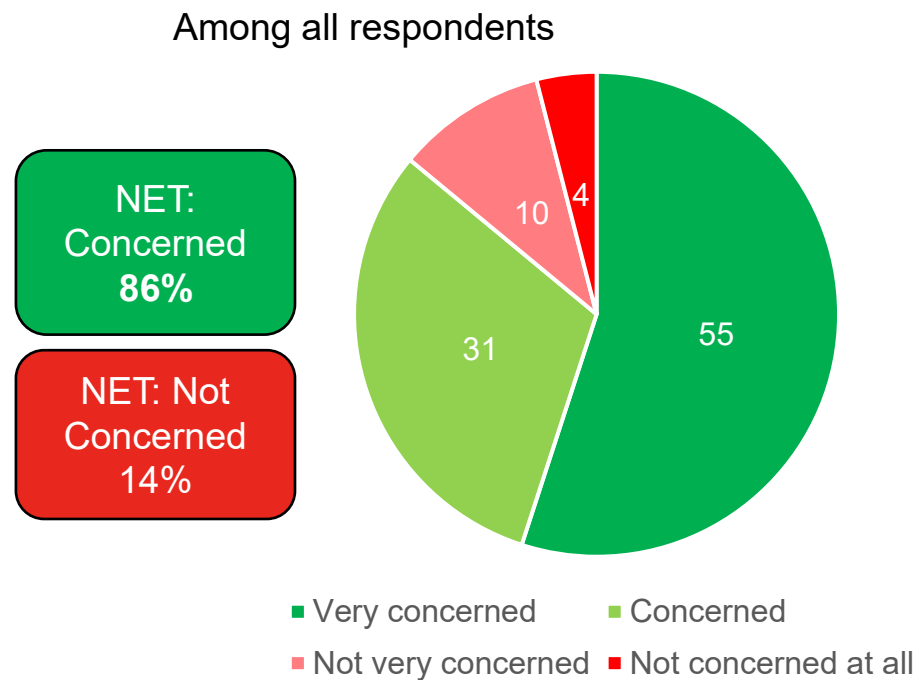


What is your level of concern about rising prices on the following products? Please select the option that best applies
Electricity bills
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

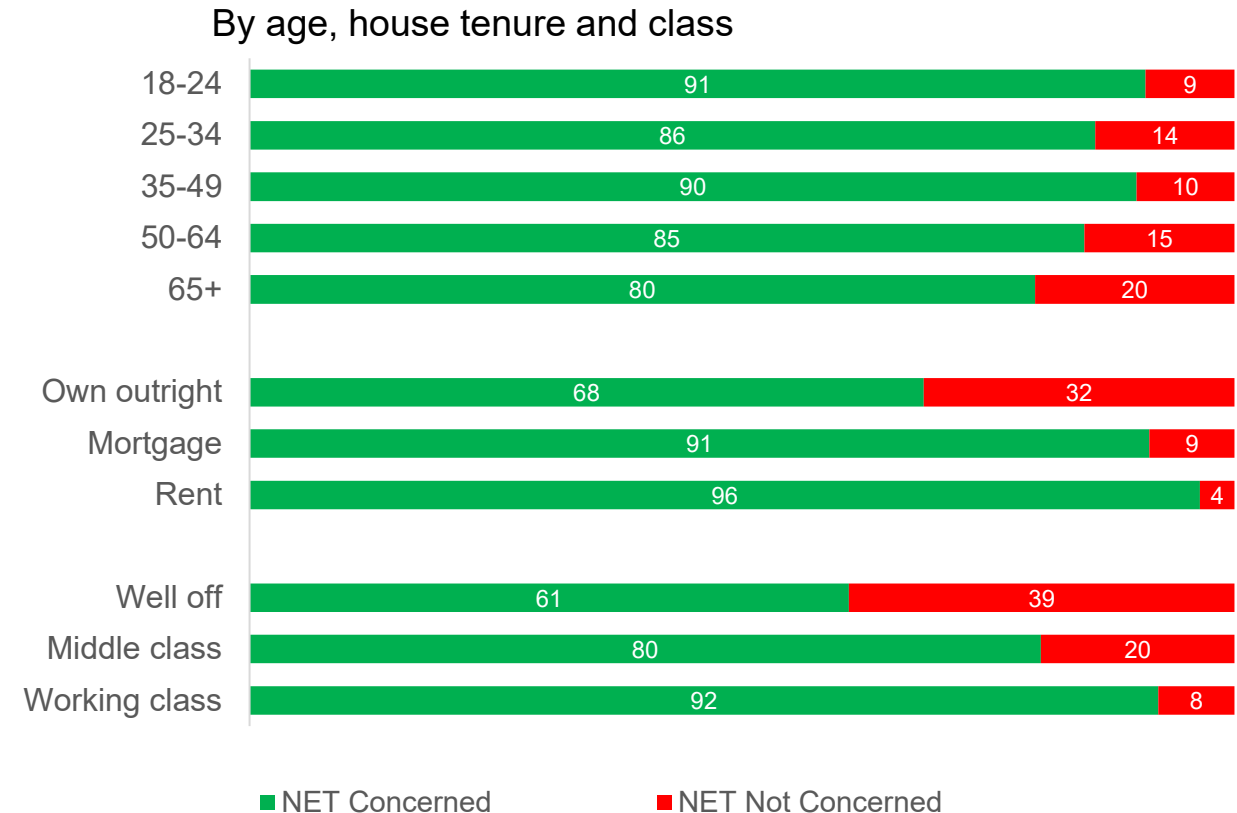


86% are concerned about rising prices of housing costs like rent and mortgage, with 55% who are *very concerned*

What is your level of concern about rising prices on the following products? Housing costs like rent and mortgage

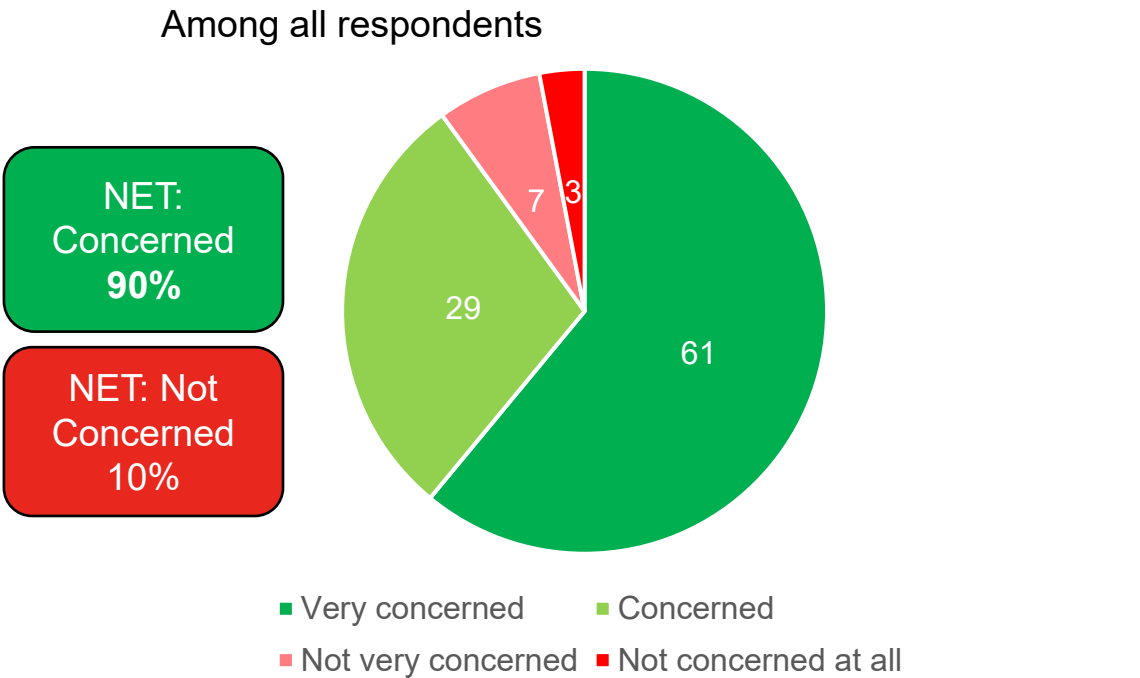


What is your level of concern about rising prices on the following products? Please select the option that best applies
Housing costs like rent and mortgage
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

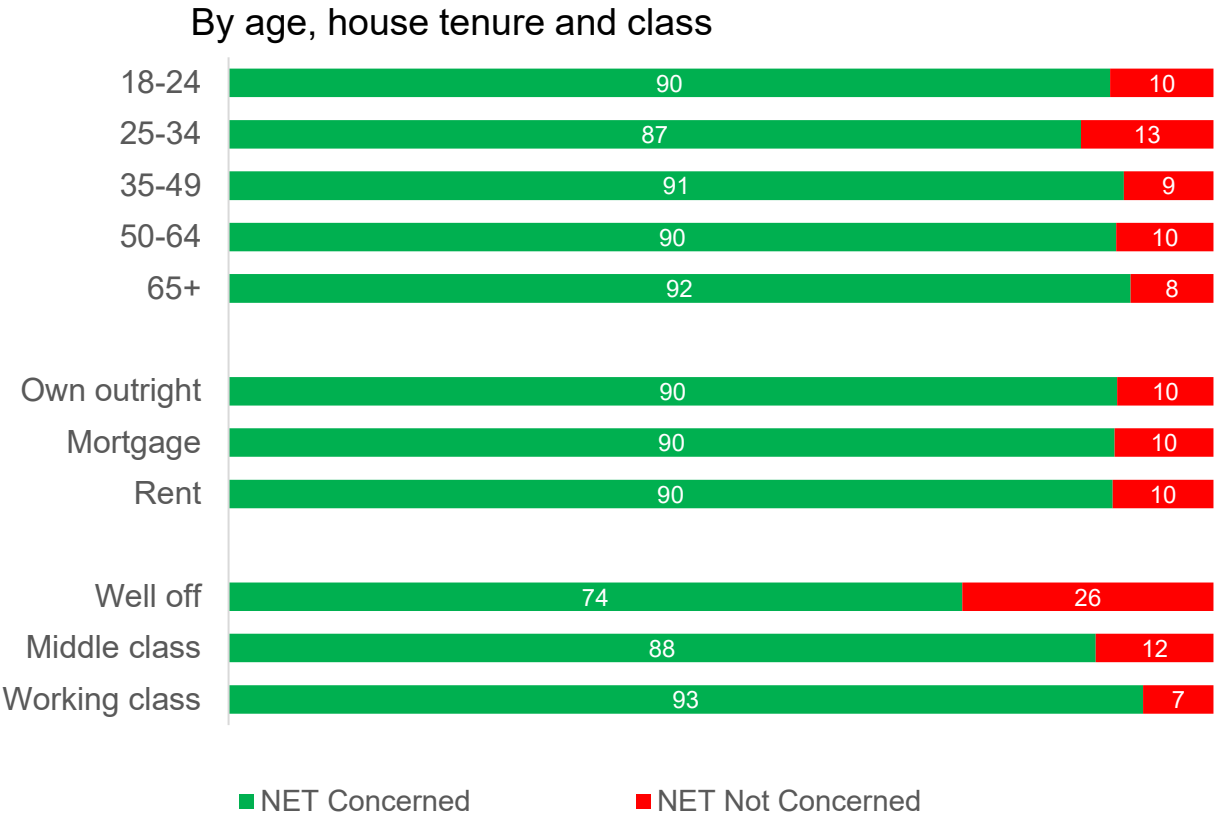


90% are concerned about rising prices of petrol, with 61% who are *very concerned*

What is your level of concern about rising prices on the following products? Petrol

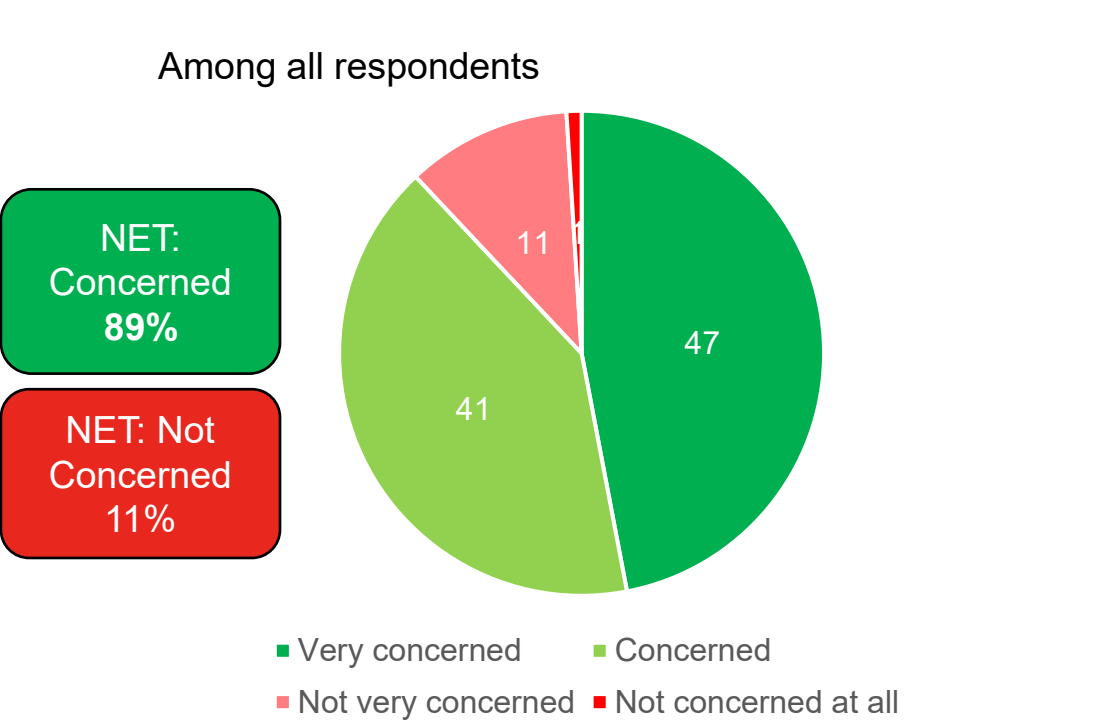


What is your level of concern about rising prices on the following products? Please select the option that best applies
Petrol
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

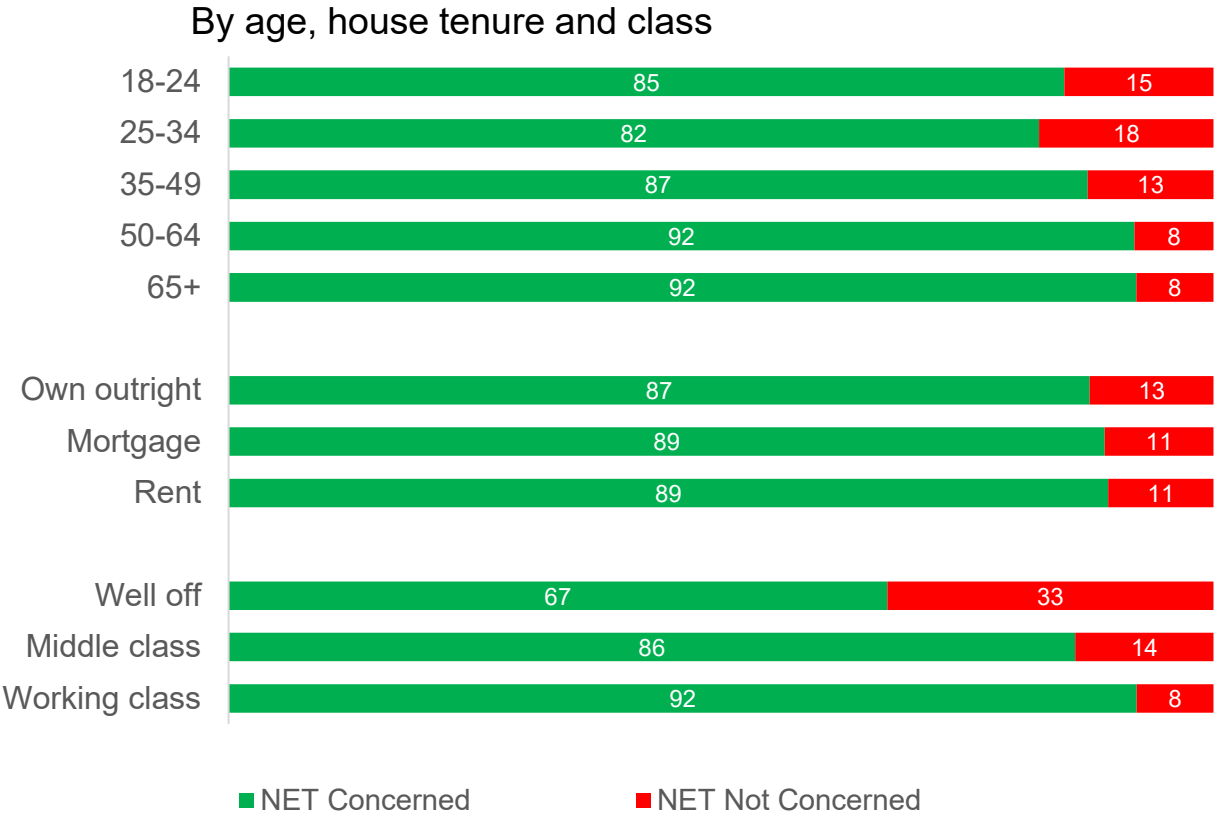


89% are concerned about rising prices of healthcare and medical treatments, with 47% who are *very concerned*

What is your level of concern about rising prices on the following products? Healthcare and medical treatments

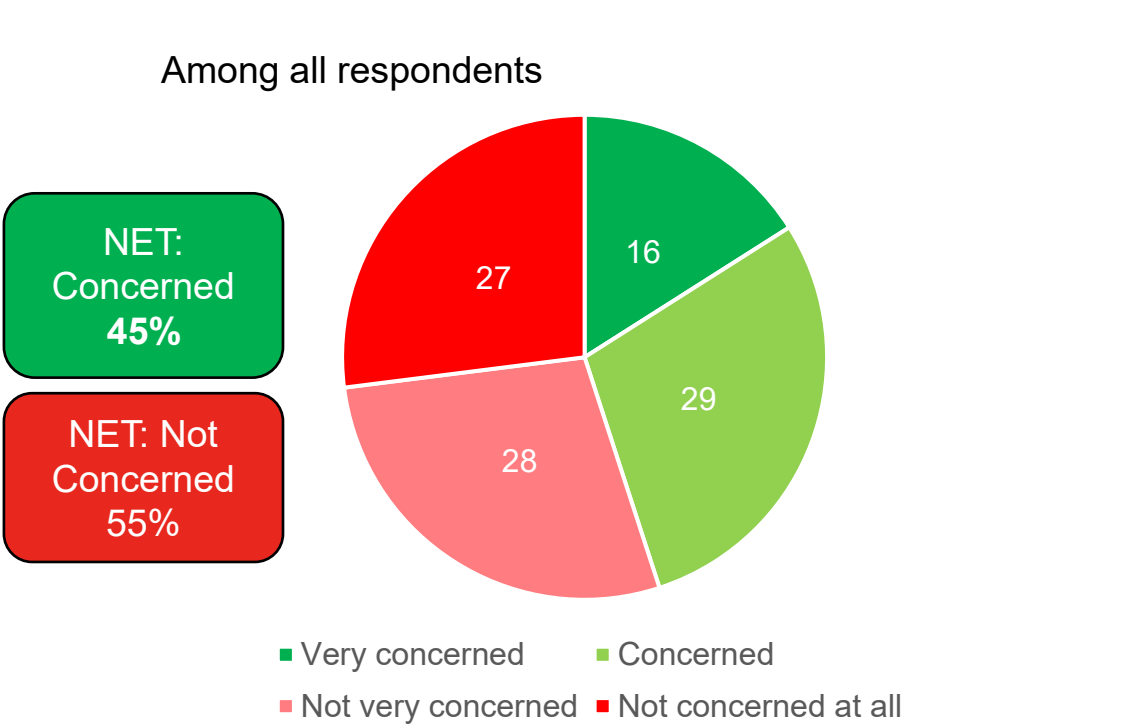


What is your level of concern about rising prices on the following products? Please select the option that best applies
Healthcare and medical treatments
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

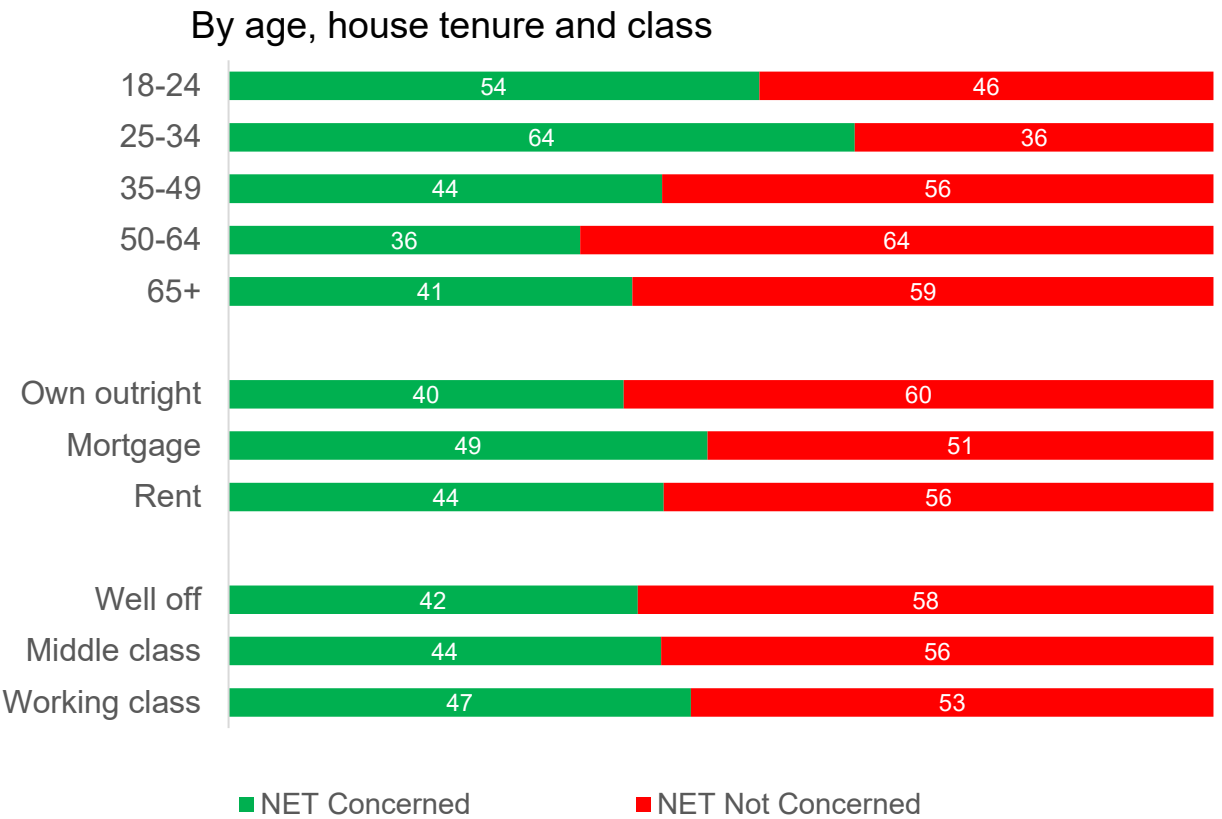


45% are concerned about the rising prices of childcare with 16% who are *very concerned*.

What is your level of concern about rising prices on the following products? Childcare

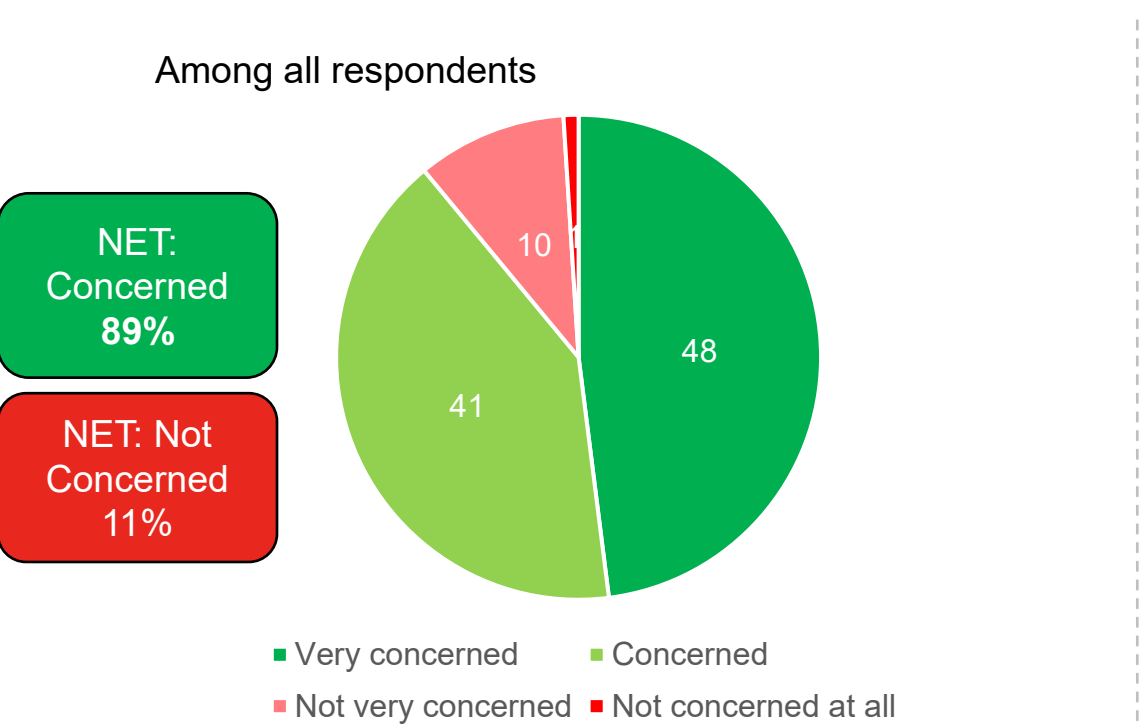


What is your level of concern about rising prices on the following products? Please select the option that best applies
Childcare
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

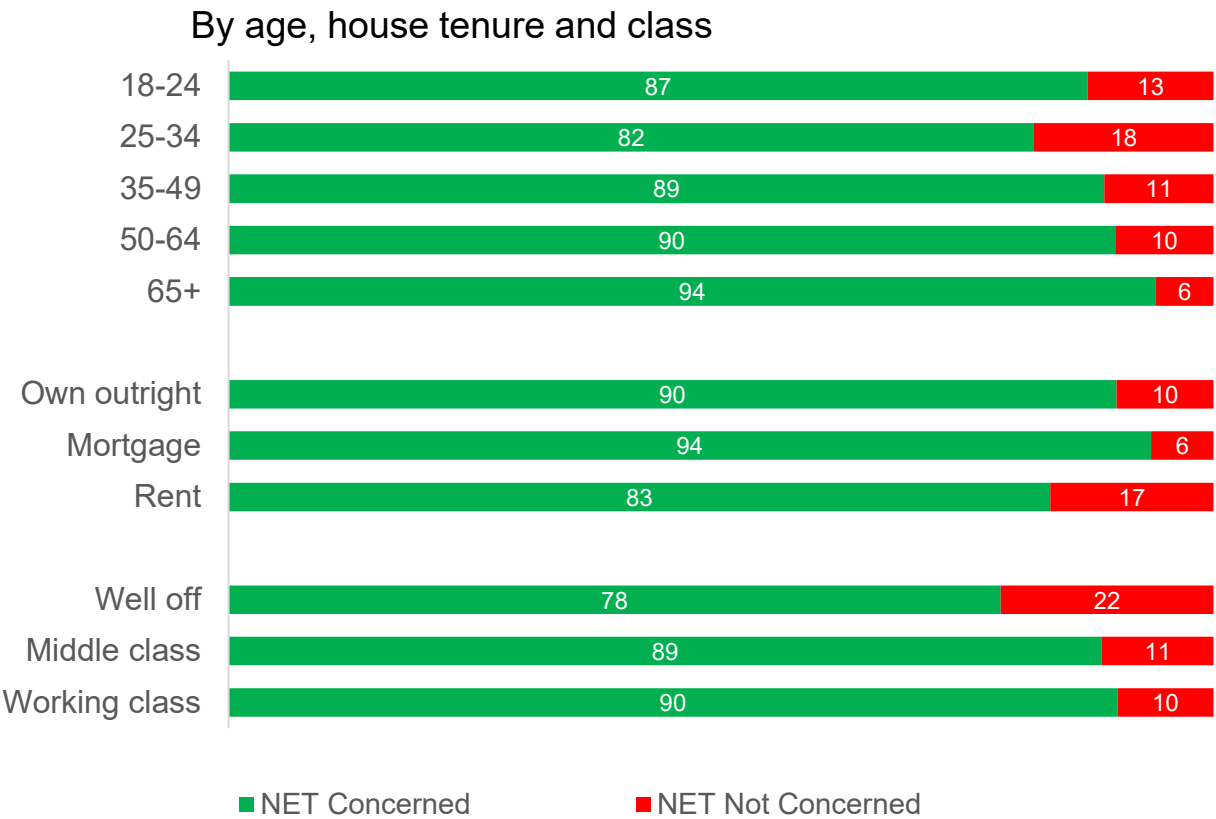


Nearly nine in ten voters are concerned about the rising prices of insurance (89%), including 48% who are *very concerned*.

What is your level of concern about rising prices on the following products? Insurance, including home, car or health

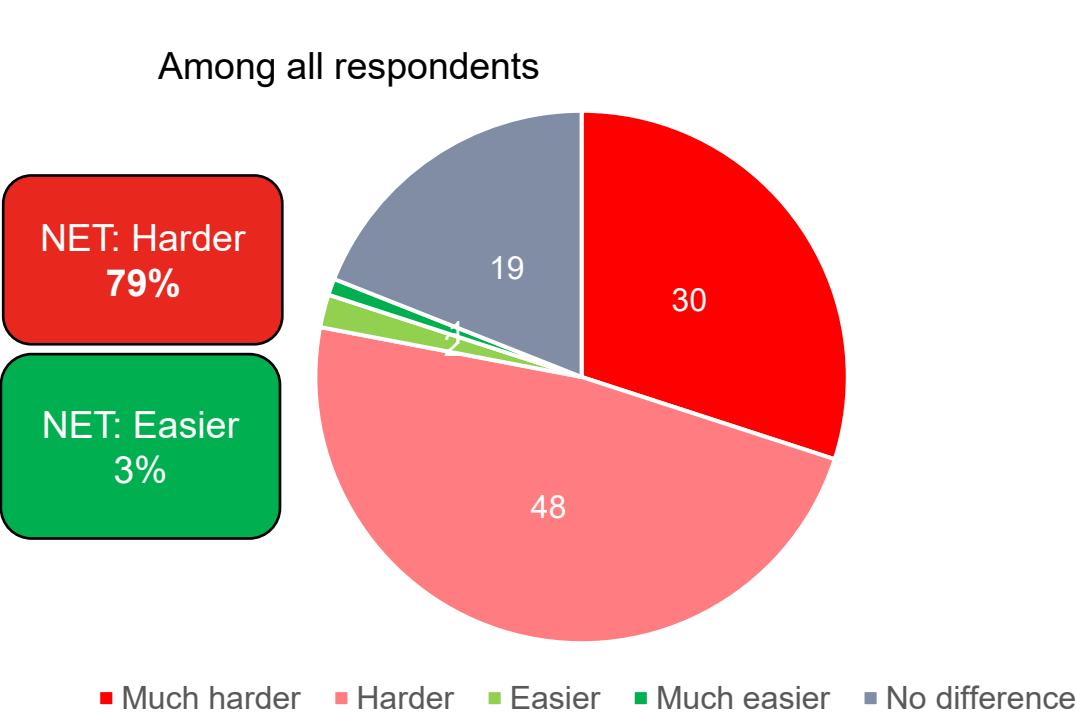


What is your level of concern about rising prices on the following products? Please select the option that best applies
Insurance, including home, car or health
NET Concerned = Very concerned + Concerned
NET Not Concerned = Not very concerned + Not concerned at all
Base: All respondents – n=1500

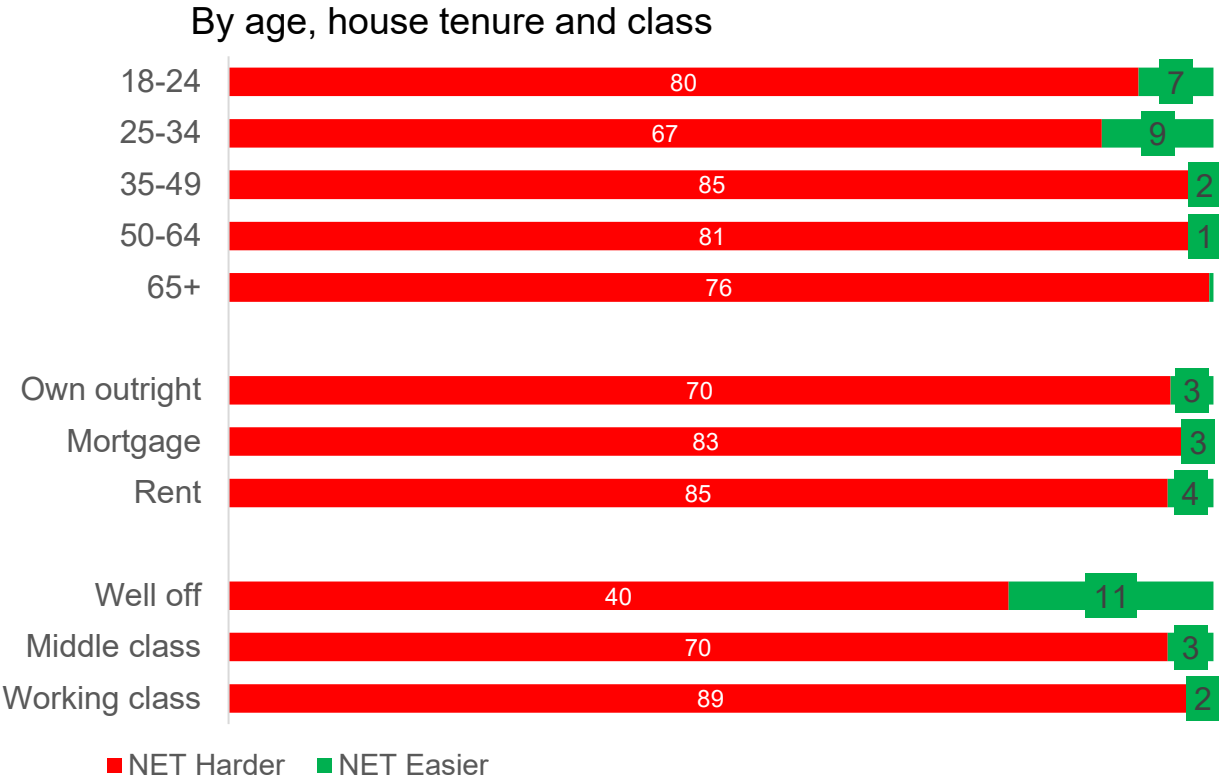


79% have found it harder to pay for food and groceries compared to 12 months ago, including 30% who find paying for food and groceries *much harder*.

Compared to 12 months ago, have you found it harder or easier to pay for food and groceries?

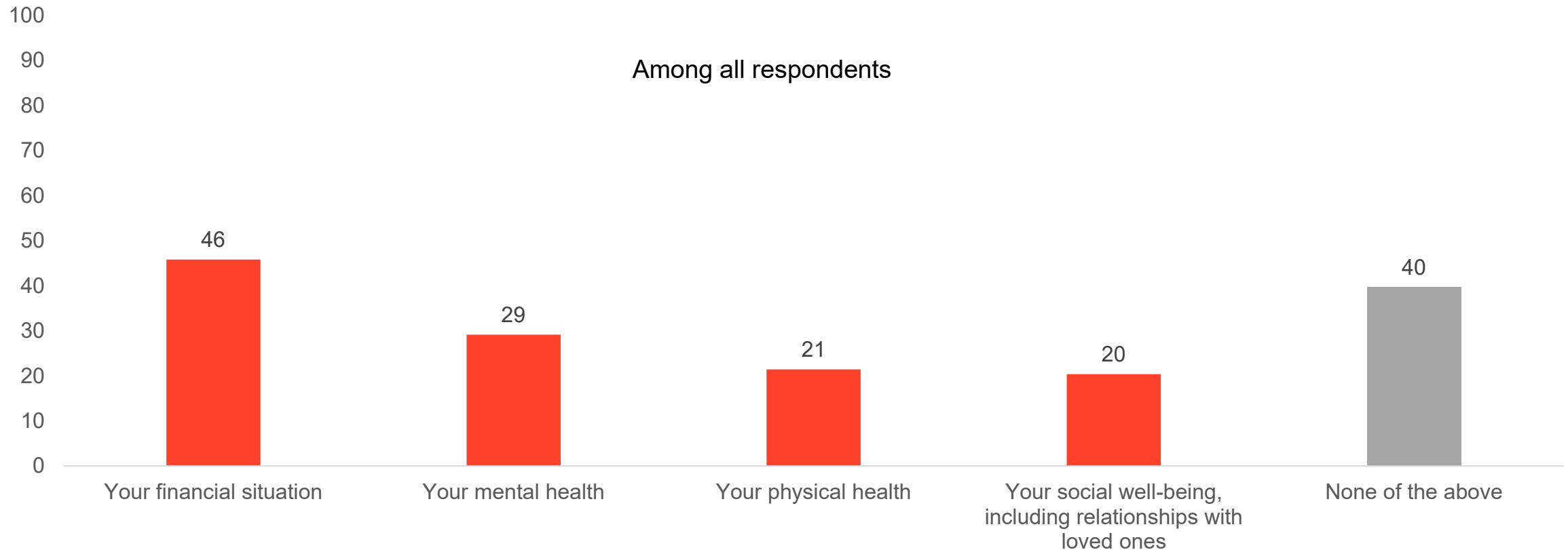


Compared to 12 months ago, have you found it harder or easier to pay for food and groceries?
NET Harder = Much harder + Harder
NET Easier = Much easier + Easier
Base: All respondents – n=1500



46% say their financial situation has suffered due to the cost of food and 29% say their mental health has suffered because of it.

In the past 12 months, has the following, if any, suffered due to the cost of food?

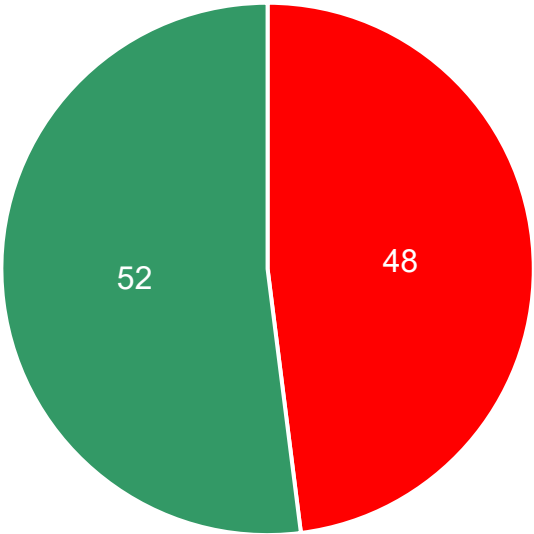


In the past 12 months, has the following, if any, suffered due to the cost of food? Please select all that apply
Base: All respondents – n=1500

48% say it is hard to ensure their household has enough nutritious food to eat, 63% of working class say it is harder

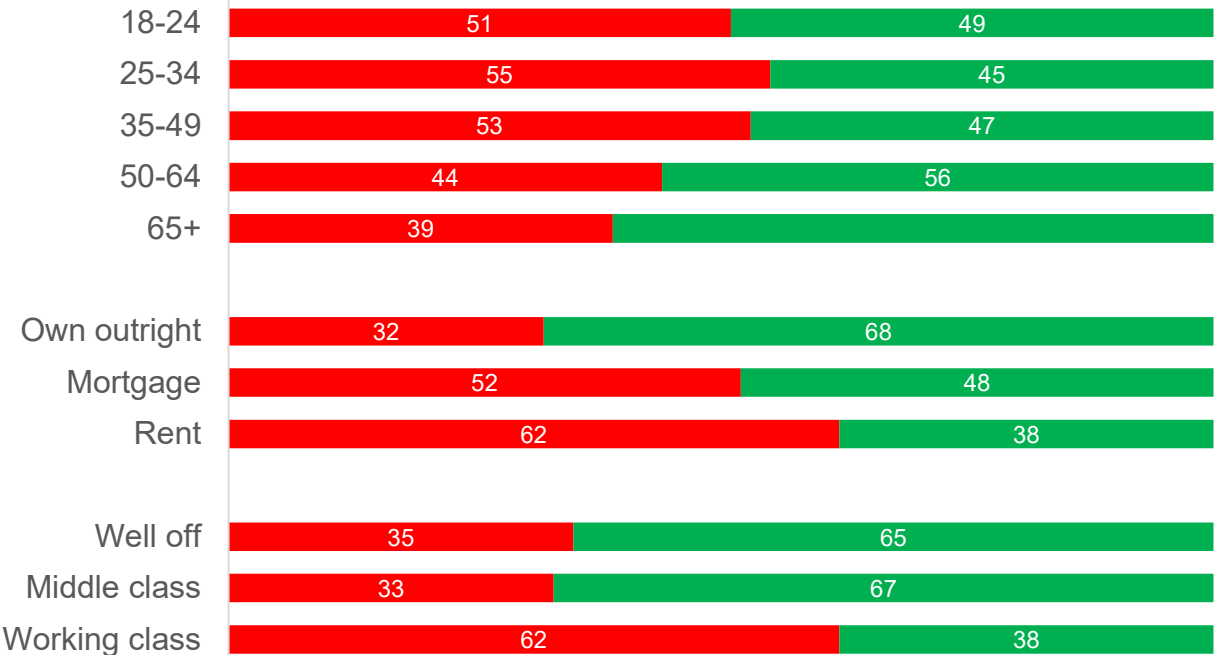
It is hard to make sure my household has enough nutritious food to eat

Among all respondents



■ Agree ■ Disagree

By age, house tenure and class



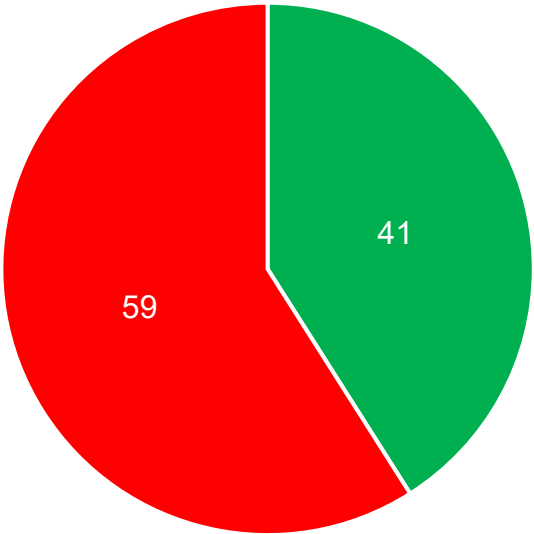
■ Agree ■ Disagree

Do you agree or disagree with the following statements? Please select the option that best applies It is hard to make sure my household has enough nutritious food to eat
Base: All respondents – n=1500

41% agree their household's diet is less nutritious than it was 12 months ago, 54% among working class voters

My household's diet is less nutritious than it was 12 months ago

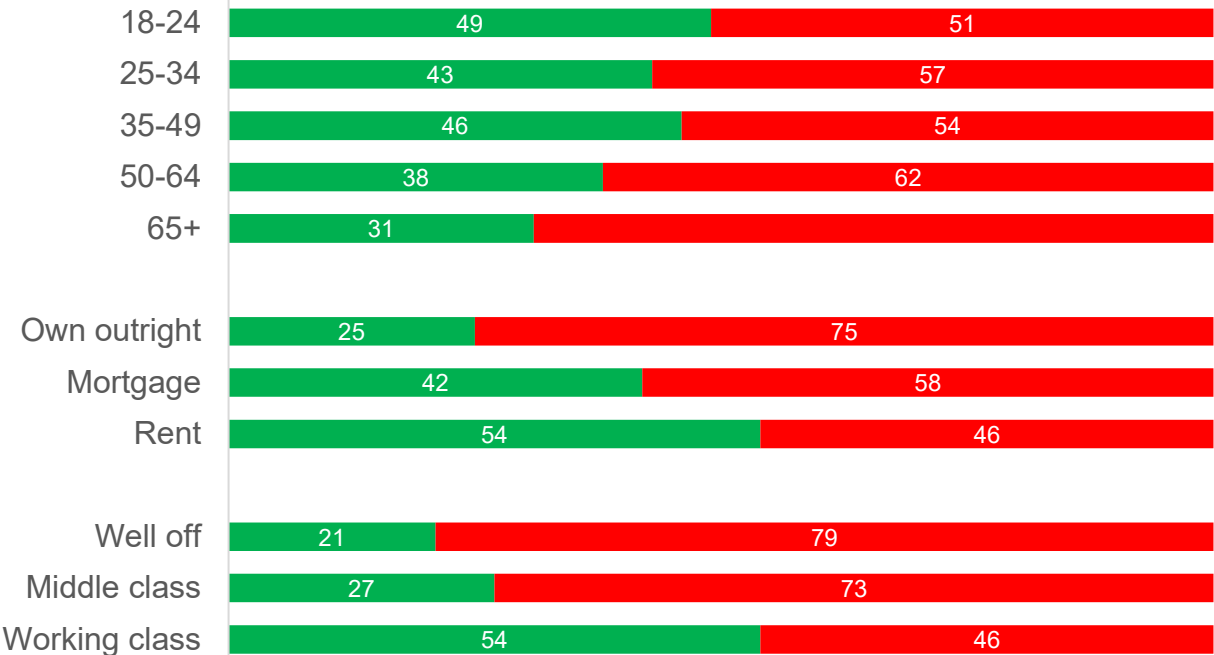
Among all respondents



■ Agree ■ Disagree

Do you agree or disagree with the following statements? Please select the option that best applies My household's diet is less nutritious than it was 12 months ago
Base: All respondents – n=1500

By age, house tenure and class

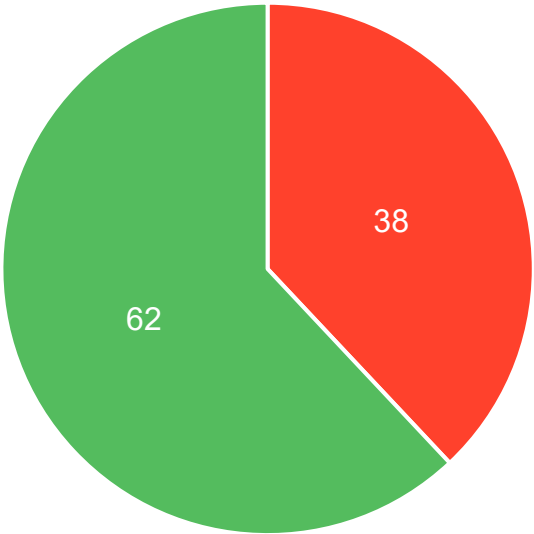


■ Agree ■ Disagree

38% say that over the past 12 months, they or another member of their household have skipped meals or eaten less, but 51% of working class voters have skipped meals

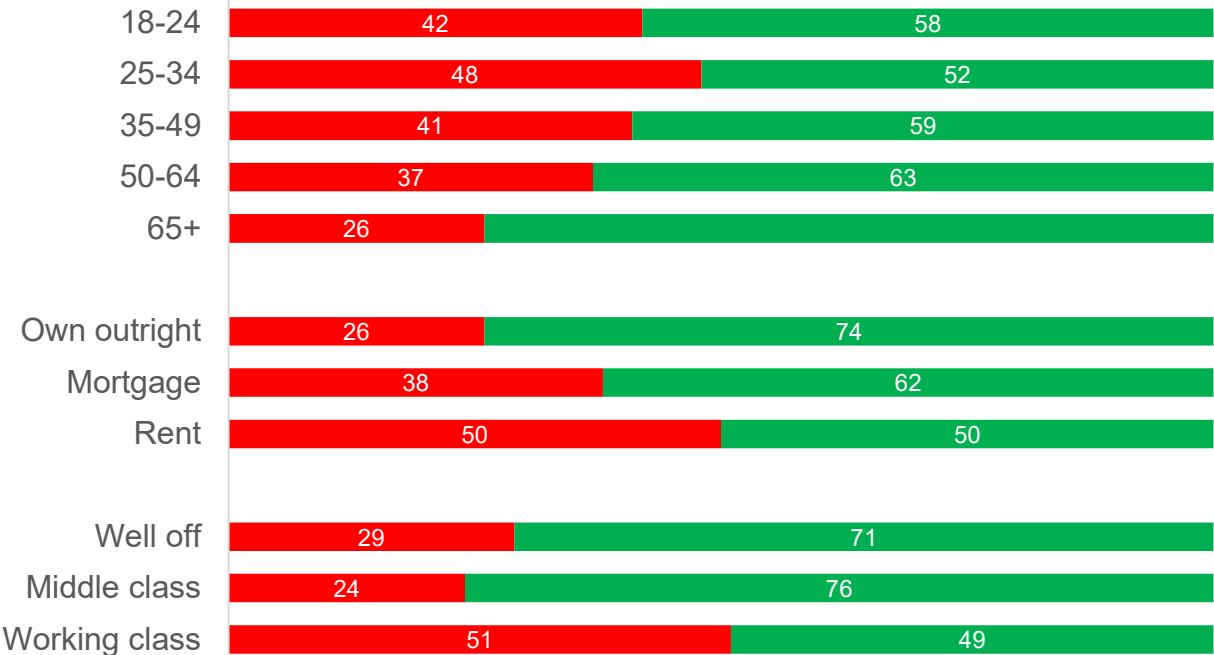
Over the past 12 months, I or other members of my household have skipped meals or eaten less

Among all respondents



■ Agree ■ Disagree

By age, house tenure and class



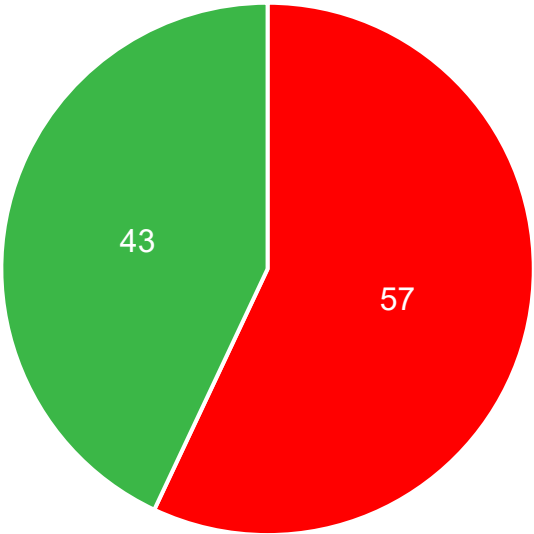
■ Agree ■ Disagree

Do you agree or disagree with the following statements? Please select the option that best applies Over the past 12 months, I or other members of my household have skipped meals or eaten less
Base: All respondents – n=1500

57% say it has become more difficult or more stressful to socialize with friends or family, 68% among working class

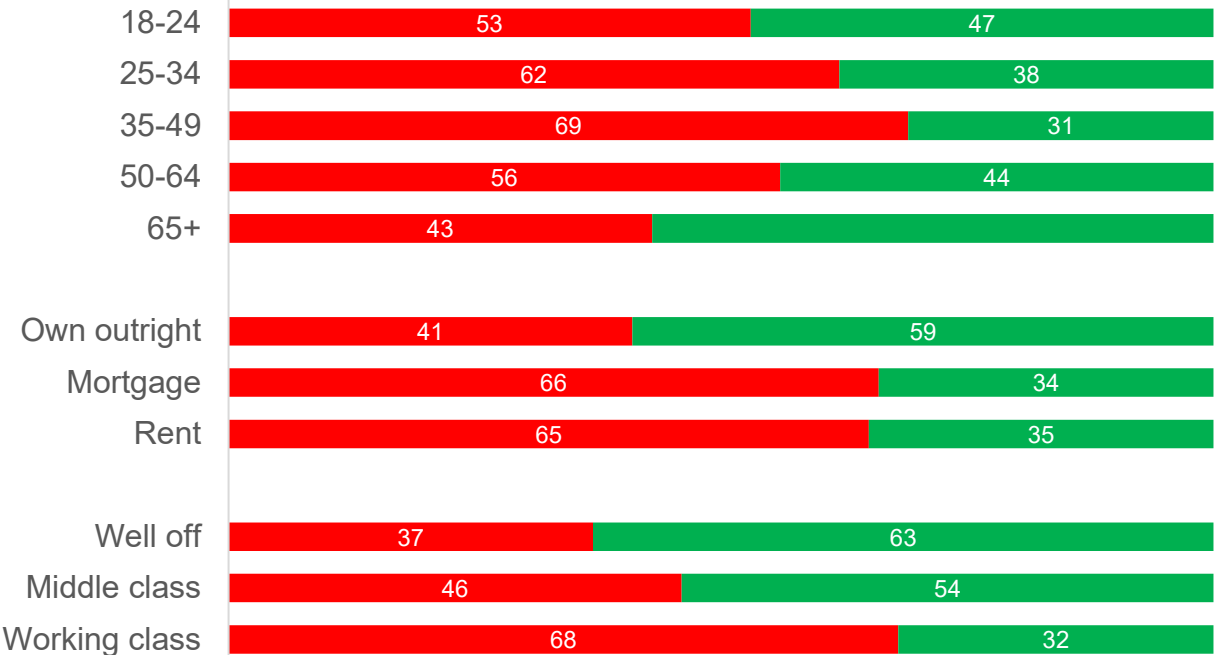
It is more difficult or more stressful to socialise with friends or family

Among all respondents



■ Agree ■ Disagree

By age, house tenure and class

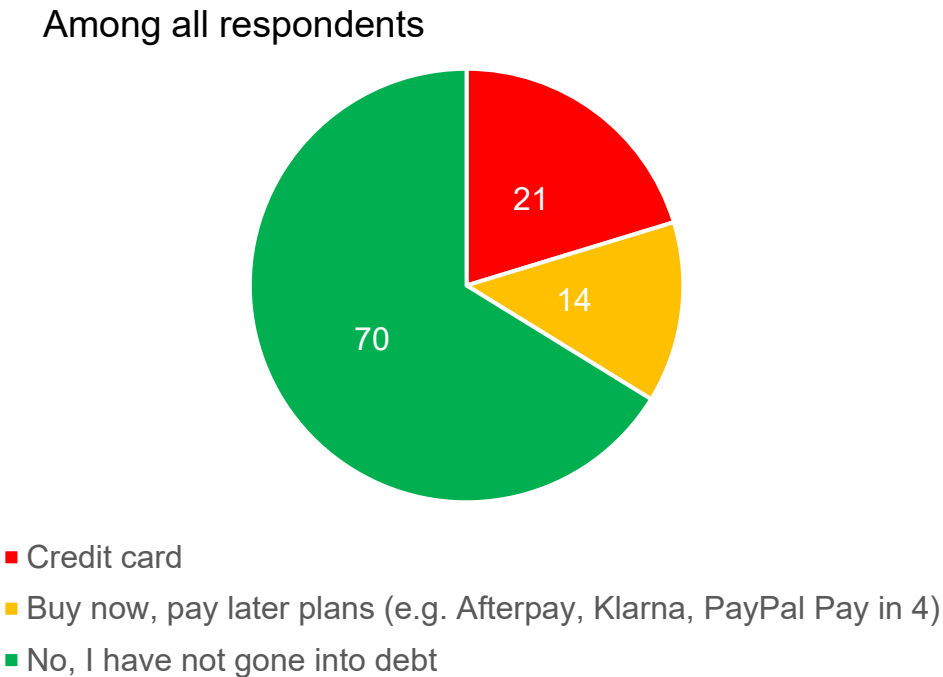


■ Agree ■ Disagree

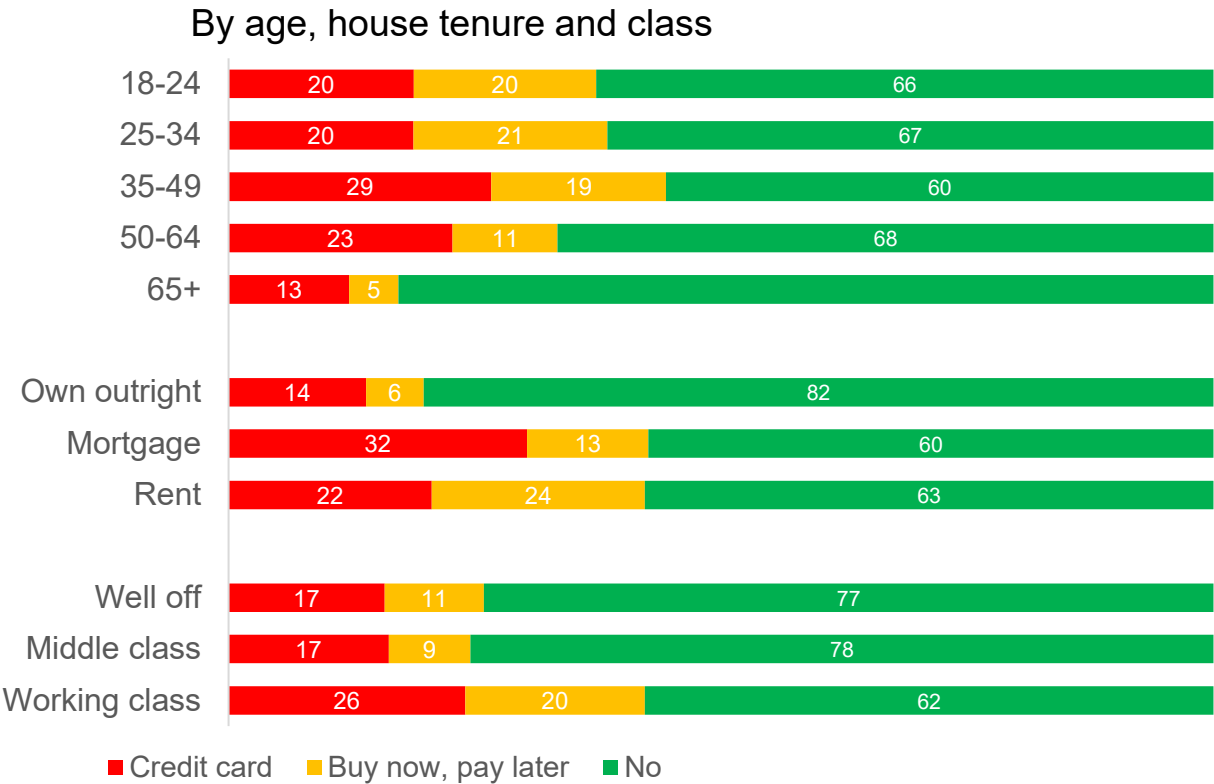
Do you agree or disagree with the following statements? Please select the option that best applies It is more difficult or more stressful to socialise with friends or family
Base: All respondents – n=1500

35% have gone into debt to buy food, 21% using credit card, 14% using a buy now, pay later plan. 45% of working class voters have gone into debt for food.

In the past twelve months, have you gone into debt to buy food using any of the following

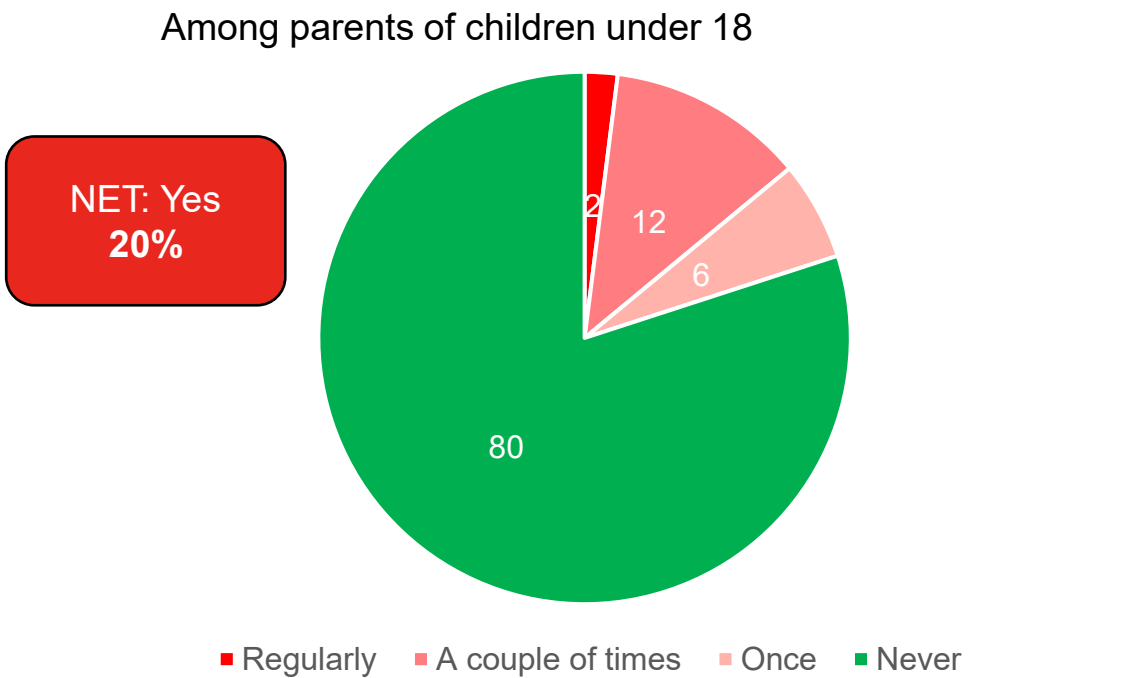


In the past twelve months, have you gone into debt to buy food using any of the following
Base: All respondents – n=1500

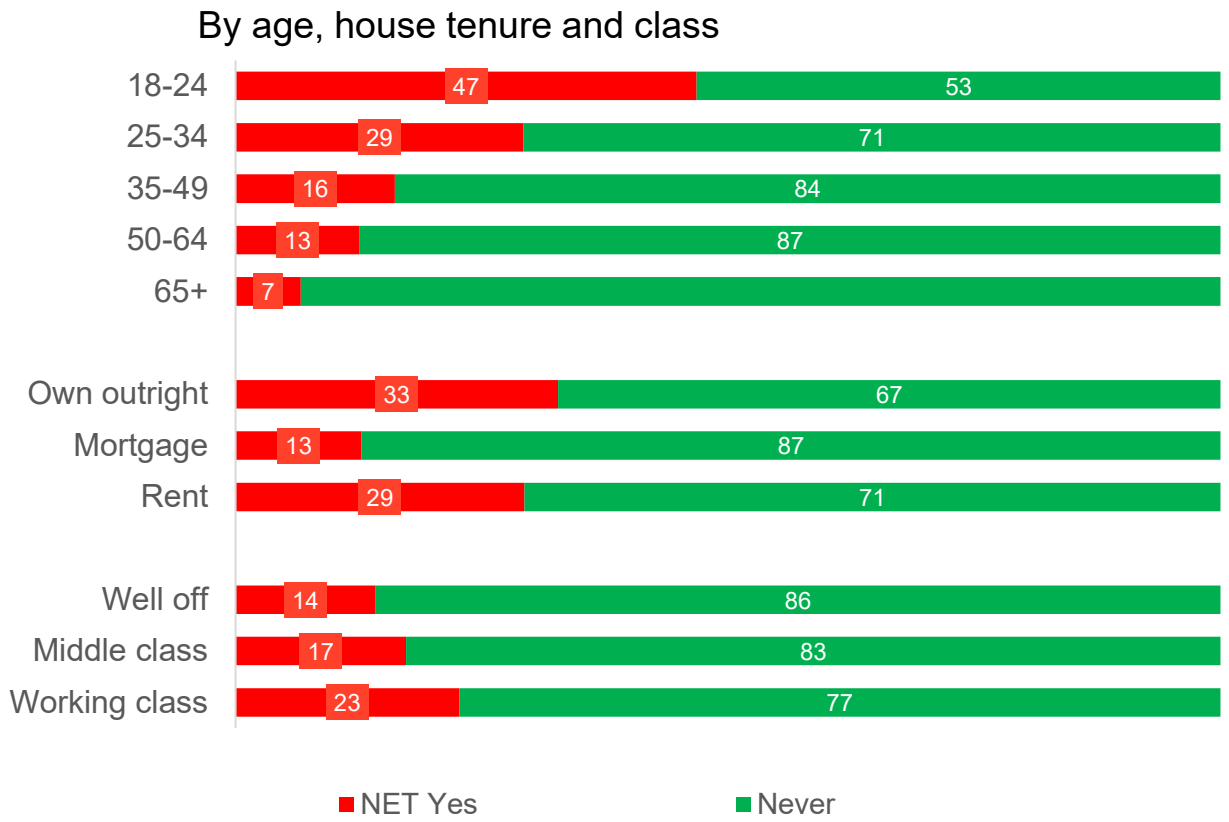


20% of parents have sent their child to school without enough to eat, including 23% of working class parents.

In the last 12 months how frequently or infrequently has your child gone to school without lunch or with less food than usual due to the cost of food?

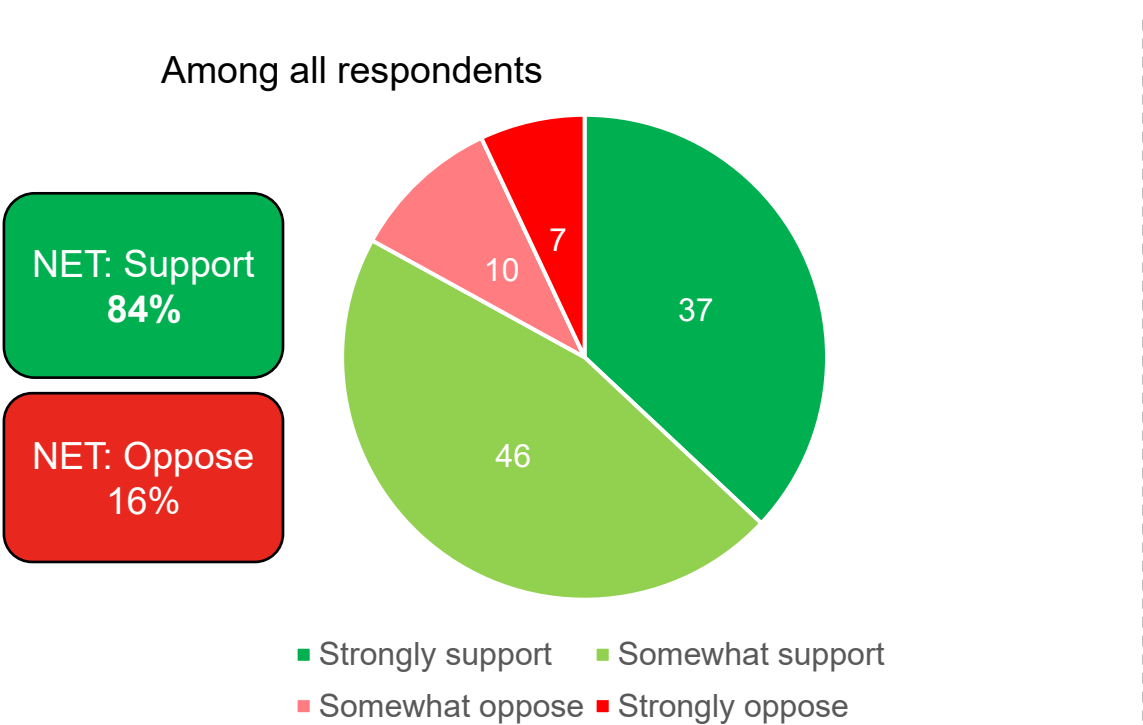


In the last 12 months how frequently or infrequently has your child gone to school without lunch or with less food than usual due to the cost of food?
NET Yes = Regularly + A couple of times + Once
Base: All respondents – n=1500



84% support publicly owned supermarkets being tried in Australia, including 37% who *strongly support* this idea.

Would you support or oppose publicly owned supermarkets being tried in Australia?



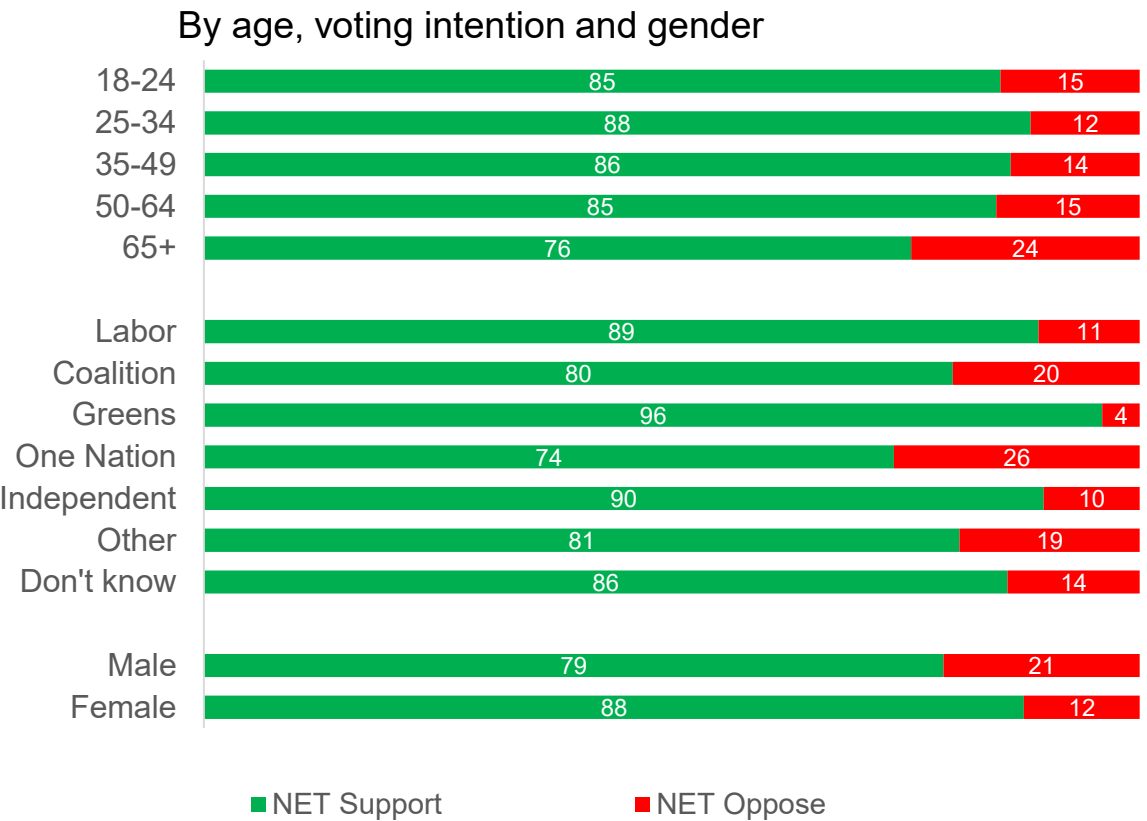
The Mayor of New York is establishing publicly owned supermarkets to bring down the cost of groceries by cutting out the profit. These stores will be fully owned by the New York government rather than a private entity or corporation

Would you support or oppose publicly owned supermarkets being tried in Australia?

NET Support = Strongly support + Somewhat support

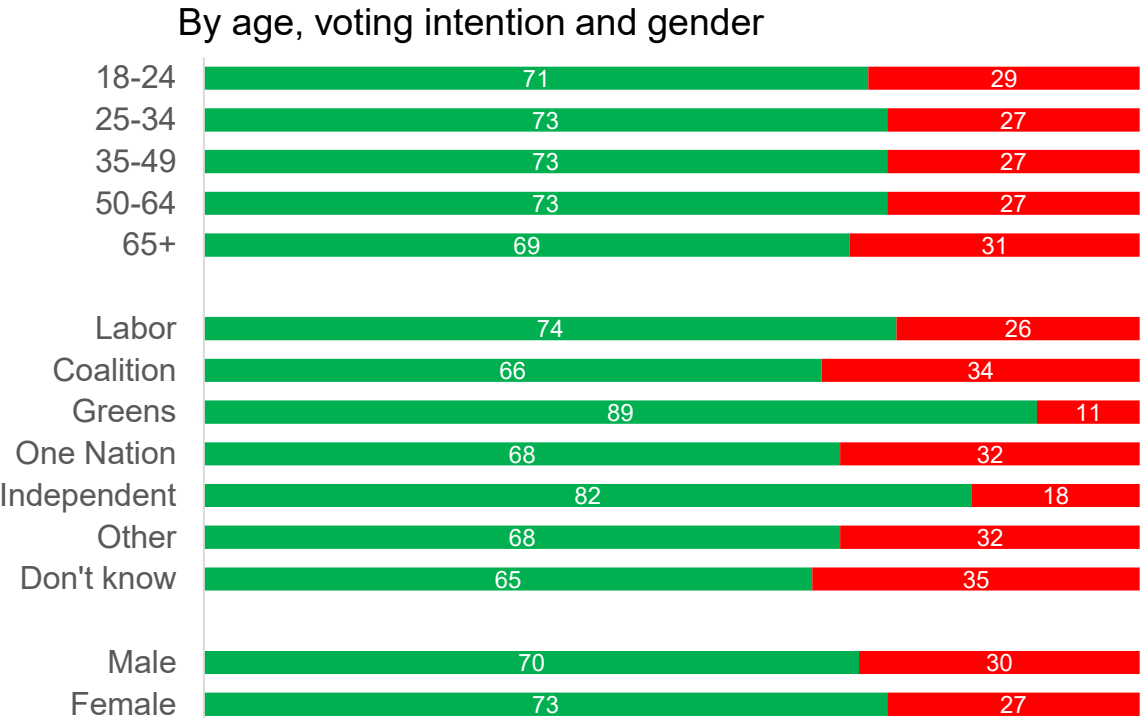
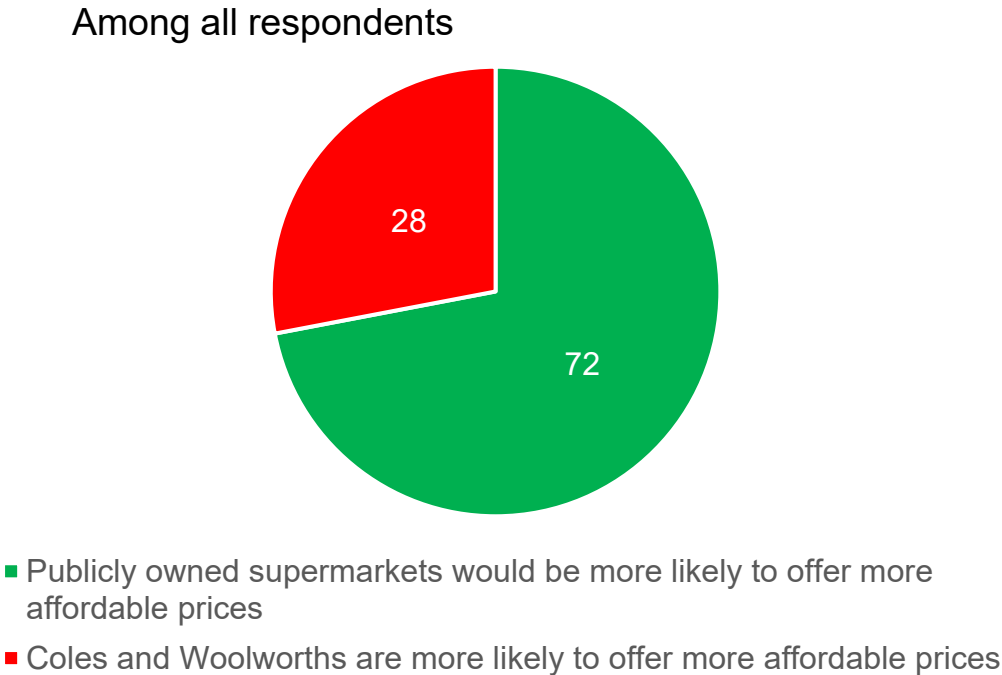
NET Oppose = Strongly oppose + Somewhat oppose

Base: All respondents – n=1500



72% say that publicly owned supermarkets would be more likely to offer more affordable prices.

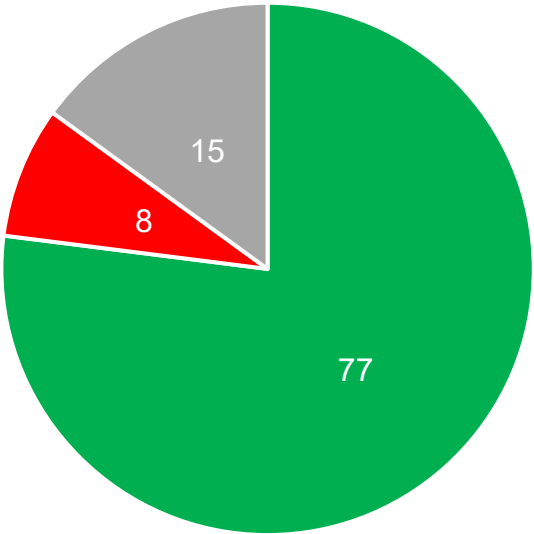
Which of the following is closest to your view



77% agree that Coles and Woolworths are driving up the price of groceries and food to make extra profit.

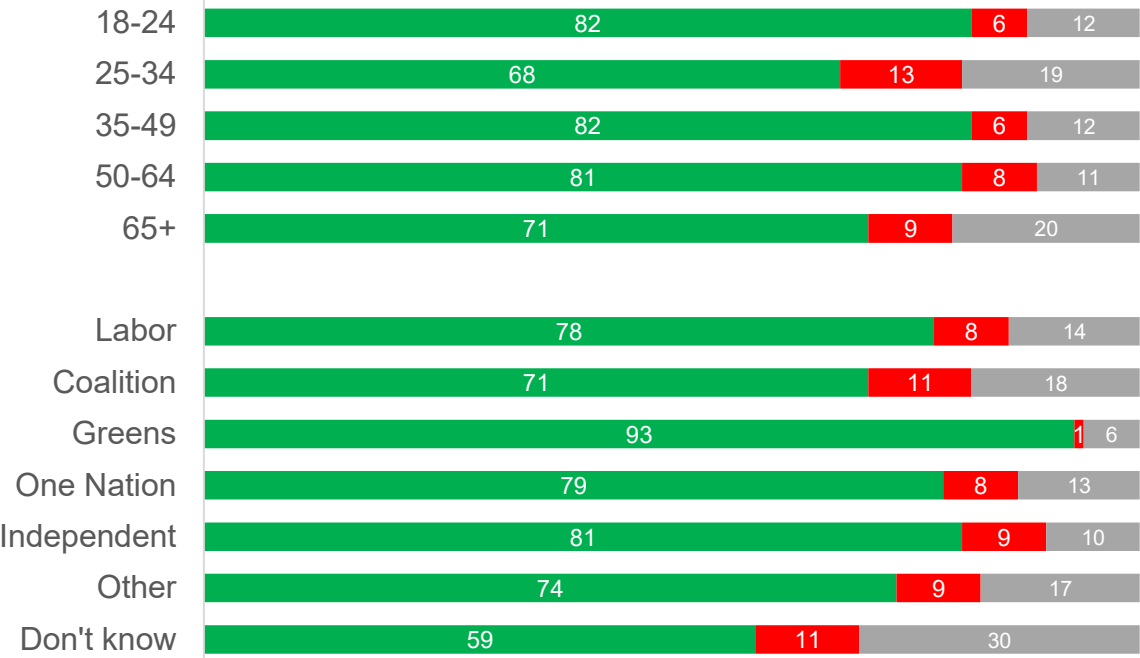
Do you agree or disagree that Coles and Woolworths are driving up the price of groceries and food to make extra profit?

Among all respondents



■ Yes ■ No ■ Not sure

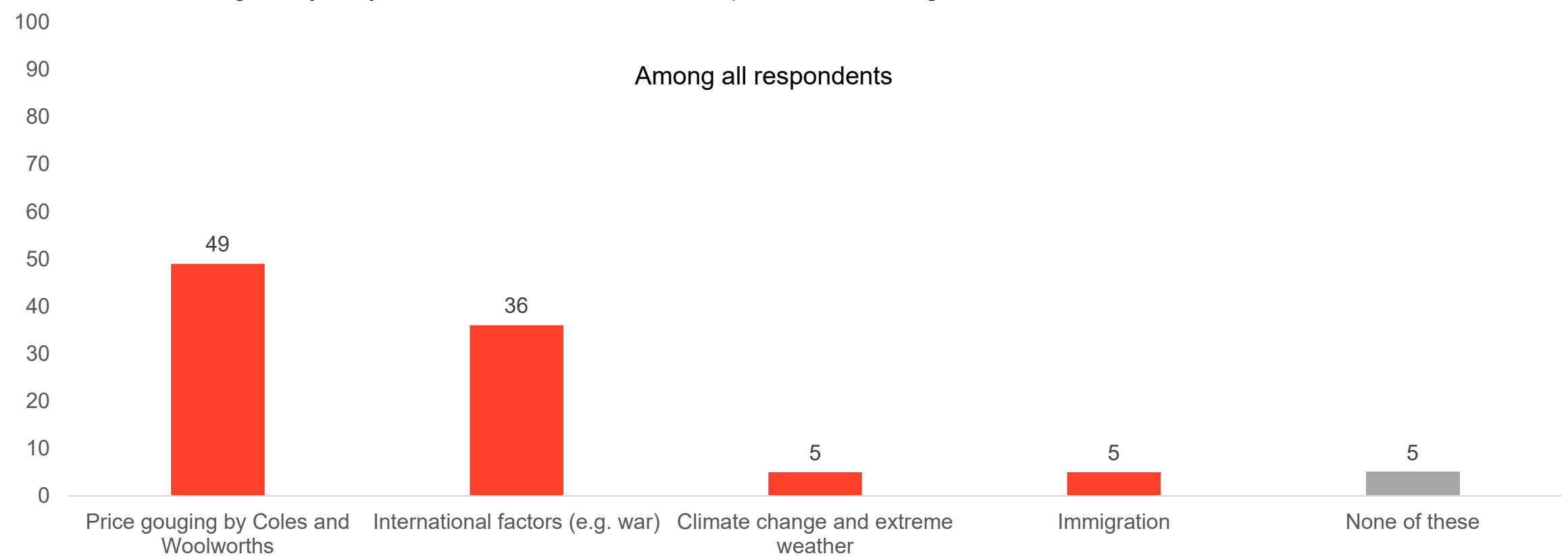
By age, voting intention and gender



Do you agree or disagree that Coles and Woolworths are driving up the price of groceries and food to make extra profit?
Base: All respondents – n=1500

49% say that price gouging by Coles and Woolworths is the main reason why the price of food and groceries has increased over the last 12 months.

Which of the following, if any, do you think is the main reason the price of food and groceries has increased over the last 12 months?

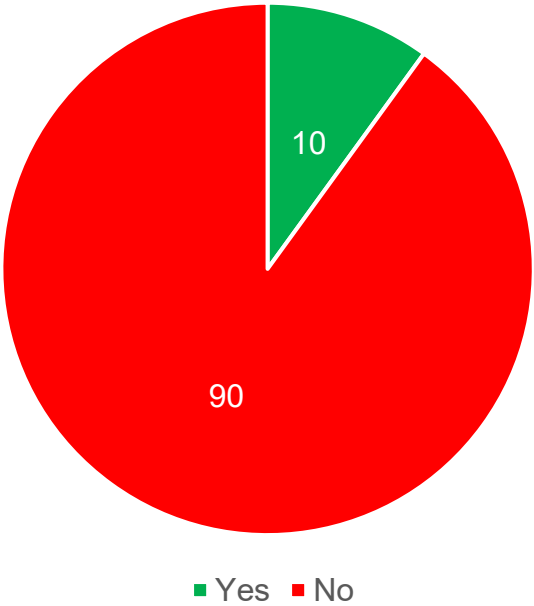


Which of the following, if any, do you think is the main reason the price of food and groceries has increased over the last 12 months?
Base: All respondents – n=1500

90% have not noticed any improvement in the cost of groceries since the Federal Government's anti-price gouging laws came into effect.

On July 1, the Federal Government's anti-price gouging laws came into effect. Have you noticed any improvement in the cost of groceries at the supermarket?

Among all respondents



By age, voting intention and gender

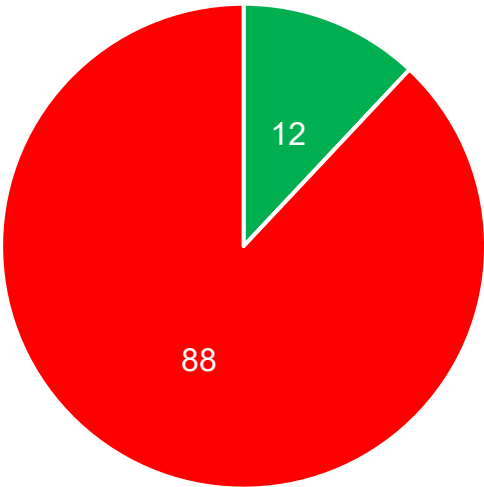


On July 1, the Federal Government's anti-price gouging laws came into effect. Have you noticed any improvement in the cost of groceries at the supermarket?
Base: All respondents – n=1500

88% think the Federal Government could do a lot more to reduce the price of food and groceries.

The Federal Government...

Among all respondents



- Has done all it can to reduce the price of food and groceries
- Could do a lot more to reduce the price of food and groceries

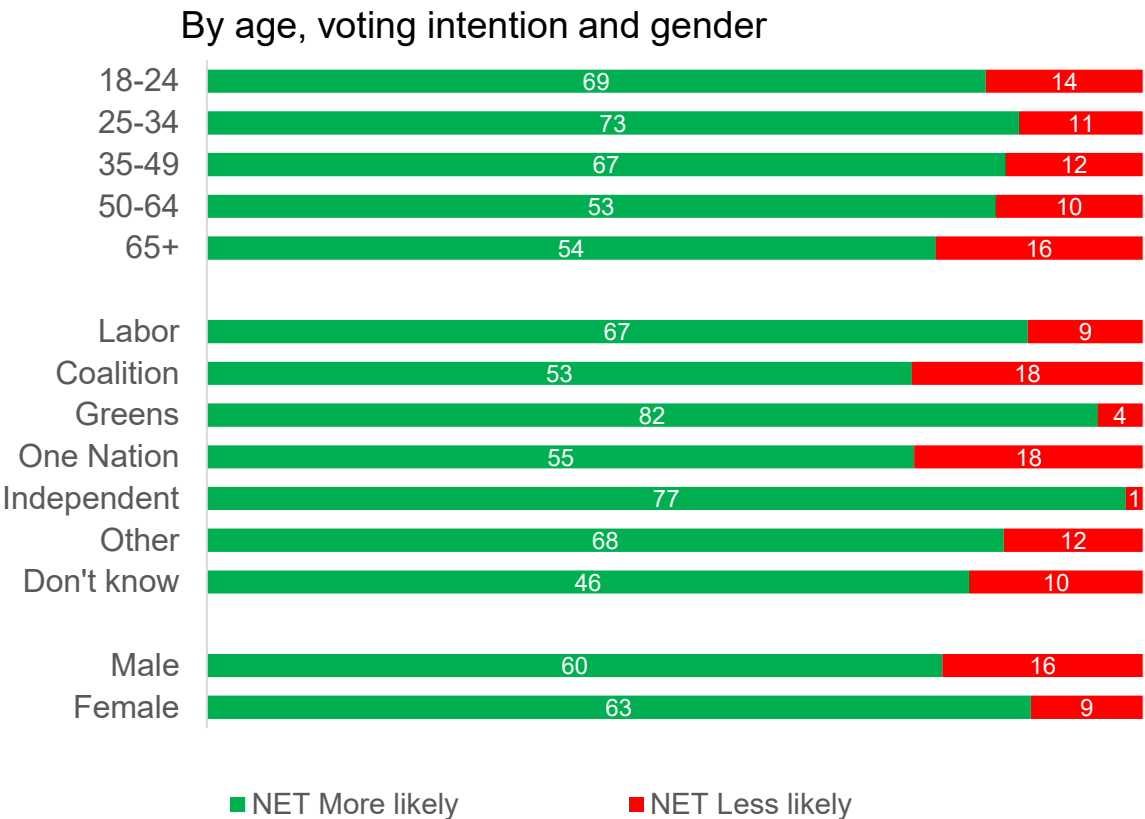
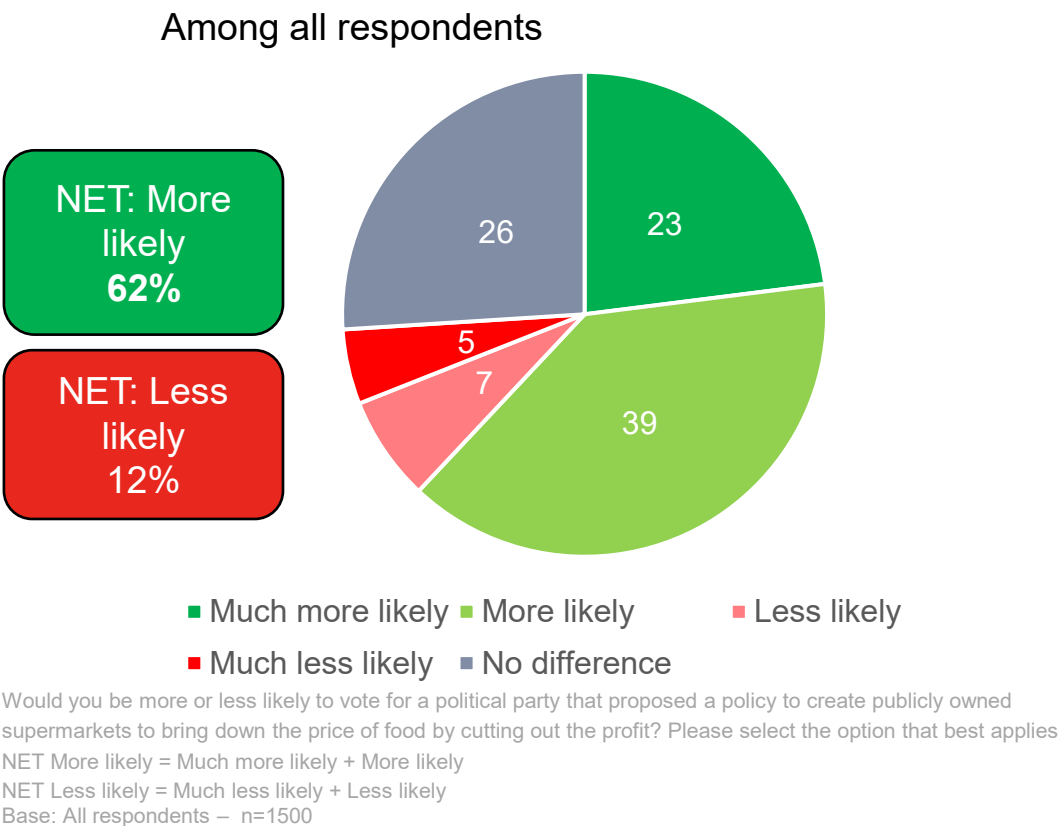
By age, voting intention and gender



Which of the following is closest to your view? The Federal Government...
Base: All respondents – n=1500

62% say more likely to vote for a political party that proposed creating publicly owned supermarkets, including voters of all parties

Would you be more or less likely to vote for a political party that proposed a policy to create publicly owned supermarkets to bring down the price of food by cutting out the profit?



Thank you

For more information contact Paul Smith, Director of Public Data at paul.smith@yougov.com

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