

Cyrenians

Research results
March 2022

Background

A post-campaign online survey sent to a sample across the core geographical area of Cyrenians, served through the ScotPulse research panel

Six questions were asked – five closed and one open question. They covered awareness, knowledge and recall of Cyrenians, the likelihood to support charities, and how participants were dealing with the rise in cost of living and food bills

The survey area = All Edinburgh & Lothian EH postcodes, plus selected Central region FK and Border TD postcodes.

Results are weighted to population, by age within gender

Fieldwork took place from 18th-22nd March 2022

There were 1,178 completed responses

Key Findings

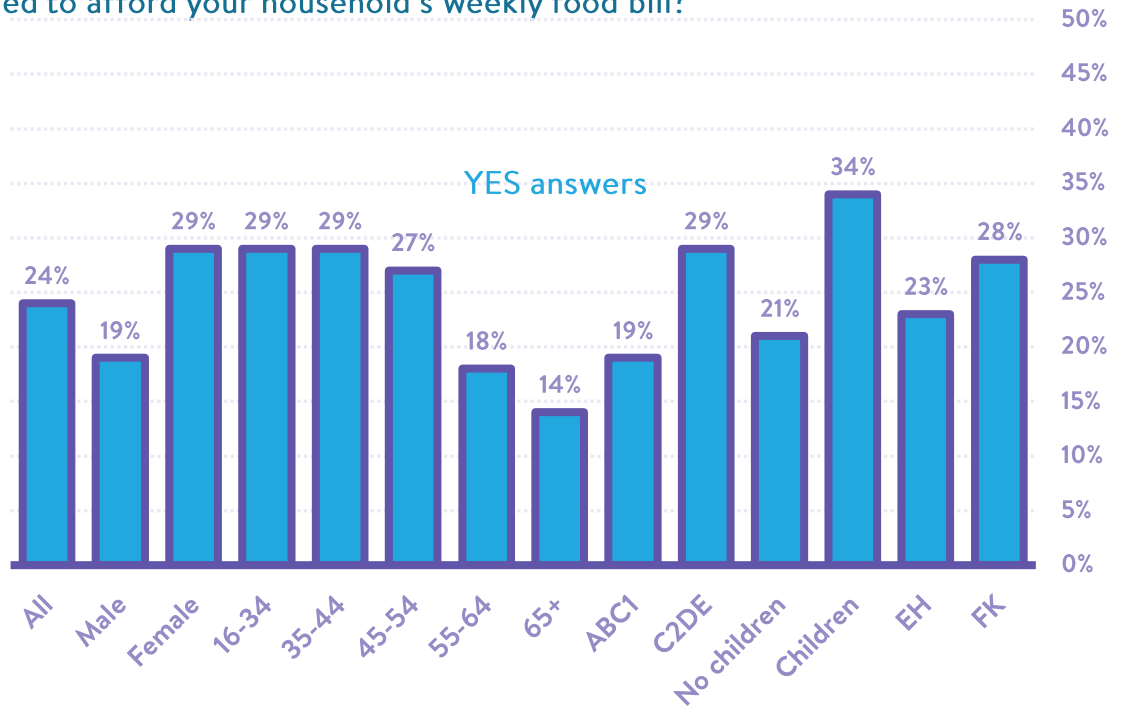
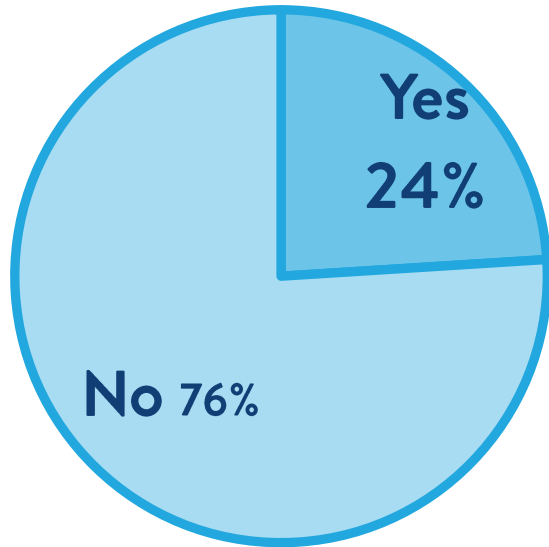
Food shopping costs:

- Almost one quarter of respondents have struggled to afford their household's weekly food bill recently
- This number is significantly higher for respondents who have children, females, C2DEs and those in younger age categories
- 40% of respondents are eating out less and changing to cheaper brand product types to help manage their food costs recently
- Other popular options including buying a budget shop (29%), skipping meals/reducing portions (19%) and using credit cards to cover costs (13%)
- One in three respondents are not using any of the strategies mentioned to manage their food bill

Results

Weekly food bill

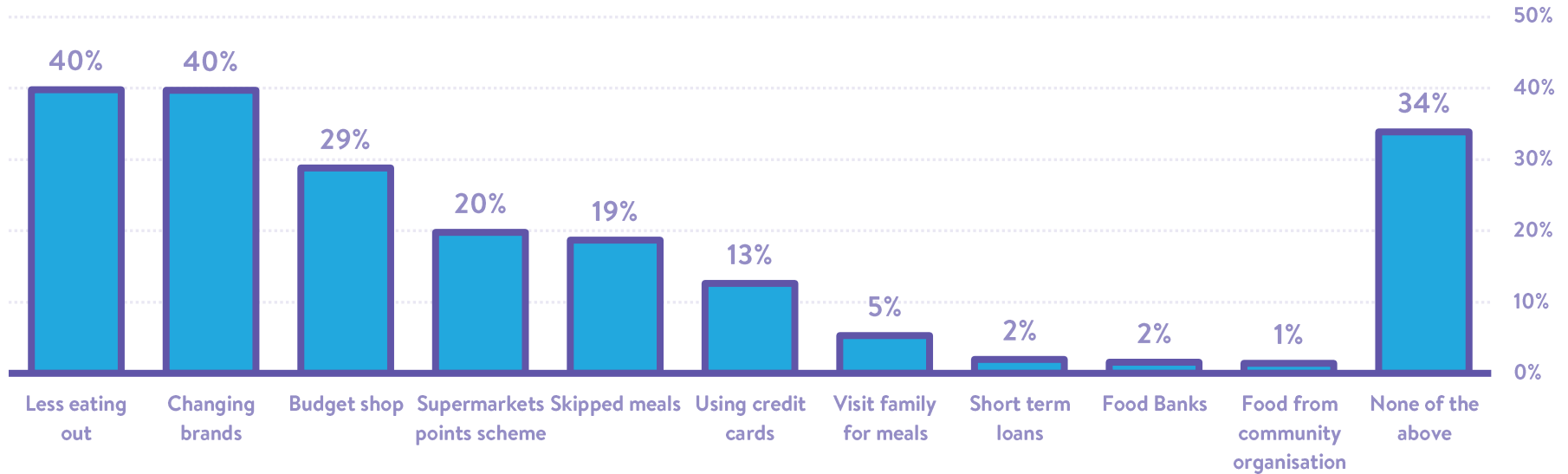
Q5. In the last three months have you struggled to afford your household's weekly food bill?



- Almost one quarter of respondents have struggled to afford their household's weekly food bill recently.
- This number is significantly higher for respondents who have children, females, C2DEs and those in younger age categories.

Managing food costs

Q6. Which, if any of the following strategies have you used to help manage food costs in the last month?



- 40% of respondents are eating out less and changing to cheaper brands to help manage food costs recently.
- Other popular options including buying a budget shop (29%), using supermarket points schemes (20%), skipping meals/reducing portions (19%) and using credit cards to cover costs (13%).
- 1 in 3 respondents have not used any of the above strategies to help manage food costs over the past 3 months.

Sample

Unweighted sample summary

Total	1,178	100%
Gender		
Male	494	42%
Female	684	58%
Age		
16-34	110	9%
35-44	122	10%
45-54	198	17%
55-64	366	31%
65+	382	32%
Social grade		
ABC1	705	60%
C2DE	464	40%
Household size		
1 person	258	22%
2 person	543	46%
3 person	181	15%
4+ persons	196	17%
Presence of children		
no children	984	84%
children	194	16%
Area		
Edinburgh EH	977	83%
Falkirk FK	189	16%
Borders TD	12	1%

Fieldwork: 18th-22nd March 2022

Results were weighted to reflect the Scottish adult population by gender and age

A core aim was to deliver 1,000+ responses in the selected area

There were 1,178 completed responses, with 83% of the total in the EH postcodes

Full data tables are provided alongside this document

ScotPulse



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