No Kid Hungry New York | April 2022

KEY FINDINGS

A poll from Change Research of 617 adults in New York City conducted April 20-26, 2022[1] shows:
- Many New Yorkers faced hunger in the past 12 months due to lack of money or other resources.
    - A quarter (27%) say there was at least one time when they were hungry but did not eat.
    - Nearly half (46%) of respondents say there was at least one time when they were unable to eat healthy and nutritious food. This includes a majority (58%) of respondents with a child or children in New York City's public school system.
- Nearly a third (31%) of New Yorkers report that they struggle to buy groceries or pay their bills due to lack of money or other resources.
- Two-thirds (67%) say they would be somewhat or very worried about their ability to buy groceries or pay bills if faced with the unexpected loss of two weeks' income.
    - Respondents living with at least one child in NYC's public schools and lower-income respondents are especially worried about their ability to cover essential expenses if they found themselves in this situation.
- 62% of respondents say it has become harder to afford groceries for their household compared to before the COVID-19 pandemic.
- An overwhelming majority (85%) agree that ending childhood hunger should be a top priority for elected officials in New York, including 67% who *strongly* agree.
- Expanding school-based meal programs is a popular policy (87% support, including 72% *strongly* support) that would help address the childhood hunger crisis in New York City.

---

[1] *Using its Dynamic Online Sampling Engine to obtain a sample reflective of the adult population in New York City, Change Research polled 617 people citywide from April 20-26, 2022. The margin of error is 5.0%. Post-stratification weighting was performed on age, race/ethnicity, sex, education, and zip code. Weighting parameters were based on US Census data.*

Are you:
44%   Male
55   Female
1   Other

In what year were you born?
25%   18 to 34
26   35 to 49
24   50 to 64
24   65 or older

In what ZIP code do you currently live?
32%   Brooklyn
25   Queens
21   Manhattan
16   Bronx
6   Staten Island

What is your race?
34%   White / Caucasian
27   Hispanic or Latino/a
25   Black or African American
10   Asian / Pacific Islander
0   American Indian or Alaska Native
3   Other

What is the highest level of education you have completed?
21%   High school diploma or less
41   Some college, but no degree
16   Associate's degree, or two-year college degree
12   Bachelor's degree, or four-year college degree
10   Graduate degree

Are you currently registered to vote in New York City?
93%   Yes
6%   No
1%   Not sure

How many children under 18 do you have living at home?
70%   0
14   1
10   2
3   3
3   4 or more

[IF CHILDREN AT HOME > 0] Do you have a child under 18 who attends a public school or public charter school in New York City?
74%   Yes
26   No

Select all that apply. During the last 12 months, was there a time when, because of lack of money or other resources:

46%   You were unable to eat healthy and nutritious food

43   You ate only a few kinds of foods

39   You were worried you or members of your household would not have enough food to eat

36   You had to skip a meal

33   You ate less than you thought you should

27   You were hungry but did not eat

22   Your household ran out of food

18   You went without eating for a whole day

If you were faced with the unexpected loss of two weeks' worth of income, how worried would you be about your ability to buy groceries or pay your bills?

54%   Very worried

13   Somewhat worried

12   A little worried

16   Not at all worried

5   Not sure

Do you personally know anyone in New York City who struggles to buy groceries or pay their bills due to lack of money or other resources?

31%   Yes, I am in this situation myself

38   Yes, I know someone in this situation

31   No, I do not know anyone in this situation

If you or someone you know personally needed food assistance in New York City, would you know where to go to access meals or other forms of assistance?

25%   Yes, definitely

30   Yes, probably

32   No, probably not

12   No, definitely not

Has it become easier or harder to afford groceries for your household since before the COVID-19 pandemic?

62%   Has become harder

29   Is about the same

2   Has become easier

7   Not sure

Do you agree or disagree with the following statement: "Ending childhood hunger should be a top priority for elected officials in New York."

67% Strongly agree
18 Somewhat agree
3 Somewhat disagree
8 Strongly disagree
4 Not sure

85% Total agree
11% Total disagree
+74 Net agree

Do you agree or disagree with the following statement: "Elected officials in New York City should do more to help families put food on the table."

61% Strongly agree
18 Somewhat agree
4 Somewhat disagree
13 Strongly disagree
4 Not sure

79% Total agree
17% Total disagree
+61 Net agree

How could the government better help your family put food on the table? [OPEN-ENDED]

If applicable, please share a personal experience you or someone you know has had that shows the real-world impact of child hunger. [OPEN-ENDED]

Below are some policies that New York City officials are considering. For each one, please indicate whether you support or oppose that policy.

School meals are a way for children to get something healthy to eat when their families don't have enough resources at home. We should expand access to school-based programs that provide meals to children and families, like Grab-and-Go Breakfast and breakfast delivered to the classroom.

72% Strongly support
15 Somewhat support
2 Somewhat oppose
6 Strongly oppose
5 Not sure

87% Total support
8% Total oppose
+80 Net support

The expanded Child Tax Credit which expired last year gave families up to $300 per month for each child to help them better afford necessities. The government should reinstate that aid and make it permanent.

58%   Strongly support
21   Somewhat support
6   Somewhat oppose
9   Strongly oppose
6   Not sure

79%   Total support
14%   Total oppose
+65   Net support

For statistical purposes, which of the following best describes your household total yearly income before taxes?

8%   Under $10,000
11    $10,000-$19,999
10    $20,000-$29,999
12    $30,000-$39,999
8     $40,000-$49,999
7     $50,000-$59,999
6     $60,000-$69,999
5     $70,000-$79,999
4     $80,000-$89,999
4     $90,000-$99,999
8     $100,000-$149,999
3     $150,000-$200,000
6   Over $200,000
8   Prefer not to answer

METHODOLOGY

Change Research surveyed 617 adults in New York City from April 20-26. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook*
- *text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data*

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on Surveymonkey's website.

Ads placed on social media targeted all adults living in New York City. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population of NYC adults across different groups. The survey was conducted in English.

The survey was conducted on behalf of No Kid Hungry NY and conducted online by Change Research. Post-stratification was performed on age, sex, education, race/ethnicity, and geographic region. Weighting parameters were based on the demographic composition of adults in NYC, obtained from US Census data. That is, if a given age bracket represented x% of all adults, then that same group would be weighted to x% in this survey.

The modeled margin of error* for this survey is 5.0%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Betsy App at betsy@changeresearch.com.

info@changeresearch.com | changeresearch.com