



## No Kid Hungry New York | April 2023

### KEY FINDINGS

A new poll from Change Research of 1,189 New York adults conducted April 3-10, 2023 shows:

- Many New Yorkers experienced hunger in the past 12 months due to lack of money or other resources.
  - Two-in-five adults (38%) report one or more symptoms of food insecurity in the last year.
  - Even those with middle incomes are facing hunger: one-third (35%) of respondents with annual household incomes between \$50,000 and \$100,000 experienced one or more symptoms of food insecurity. (New York's median household income is [\\$75,157](#).)
- Food insecurity is especially pronounced among parents of children in public school and among Hispanic New Yorkers.
  - In the past year, more than a quarter of parents (29%) worried their household would not have enough food, and two in five (40%) had to decide between purchasing food or another necessity (e.g., utility bill, clothing, rent, gas, etc.).
  - Nearly half (48%) of Hispanic respondents experienced one or more symptoms of food insecurity in the past 12 months (versus 35% of white non-Hispanic respondents).
- Three-quarters (73%) of New York's adults are having a harder time affording groceries now compared to this time last year (April 2022), and a majority (59%) report feeling stressed, anxious or depressed as a result of figuring out how to afford enough nutritious food for themselves and their household.
- More than half (56%) of all respondents and two-thirds (66%) of parents say they would be very or somewhat worried about their ability to buy groceries if faced with an unexpected \$500 expense.
  - Of those who worry about their ability to buy groceries if they were faced with an unexpected \$500 expense, 42% say they would NOT know where to go to access meals or other forms of assistance.
- Nearly all (90%) New Yorkers agree that ending childhood hunger should be a top priority for the state's elected officials, and 93% say that addressing childhood hunger should be a bipartisan issue.

## DEMOGRAPHIC & REPORTED QUESTIONS

### Are you:

47% Male  
51 Female  
2 Other

### In what year were you born? (recoded to the following categories)

30% 18 to 34  
24 35 to 49  
25 50 to 64  
20 65+

### In what ZIP code do you currently live? (recoded to the following categories)

41% New York City  
24 Upstate West  
16 Long Island  
11 Hudson Valley  
8 Upstate East

### What is your race?

54% White / Caucasian  
16 Hispanic or Latino/a  
16 Black or African American  
9 Asian / Pacific Islander  
0 American Indian or Alaska Native  
5 Other

### What is the highest level of education you have completed?

17% High school diploma or less  
24 Some college, but no degree  
13 Associate's degree, or two-year college degree  
24 Bachelor's degree, or four-year college degree  
22 Graduate degree

### Are you registered to vote in New York?

90% Yes  
7 No  
2 Not sure

### Generally speaking, do you think of yourself as a:

26% Strong Democrats  
13 Weak Democrats  
9 Independent lean Democrats  
23 Pure independents  
8 Independent lean Republicans  
6 Weak Republicans  
16 Strong Republicans

**Party Identification 2-3-2**

39% Base Democrats  
40 Independents + Leaners  
22 Base Republicans

**Party Identification 3-1-3**

48% Democrats  
23 Pure independents  
30 Republicans

**How many children under 18 do you have living in your household?**

71% 0  
14 1  
10 2  
3 3  
3 4 or more

**[IF CHILDREN AT HOME > 0] Do you have a child under 18 in your household who attends a public school or public charter school?**

66% Yes  
34 No

**Parent Status**

71% No kids  
19 Kid(s) in public school  
10 Kid(s) NOT in public school

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

- You were worried you or members of your household would not have enough food to eat
- You were unable to eat healthy and nutritious food
- You ate only a few kinds of foods
- You had to skip a meal
- You ate less than you thought you should
- Your household ran out of food
- You were hungry but did not eat
- You went without eating for a whole day
- None of these

**Has it become easier or harder to afford groceries for your household in the last 12 months? [FLIP]**

- Has become easier
- Is about the same
- Has become harder

**Select all that apply. In the past 12 months, figuring out how to afford enough nutritious food for yourself or your household has made you feel:**

- Stressed
- Anxious
- Depressed
- Something else (please specify)
- None of these

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

- Yes, definitely
- Yes, probably
- No, probably not
- No, definitely not

**If you were faced with the following, how worried would you be about your ability to buy groceries for your household? [RANDOMIZE] [Very worried | Somewhat worried | A little worried | Not at all worried]**

- An unexpected loss of two weeks' worth of income
- An unexpected expense, like a \$1,500 car repair or medical bill
- An unexpected expense, like a \$500 car repair or medical bill

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

- You had to decide between purchasing food versus another necessity (e.g., utility bill, clothing, rent, gas, etc.)
- You considered seeking food assistance from a food pantry, soup kitchen or other food distribution center but did not do so
- You received food assistance from a food pantry, soup kitchen or other food distribution center
- [If children > 0] You relied on school meals to help stretch your food budget
- [If children > 0] You worried about your child's health (physical or mental health) as a result of not having enough healthy food
- [If children > 0] You worried about your child's academic performance (ability to focus, etc.) as a result of not having enough healthy food
- [If children > 0] You found it difficult to pay for your child's school meals
- None of these

**Do you agree or disagree with the following statements? [RANDOMIZE] [Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree]**

- Addressing childhood hunger should be a bipartisan issue.
- School meals in New York should be free for all students who need them.
- Ending childhood hunger should be a top priority for elected officials in New York.
- Elected officials in New York should do more to help families in need put food on the table.
- Elected officials in New York should address the cost of school meals.

**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 in need. [FLIP]**

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**If applicable, please share a personal experience you or someone you know has had that shows the real-world impact of child hunger in New York. [TEXT BOX]**

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

- 5% Under \$10,000
- 6 \$10,000-\$19,999
- 7 \$20,000-\$29,999
- 7 \$30,000-\$39,999
- 10 \$40,000-\$49,999
- 6 \$50,000-\$59,999
- 6 \$60,000-\$69,999
- 5 \$70,000-\$79,999
- 5 \$80,000-\$89,999
- 5 \$90,000-\$99,999
- 13 \$100,000-\$149,999
- 5 \$150,000-\$200,000
- 6 Over \$200,000
- 13 Prefer not to answer

## METHODOLOGY

Change Research surveyed 1,189 adults in New York from April 3-10, 2023. 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. 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 New York adults across different groups. The survey was conducted in English and Spanish.

The survey was conducted on behalf of No Kid Hungry New York and conducted online by Change Research. Post-stratification was performed on age, sex, race/ethnicity, education, geographic region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of adults in New York, obtained from US Census data and the voter file. 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 3.3%, 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.

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