



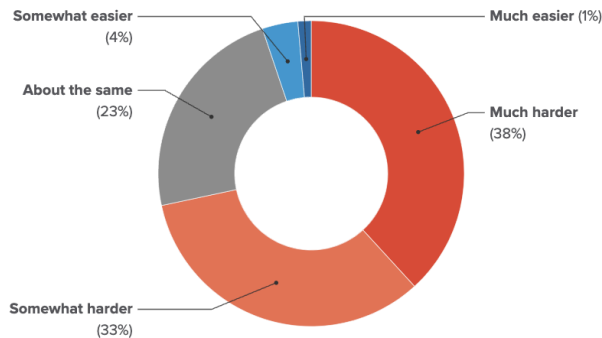
Florida Hunger Survey

Floridians Say It's Harder to Afford Groceries As Incomes Are Not Keeping Pace with Rising Food Prices; Costing Floridians Time and Health, with Families and Rural Residents Hit Hardest

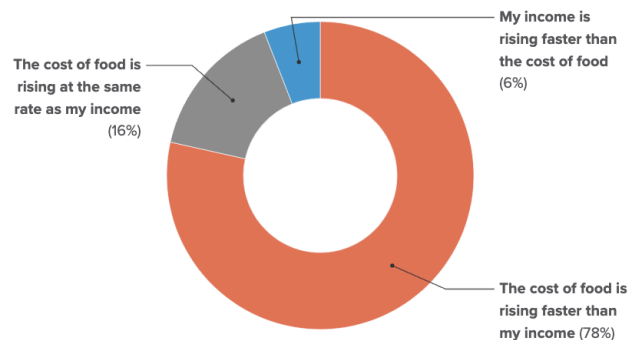
Affording Groceries is Getting Harder

A recent poll from Change Research¹ shows affording groceries has become harder in the last 12 months for nearly three-quarters (72%) of Floridians. A key contributor is wages failing to keep pace with food prices, with the vast majority (78%) of Floridians saying the cost of food is rising faster than their income.

In the last 12 months, has it become easier or harder to afford groceries for your household?



Which of the following best describes your situation?



Floridians are changing their grocery shopping habits, sacrificing time and healthier eating to extend their food budget. Three in five (58%) grocery shopped at multiple locations, and half (48%) shopped at a less convenient location because it was cheaper. Prices are impacting food purchases: 45% bought less or no protein, 40% bought less or no fresh produce, and 36% bought less healthy, less expensive versions of foods. Parents and guardians of K-12 public school students with annual household incomes below \$55,000 are especially likely to sacrifice healthy foods in response to food costs.

Stress related to the cost of food is on the rise. Half (50%) of Florida adults report feeling more stressed about affording enough nutritious food compared to this time last year, with 73% of lower-income parents/guardians of public school children reporting worry.

Select all that apply. In the past 12 months was there a time when, because of the cost of food, you:

	All FL Adults	K-12 Public School Families	Rural FL Residents	K-12 Public school families making less than \$50k
Shopped at multiple locations to get the best deal	58	64	63	75
Shopped at a less expensive location even though it was less convenient	46	49	47	62
Had something in your cart but put it back on the shelf	45	58	49	74
Bought less (or no) meat, fish, eggs, or other protein	45	48	50	63
Bought less (or no) fresh produce	40	46	47	67
Bought foods that aren't as healthy as the pricier versions of that food	36	48	41	61
Bought rice or other fillers to make the more expensive ingredients like protein and veggies go further	35	49	43	80
Bought food at a discount because it was expiring soon	33	36	39	55
Spent more than 30 minutes in a week searching for coupons and discounts	22	26	19	49
None of these	17	12	13	4

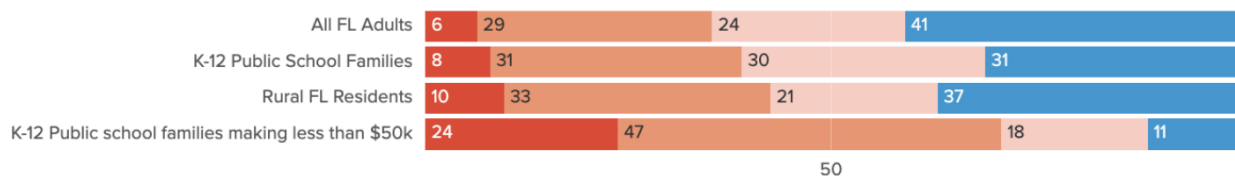
¹ Using its Dynamic Online Sampling Engine to obtain a sample reflective of the adult population in Florida, Change Research polled 1,347 people statewide from March 16-20, 2024. The modeled margin of error is 3.6%. Post-stratification weighting was performed on age, race/ethnicity, sex, education, region, and 2020 Presidential vote choice. Weighting parameters were based on US Census and voter file data. See full methodology details [here](#).

Families and Rural Floridians are Struggling Most

Rising food costs are especially challenging for families with students in Florida’s public K-12 schools and the state’s rural residents: 82% of families with students in Florida’s K-12 public schools and 92% of rural Floridians say that affording groceries has become harder in the last 12 months. Affording enough nutritious food is especially difficult for lower-income families of K-12 public school students: 71% reported signs of food insecurity in the past 12 months due to cost, and one-quarter (24%) of these households didn’t have enough to eat on multiple occasions.

In the past 12 months, which of the following best describes your household's situation?

- There were days that I or members of my household didn't have enough to eat due to cost
- There were days that I or members of my household ate low-quality food and/or a limited variety of food due to cost
- There were days that I worried about affording food but my household always had a variety of nutritious foods to eat
- No challenges or limitations related to food access or availability



When asked how life would be different if they had an unlimited grocery budget, individuals from these groups struggling the most say they would eat more nutritious food, experience less worry, and put savings toward bills and other essentials.

Imagine a world where you have an unlimited grocery budget. In what ways would that change how you approach grocery shopping, eating, or other areas of your life?

I would buy the healthiest food available for my family, cook at home more frequently, and model healthy food habits more consistently.

(White Dad, 18-34, Polk County)

I would have more time spending with my kids and do what makes them happy, like enrolling them to sports and activities, without thinking we're in a budget, and grocery is priority.

(AAPI Mom, 35-49, Duval County)

For grocery shopping it would be a game changer, definitely buy more fresh fruits, vegetables, and all natural foods/ingredients. We would be eating better foods all the time. In life, that money would go to other bills or needs that we wouldn't be able to get/pay before.

(White Mom, 18-34, Lee County)

My kids & I would definitely eat healthier! Better food equals better performance. Better performance in every department.

(AAPI Mom, 35-49, Walton County)

Demand for Bipartisan Action on Hunger

Nearly all (95%) Floridians agree that child hunger should not exist in Florida, including 86% who strongly agree. Almost unanimously (95%), they believe that ending childhood hunger should be a shared, bipartisan effort, and nine-in-ten Floridians (92%) want to see elected officials do more to end childhood hunger.

Do you agree or disagree with the following statements?

