

## No Relief for Floridians as Food Costs Rise, Forcing Trade-Offs

*Floridians Choosing Between Food, Gas, & Rent Amid Rising Costs; Families Accruing Debt to Pay for Nutritious Food With Credit Cards and Buy Now, Pay Later Plans*

### Rising Food Costs Damaging Finances and Forcing Trade-Offs

A new poll<sup>1</sup> conducted by Aspect Strategic on behalf of No Kid Hungry Florida highlights the damaging impact of rising food prices on Floridians' well-being. The vast majority (82%) say the cost of food is rising faster than their income, showing [no relief since this time last year](#).

**Rising food costs are wreaking havoc on Floridians' financial health.** 70% say their financial situation has suffered in the past 12 months due to the cost of food, with half (49%) saying their debt has increased in this timeframe due to the cost of food—[roughly the same as last year's debt findings](#). Over a quarter (27%) have used “buy now, pay later” (BNPL) plans like Afterpay or Klarna to cover the cost of food.

**Families in particular are struggling.** Half (49%) of respondents with a child 18 or younger in their household report skipping meals or eating less, and an alarming four-in-ten (39%) are using BNPL plans to afford food, including half (49%) of families of color.

More than two-in-three families are facing difficult choices between buying food and paying for other essentials, like choosing between food and paying for gas, a car repair, or transportation.

Select all that apply. In the past 12 months, have you had to choose between buying enough nutritious food for your household and:

	All	Families
Paying for gas, a car repair, or transportation	41	47
Paying your rent or mortgage	33	38
Paying a utility bill	31	37
Saving for retirement	28	30
Getting health care, medical treatment, or medicine for you or your child	27	34
Paying/saving for education expenses	13	20
Paying for childcare	5	14
None of these	40	31
<b>AT LEAST ONE OF THESE</b>	<b>60</b>	<b>69</b>

What are the specific ways that the rising cost of food has impacted your household's financial situation?

*The food cost is going up. Then gas is going up. Rent is going up. Everything is going up, so sometimes you have to choose on what bill you gonna have to pay and what bill you can't pay so you can get groceries.*

*Black Mom, 35-49, Pasco County*

*The high cost of food has caused me to drastically budget and buy the cheapest options. We now are in the red every month and using savings to stay afloat.*

*White Dad, 35-49, St. Lucie County*

*Our family isn't able to purchase the nutritious food we were once able to. As parents we eat less to ensure we have enough money for food, gas to get to work, utilities and rent—which have increased so drastically we cannot keep up. We no longer have savings, we live paycheck to paycheck, hoping nothing breaks or needs repaired or replaced.*

*White Mom, 50-64, Manatee County*

*I have very little discretionary money left every month to increase savings and deal with anything unexpected, and/or use it for anything fun/extra. Food cost is the only portion of my budget that can potentially change but it is at its lowest now and I have very little left even to only increase it to get some variety or as my children get older and eat more.*

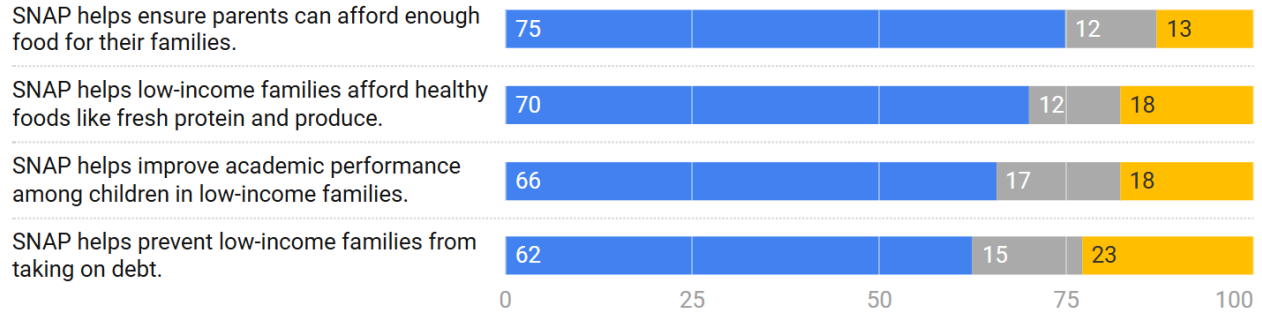
*Hispanic Mom, 18-34, Palm Beach County*

<sup>1</sup> Aspect Strategic used SMS messages to recruit 1,021 survey respondents reflective of the adult population in Florida. The survey was conducted April 14-22, 2026, and the margin of error is 3.1% overall, and larger for subgroups. Post-stratification weighting was performed on age, race/ethnicity, gender, education, region, and political party identification. Weighting parameters were based on U.S. Census and voter file data. See full question text [here](#).

### Widespread Belief that SNAP Helps Families Afford Nutritious Food

Floridians say SNAP benefits low-income families and children in many different ways. Three-quarters (75%) say SNAP helps parents afford enough food for their families and 70% say it helps families afford healthy, fresh food. Two-thirds (66%) say it improves academic performance among children in participating families (69%).

True Not sure False



Current and former SNAP participants underscored these beliefs when asked how SNAP benefits have helped them, with many expressing deep gratitude and crediting SNAP for getting their families through a difficult time in their lives.

### How have SNAP grocery benefits helped you?

*When I got out of the military, we had to get private insurance. My wife had a miscarriage with complications. Between the insurance costs, deductibles and what was covered by insurance, in two years we spent \$80k, which was essentially all my savings. We used SNAP to survive.*

*White Dad, 35-49, St. Johns County*

*When our first child was born, we relied on WIC and it was a lifesaver. We have never had to have assistance since then, but absolutely every family who needs it should have it!*

*White Mom, 35-49, Hillsborough County*

*When I used to receive SNAP, it helped me a lot. It was one less bill to not worry about, and if you shop the right way the food stamps will stretch.*

*Black Mom, 35-49, Hillsborough County*

*It has helped us tremendously, because myself and my husband both unexpectedly lost our jobs and we didn't have a plan. After our saving depleted, we applied for SNAP for temporary help with food, and that was one of our main stress factors .. so with the help from SNAP we didn't have to worry about all of us eating and we could focus on the rest of our bills and looking for new employment.*

*White Mom, 35-49, Pinellas County*

### Opposition to SNAP Cuts, Bipartisan Demand for Action on Hunger

Floridians are against reductions in SNAP funding. A majority (57%) oppose, and nearly half (47%) strongly oppose the SNAP funding cuts enacted as part of H.R. 1, the 2025 federal budget law.

Across the partisan spectrum, Floridians want their elected officials to take action on hunger. Nearly all (96%) respondents agree that child hunger should not exist in Florida, and 87% would like to see the state's elected officials do more to end childhood hunger. Nine-in-ten (92%) believe this should be a shared, bipartisan goal.

### Do you agree or disagree with each of the following statements? [% Agree]

