



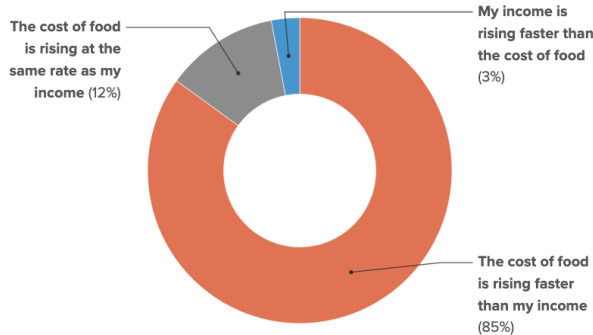
New York Hunger Survey

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

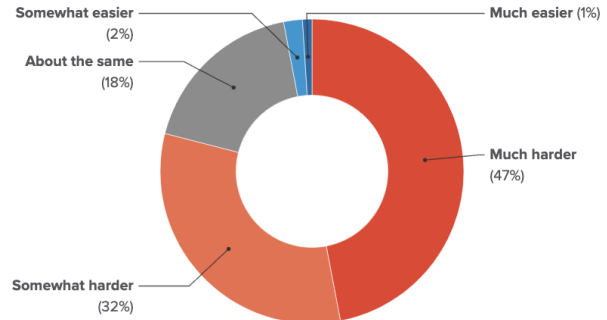
Affording Groceries is Getting Harder

A recent poll from Change Research¹ shows incomes failing to keep pace with rising food prices. The vast majority (85%) of New Yorkers say the cost of food is rising faster than their income. Affording groceries has become harder in the last 12 months for more than three-quarters (79%) of New Yorkers, [an increase of 6% over the past year](#). Half (47%) say it is *much* harder to afford groceries now.

Which of the following best describes your situation?



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



New Yorkers are changing their grocery shopping habits, sacrificing time and healthier eating to extend their food budget. Three in five (60%)

grocery shopped at multiple locations, and half (51%) shopped at a less convenient location because it was cheaper. A full quarter (26%) spent more than 30 minutes searching for coupons and discounts. The cost of food is impacting food purchases: half (51%) bought less or no protein, 45% bought less or no fresh produce, and 37% bought rice and other fillers to make protein and veggies go further.

Stress related to the cost of food is on the rise.

More than half (58%) of New York adults report feeling more stressed about affording enough nutritious food for themselves and their households compared to this time last year.

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

	All NY Adults	K-12 Public School Families	Rural NY Residents
Shopped at multiple locations to get the best deal	60	70	72
Had something in your cart but put it back on the shelf	55	66	65
Shopped at a less expensive location even though it was less convenient	51	64	62
Bought less (or no) meat, fish, eggs, or other protein	51	60	63
Bought less (or no) fresh produce	45	59	65
Bought rice or other fillers to make the more expensive ingredients like protein and veggies go further	37	52	53
Bought foods that aren't as healthy as the pricier versions of that food	41	55	56
Bought food at a discount because it was expiring soon	40	55	59
Spent more than 30 minutes in a week searching for coupons and discounts	26	37	29
None of these	13	6	6

¹ Using its Dynamic Online Sampling Engine to obtain a sample reflective of the adult population in New York, Change Research polled 1,673 people statewide from March 16-20, 2024. The modeled margin of error is 3.3%. 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 New Yorkers are Struggling

Rising food costs are especially challenging for families with students in New York’s public K-12 schools and the state’s rural residents: 87% of families with kids in public school reported food prices rising faster than income with an equal proportion reporting higher than average difficulty affording food (87%). 91% of New Yorkers in rural communities reported food prices rising faster than income, and reported higher than average difficulty affording food (89%) and signs of food insecurity (57%).

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



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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 spend less time and energy getting the most out of their food budget.

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?

For one thing, I'd sleep better. The stress and anxiety over money is killing me. I'd shop every evening on the way home...And I'd keep more fresh fruit in the house.

(White Mom, 35-49, Nassau County)

Everyone in my family would be able to eat larger portions if they wanted, and they could have healthier foods at meal times.

(White Dad, 35-49, Erie County)

I have two children with special dietary needs. Sometimes I have to cut things and it's usually the grocery bill affected first.

(Latina Mom, 18-34, Franklin County)

Our credit card debt wouldn't be so high and climbing, I'd be able to buy fresh fruits for my 2 yr old without worrying about whether it's on sale or not. I'd be able to buy healthier options for the entire house.

(White Mom, 35-49, Schoharie County)

Demand for Bipartisan Action on Hunger

More than nine in ten (93%) New Yorkers agree that ending childhood hunger should be a bipartisan goal, including 80% who strongly agree. Nearly all (92%) would like to see elected officials in New York do more to end childhood hunger.

Do you agree or disagree with the following statements?

