



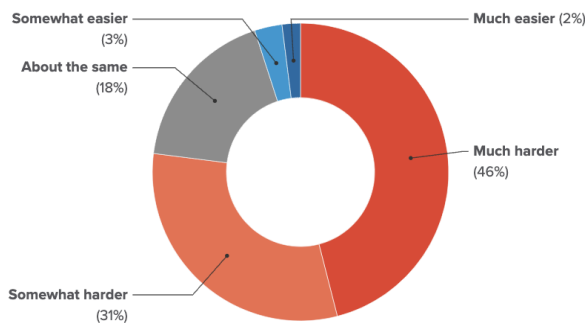
Texas Hunger Survey

Texans Say It's Harder to Afford Groceries As Incomes Are Not Keeping Pace with Cost of Food; Families and Rural Residents Hit Hardest, Forced to Make Difficult Trade-Offs

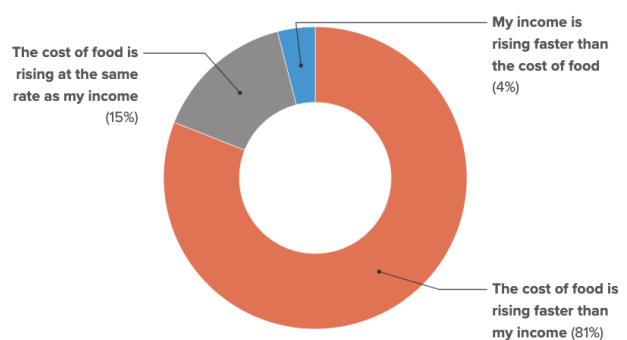
Affording Groceries is Getting Harder

A recent poll¹ conducted by Change Research on behalf of No Kid Hungry shows affording groceries has become harder for three-quarters (76%) of Texans. A key contributor is wages failing to keep pace with food prices, with the vast majority (81%) of Texans 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?



Texans are changing their grocery shopping habits, sacrificing time and healthier eating to extend their food budget. Half (48%) grocery shopped at multiple locations, and two in five (41%) shopped at a less convenient location because it was cheaper. Prices are impacting food purchases: Half (49%) bought less or no protein, 43% bought less or no fresh produce, and 42% bought less healthy, less expensive versions of foods. Parents and guardians of K-12 public school students with annual household incomes below \$50,000 are especially likely to sacrifice healthy foods in response to food costs.

Families and rural Texans are struggling most, making difficult trade-offs to afford food.

In the past 12 months, the majority of families with students in Texas's public K-12 schools (60%) and the state's rural residents (56%) had to choose between paying for food and another essential.

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

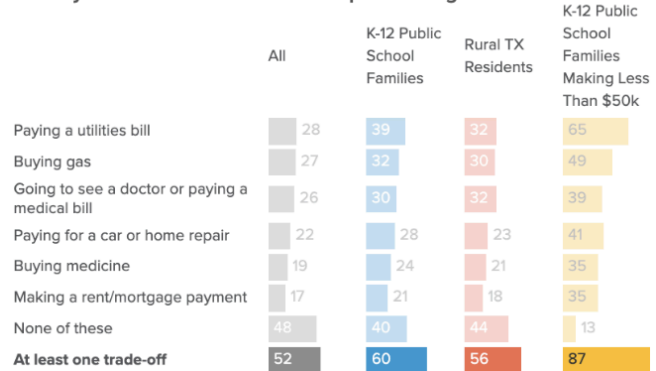
	All	K-12 Public School Families	Rural TX Residents	K-12 Public School Families Making Less Than \$50k
Had something in your cart but put it back on the shelf	50	60	51	71
Bought less (or no) meat, fish, eggs, or other protein	49	54	57	71
Shopped at multiple locations to get the best deal	48	51	50	53
Bought less (or no) fresh produce	43	46	52	56
Bought food at a discount because it was expiring soon	43	51	50	51
Bought foods that aren't as healthy as the pricier versions of that food	42	53	45	65
Shopped at a less expensive location even though it was less convenient	41	47	45	59
Bought rice or other fillers to make the more expensive ingredients like protein and veggies go further	41	47	47	59
Spent more than 30 minutes in a week searching for coupons and discounts	24	31	29	39
None of these	14	11	10	1

¹ Using its Dynamic Online Sampling Engine to obtain a sample reflective of the adult population in Texas, Change Research polled 1,133 people statewide from July 23-30, 2024. The modeled margin of error is 3.4%. 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](#).

The most common trade-off for families with students in Texas's K-12 public schools and for rural Texans is having to choose between paying for food and paying a utilities bill: 39% of public school families and 32% of rural residents had to make this trade-off in the past 12 months.

Affording food is impacting Texans' mental health. More than half (56%) say they are more stressed by figuring out how to afford enough nutritious food than they were 12 months ago. This is especially true for K-12 public school families (61% report more stress) and rural residents (62%).

Select all that apply. During the last 12 months, was there a time when you had to choose between purchasing food and:

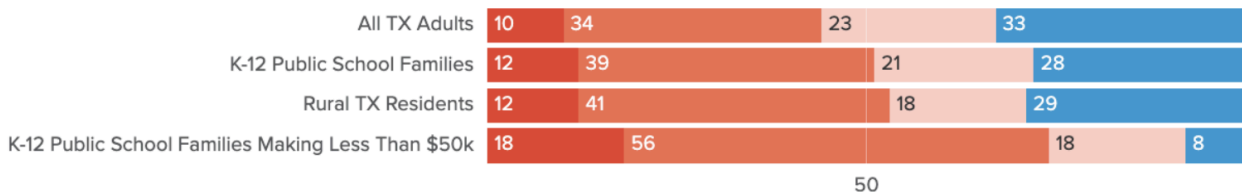


Many Families and Rural Texans are Experiencing Food Insecurity

Nearly a quarter (23%) of K-12 public school families are utilizing food pantries, food banks, or other services for assistance with affording food. Yet many still report symptoms of food insecurity: half (51%) of public school families and half (54%) of rural residents reported signs of food insecurity in the past 12 months due to cost.

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 their experiences would be quite different; they 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 could actually make my kids healthier meals for once instead of instant noodles and Nuggets. My kids will be excited to eat.

(Hispanic Woman, 18-34, Brazos County)

Would eat healthier, pay more bills on time, and not have to look at possible repo of the family vehicle.

(Woman, 35-49, Dallas County)

For sure would have more fresh protein and vegetables and of course that would free up money for other things.

(White Man, 35-49, Denton County)

Being able to purchase the necessary items that are healthy for my household without having to stress about what to put back or searching for coupons

(Hispanic Woman, 18-34, Harris County)

Demand for Bipartisan Action on Hunger

Nearly all (97%) Texans agree that child hunger should not exist in Texas, including 89% who strongly agree. Almost unanimously (96%), Texans believe that ending childhood hunger should be a bipartisan effort, and that elected officials in Texas should do more (94% agree).

● Strongly Agree ● Somewhat Agree

