



METHODOLOGY

Change Research surveyed 1133 adults with 502 parents in Texas from July 23-29, 2024. We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (803 respondents)
- 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 data¹ (330 respondents)

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted adults and parents in Texas. Those who indicated that they were not registered to vote were terminated. 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 across different groups. The survey was conducted in English.

The survey was commissioned by No Kid Hungry and conducted online by Change Research. Post-stratification was performed on age, gender, education, parenthood, race/ethnicity, and region. Weighting parameters were based on the electorate from the 2020 primary election, obtained from the voter file. That is, if a given age bracket or gender group represented x% of the 2020 electorate, then that same group would be weighted to x% in this survey. 2020 presidential results were based on numbers released by the Texas Secretary of State.

The modeled margin of error* for this survey is 3.4%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.

* 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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REPORTED QUESTIONS

1. Are you:
 - A man
 - A woman
 - Something else
2. In what year were you born? [TEXT BOX]
3. In what ZIP code do you currently live? [TEXT BOX]
4. What is your race? [multi-select]
 - White/Caucasian
 - Black or African American
 - Hispanic or Latino/a
 - American Indian or Alaska Native
 - Asian / Pacific Islander
 - Something else (please specify)

[IF NOT HISPANIC/LATINO] Are you from a Hispanic, Latino/a or Spanish-speaking background?

 - Yes
 - No
5. What is the highest level of education you have completed?
 - High school diploma or less
 - Some college, but no degree
 - Associate's degree, or two-year college degree
 - Bachelor's degree, or four-year college degree
 - Graduate degree
6. Generally speaking, do you think of yourself as a: [RANDOMIZE]
 - Democrat
 - Republican
 - Independent/Other

[IF INDEPENDENT/OTHER] Do you consider yourself closer to:

 - The Democrats
 - The Republicans
 - Neither

[IF DEMOCRAT/REPUBLICAN] Do you consider yourself a:

 - Strong [Democrat/Republican]
 - Not so strong [Democrat/Republican]
7. How many children ages 18 and under do you have living in your household?
 - 0
 - 1
 - 2
 - 3
 - 4 or more
8. How many adults over 18 do you have living in your household?
 - 1
 - 2
 - 3
 - 4 or more
9. [IF CHILDREN IN HOUSEHOLD > 0] How old are the children in your household? Select all that apply.
 - Under 5
 - 5 to 10
 - 11 to 14

- 15 to 18

[IF CHILDREN IN HOUSEHOLD > 0] Do any children in your household attend a public school or public charter school?

- Yes
- No

[IF CHILDREN IN HOUSEHOLD = 0] Do you take care of children (ages 18 and under) once a month or more? Select all that apply. [CHECKBOXES]

- Yes, I take care of my grandchildren
- Yes, I take care of children in my extended family
- Yes, I take care of the children of friends and neighbors
- Yes, I take care of children as part of my full- or part-time job
- No

10. In the last 12 months, has it become easier or harder to afford groceries for your household? [FLIP]
- Much easier
 - Somewhat easier
 - About the same
 - Somewhat harder
 - Much harder
11. Which of the following best describes your situation? [FLIP]
- The cost of food is rising faster than my income
 - The cost of food is rising at the same rate as my income
 - My income is rising faster than the cost of food
12. Select all that apply. In the past 12 months was there a time when, because of the cost of food, you: [RANDOMIZE] [CHECKBOXES]
- Had something in your cart but put it back on the shelf
 - Bought less (or no) meat, fish, eggs, or other protein
 - Bought less (or no) fresh produce
 - Bought food at a discount because it was expiring soon
 - Bought rice or other fillers to make the more expensive ingredients like protein and veggies go further
 - Bought foods that aren't as healthy as the pricier versions of that food
 - Shopped at multiple locations to get the best deal
 - Shopped at a less expensive location even though it was less convenient
 - Spent more than 30 minutes in a week searching for coupons and discounts
 - None of these
13. Compared to this time last year, are you feeling more stressed or less stressed by figuring out how to afford enough nutritious food for yourself or your household? [FLIP]
- More stressed
 - About the same
 - Less stressed
14. 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? [TEXT BOX]
15. In the past 12 months, which of the following best describes your household's situation? [FLIP]
- No challenges or limitations related to food access or availability
 - There were days that I worried about affording food but my household always had a variety of nutritious foods to eat
 - There were days that I or members of my household ate low-quality food and/or a limited variety of food due to the cost
 - There were days that I or members of my household didn't have enough to eat due to cost
16. In the past 12 months, I extended my household food budget with the help of: [RANDOMIZE] [Used for the first time | Used (not for the first time) | Did not use]
- SNAP, WIC, or similar grocery benefits programs for lower-income households
 - Meals on Wheels or similar programs for older adults
 - Food pantries, food banks, or other services providing free or reduced-cost food

- Free meals provided by charitable organizations
- Free school meals
- Reduced price school meals
- Free summertime meals for kids
- Non-food benefits that helped extend my grocery budget (e.g., utilities assistance)
- Other (please specify)
- None of these

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

- Making a rent/mortgage payment
- Paying a utilities bill
- Going to see a doctor or paying a medical bill
- Buying medicine
- Paying for a car or home repair
- Buying gas
- None of these

[IF NONE OF THESE] How worried are you that you will have to choose between purchasing food and paying for another necessity in the *next* 12 months? [FLIP]

- Very worried
- Somewhat worried
- Not too worried
- Not worried at all

18. [IF CHILDREN IN PUBLIC SCHOOL > 0] Select all that apply. I would use summer meals for kids at offered at parks, pools and other community sites more often if: [CHECKBOXES]

- I knew that my child(ren) were eligible for free meals
- I had more information on where and when meals are available
- There were a site closer to me, like in my neighborhood
- The site hours were more convenient, like before and after the workday
- There were an option to pick up meals for off-site consumption so I wouldn't have to get my children to the meal site and stay with them
- I could pick up multiple days' worth of meals at a time
- Something else (please specify)
- My household does not need help with summer meals

[ALL] Select all that apply. I would be more likely to use food-related public benefits (like SNAP, WIC, or other programs that help people with affording food) if: [CHECKBOXES]

- I knew that I were eligible for benefits
- The program enrollment process were simpler
- I had more information on where and when low-/no-cost food is available
- I could use benefits to purchase hot meals and prepared food
- Food and meals were delivered to me where I live
- Something else (please specify)
- I do not need help with affording food

19. Now imagine that you have an extra [\$40/\$80/\$120/\$160] per month in your grocery budget. Would you be more likely to: (Select all that apply) [RANDOMIZE]

- Buy fresh produce
- Buy meat, fish, eggs, and other proteins
- Stock up on pantry staples like pasta, rice, and canned food
- Buy a treat
- Buy healthier versions of the same foods you currently consume
- Buy a wider variety of food
- Shop for food from local sources (like locally owned stores or local farmers' markets)
- Spend less time searching for coupons and deals, or less time driving to less convenient grocery stores for deals
- Pay for another basic necessity, like rent or utilities
- Something else (please specify)
- None of these

20. A new nationwide Summer EBT program allows families to receive approximately \$40 per month in federally funded grocery benefits on an Electronic Benefit Transfer card to purchase food for each school-age child who is eligible for free or reduced-price school meals. All but a dozen states are already participating in this program to help ensure that children have a hunger-free summer and return to school well-nourished and ready to learn.

In your opinion, should Texas participate in this program?

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

21. - 22. Do you agree or disagree with the following statements? [RANDOMIZE] [Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree]

- Child hunger should not exist in Texas.
- Elected officials in Texas should do more to end childhood hunger.
- Ending childhood hunger in Texas should be a shared, bipartisan goal.
- School meals in Texas should be free for all students who need them.
- No child in Texas should be in debt to their school for food.
- Free meals provided by school districts and local organizations to kids during the summertime are a key way to fight hunger when school is not in session.
- Food assistance benefits (like SNAP and WIC) should increase at the same rate as food prices.
- Texas is facing issues that are more important than solving child hunger.

23. [IF NO CHILD IN PUBLIC SCHOOL] If applicable, please share a personal experience you or someone you know has had that shows the real-world impact of child hunger in Texas. [TEXT BOX]

[IF CHILD IN PUBLIC SCHOOL] Please provide a brief description of whether and how you used school meals and/or summertime meals for kids to help stretch your food budget. [TEXT BOX]

24. For statistical purposes, which of the following best describes your household's total yearly income before taxes?

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

25. How would you describe your household?

- Single income from one working adult
- Dual income from two or more working adults
- Fixed income; no adults working full-time
- Something else (please describe)

26. Do you own or rent your home?

- Own
- Rent
- Staying with friends or family

[IF OWN/RENT] About what percentage of your monthly household income goes toward rent or mortgage payments?

- < 10%
- 10%-19%
- 20%-29%

- 30%-39%
- 40%-49%
- 50%-59%
- 60%-69%
- 70% or more

27. *How did you vote in the 2020 election for President or for some reason were you unable to vote?*

- *Joe Biden, the Democrat*
- *Donald Trump, the Republican*
- *Jo Jorgensen, the Libertarian*
- *Not registered/Too young/Ineligible*
- *Did not vote*