



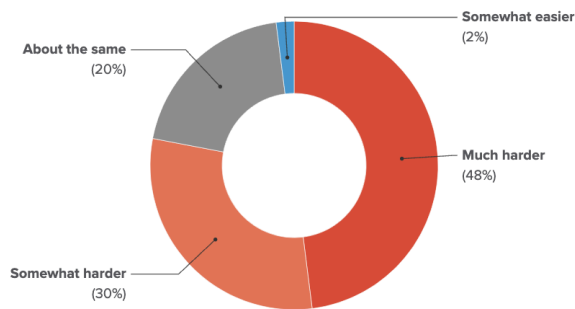
Virginia Hunger Survey

Virginians Say It's Harder to Afford Groceries; Families Hit Hardest, Forced to Make Difficult Trade-Offs

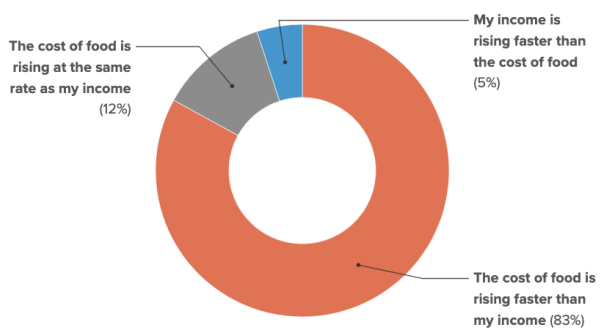
Affording Groceries is Getting Harder

A recent poll¹ conducted by Change Research on behalf of No Kid Hungry shows three-quarters (78%) of Virginians say it has become harder to afford groceries in the last 12 months, including half (48%) who say it's much harder. This is true even for middle-income respondents: nearly nine in ten (89%) of those with annual household incomes between \$50k-\$100k say that 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?



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

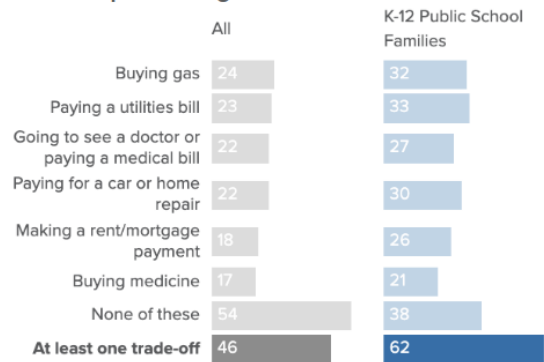
	All	K-12 Public School Families	\$50k - \$100k/year	Rural VA Residents	K-12 <\$50K
Shopped at multiple locations to get the best deal	56	60	62	54	72
Had something in your cart but put it back on the shelf	51	60	54	49	69
Bought less (or no) meat, fish, eggs, or other protein	50	54	57	54	66
Bought food at a discount because it was expiring soon	48	52	49	52	69
Bought less (or no) fresh produce	46	55	50	53	76
Shopped at a less expensive location even though it was less convenient	46	52	49	47	65
Bought foods that aren't as healthy as the pricier versions of that food	43	55	51	48	67
Bought rice or other fillers to make the more expensive ingredients like protein and veggies go further	35	45	41	35	55
Spent more than 30 minutes in a week searching for coupons and discounts	25	29	22	26	49
None of these	13	10	9	13	6

Virginians are changing the way they grocery shop, sacrificing time and healthier eating to extend their food budget. In the past 12 months, nearly half (46%) shopped at a less convenient location because it was cheaper, and more than half (56%) grocery shopped at multiple locations. Prices are impacting food purchases: 46% bought less or no fresh produce and half (50%) bought less or no protein.

Parents/guardians of K-12 public school students are especially likely to sacrifice healthy foods in response to food costs, with 55% buying less or no fresh produce and 54% buying less or no protein. Parents who make less than \$50K are particularly likely to make these sacrifices.

¹ Using its Dynamic Online Sampling Engine to obtain a sample reflective of the adult population in Virginia, Change Research polled 1,278 people statewide from August 15-21, 2024. The modeled margin of error is 3.0%. 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](#).

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



Families are making difficult trade-offs to afford food.

In the past 12 months, nearly half (46%) of all Virginians and the majority of K-12 public school families (62%) had to choose between paying for food and another essential. The most common trade-offs for families are having to choose between paying for food and paying a utilities bill or paying for food and buying gas.

Affording food is impacting Virginians' mental health.

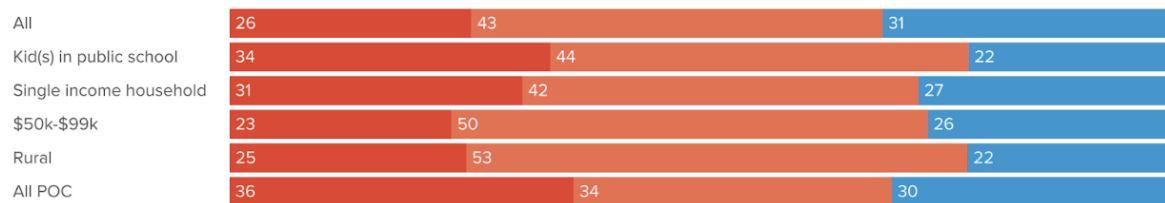
More than half (58%) say they are more stressed by figuring out how to afford enough nutritious food than they were 12 months ago. This is especially true for K-12 public school families (68% report more stress).

Many are Experiencing Food Insecurity

Nearly 7 in 10 Virginians are either experiencing or adjacent to experiencing food insecurity in their community. 34% of K-12 public school families are experiencing food insecurity, and 44% of them know someone who is experiencing food insecurity.

Do you personally know anyone in your local community who struggles to buy groceries due to lack of money or other resources?

● Yes, I am in this situation myself ● Yes, I know someone in this situation ● No, I do not know anyone in this situation



Even more families are only one emergency away from hunger. 77% of K-12 public school families say they would be worried about their ability to buy groceries if faced with an unexpected \$1,500 expense. When asked how life would be different if they had an unlimited grocery budget, parents say they would eat more nutritious food, experience less worry, and put savings toward bills and other essentials.

If you were faced with an unexpected expense, like a \$1,500 car repair or medical bill, how worried would you be about your ability to buy groceries for your household?

● Very worried ● Somewhat worried ● A little worried ● Not at all worried



Demand for Bipartisan Action on Hunger

Nine in ten Virginians (92%) say elected officials should do more to end childhood hunger, and nearly all (95%) say that ending childhood hunger in Virginia should be a shared, bipartisan effort.

● Strongly agree ● Somewhat agree

