



Nutrition Insecurity, Hunger and America's Policy Priorities

THE ROOT CAUSE COALITION
A Consumer Insights Survey

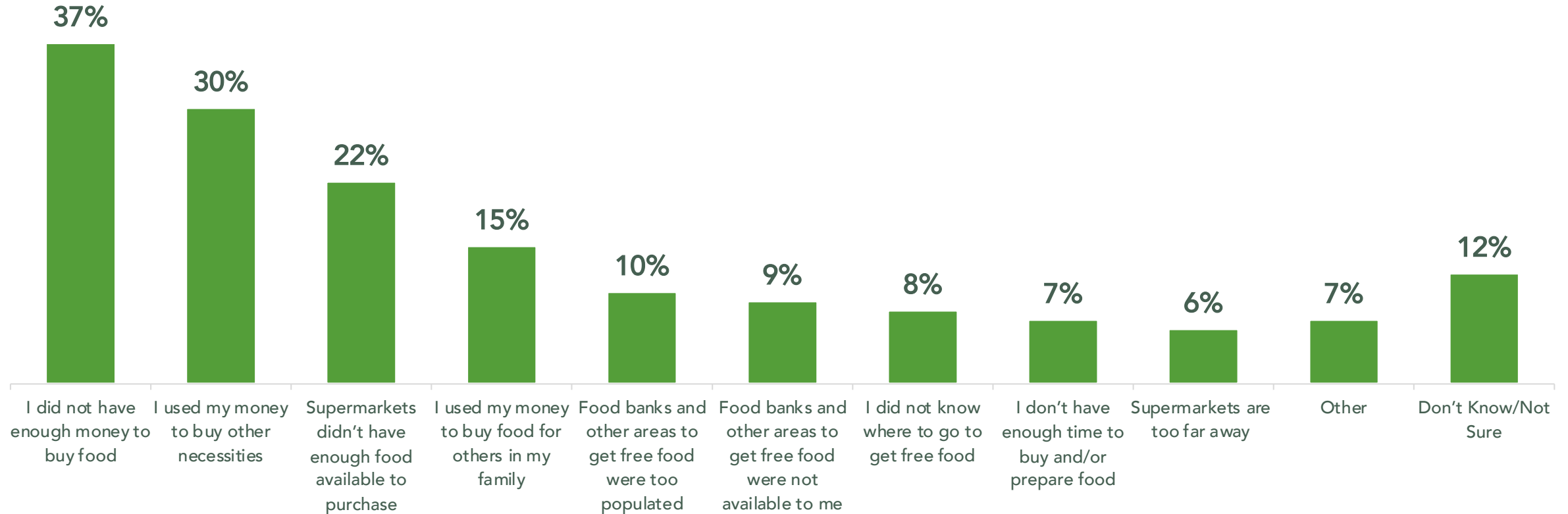
August 2021



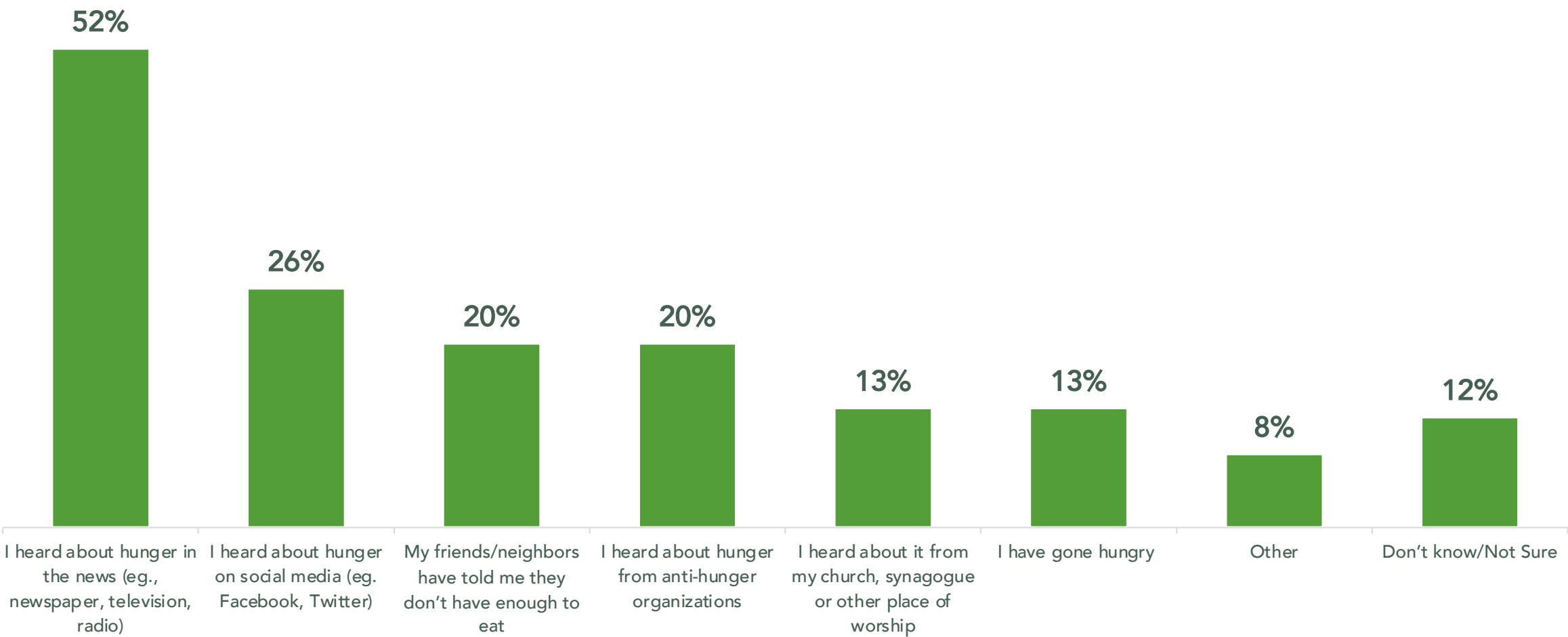
A majority worried about “society as a whole” not getting enough to eat



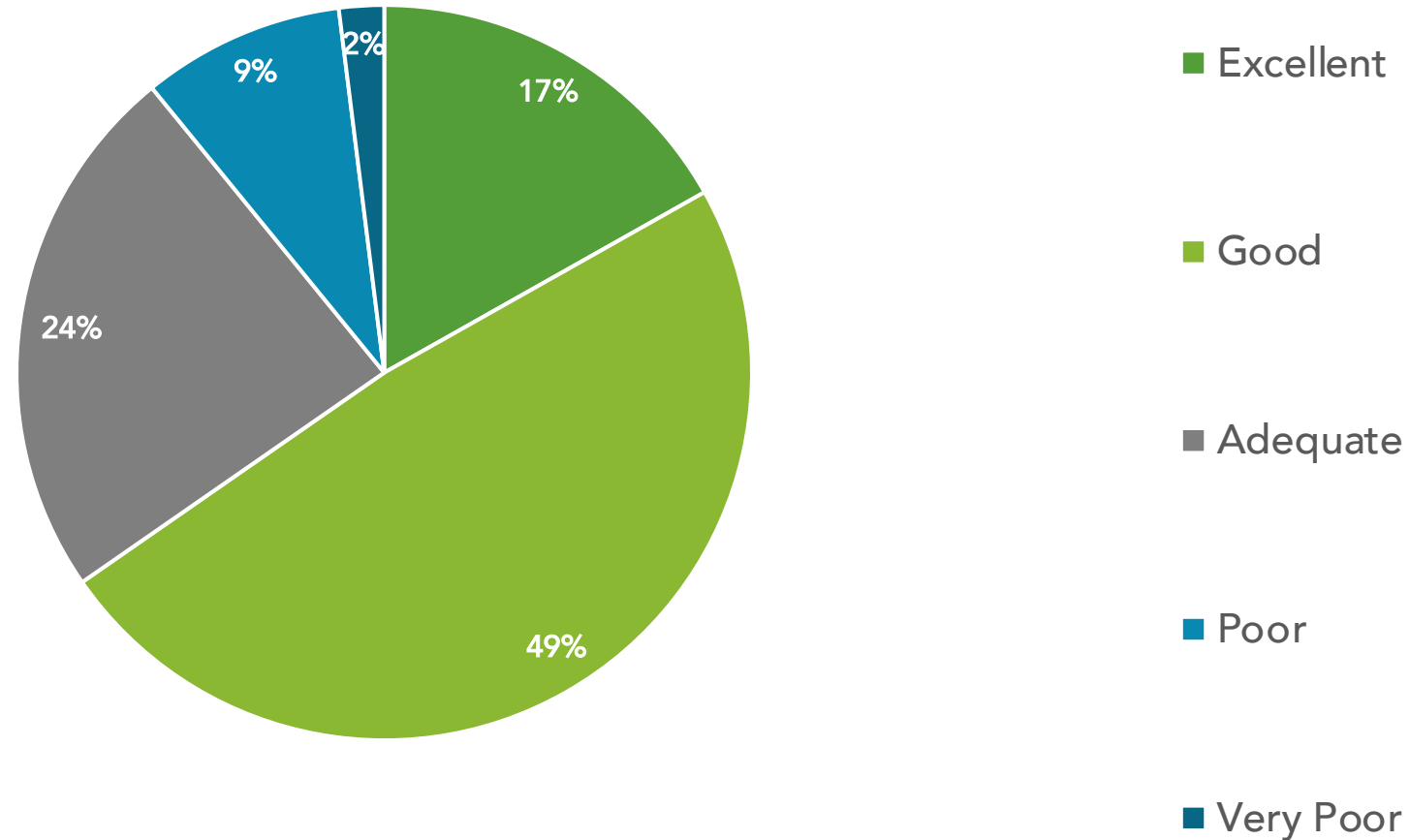
More than one-third who worried about not having enough to eat did not have enough money to buy food



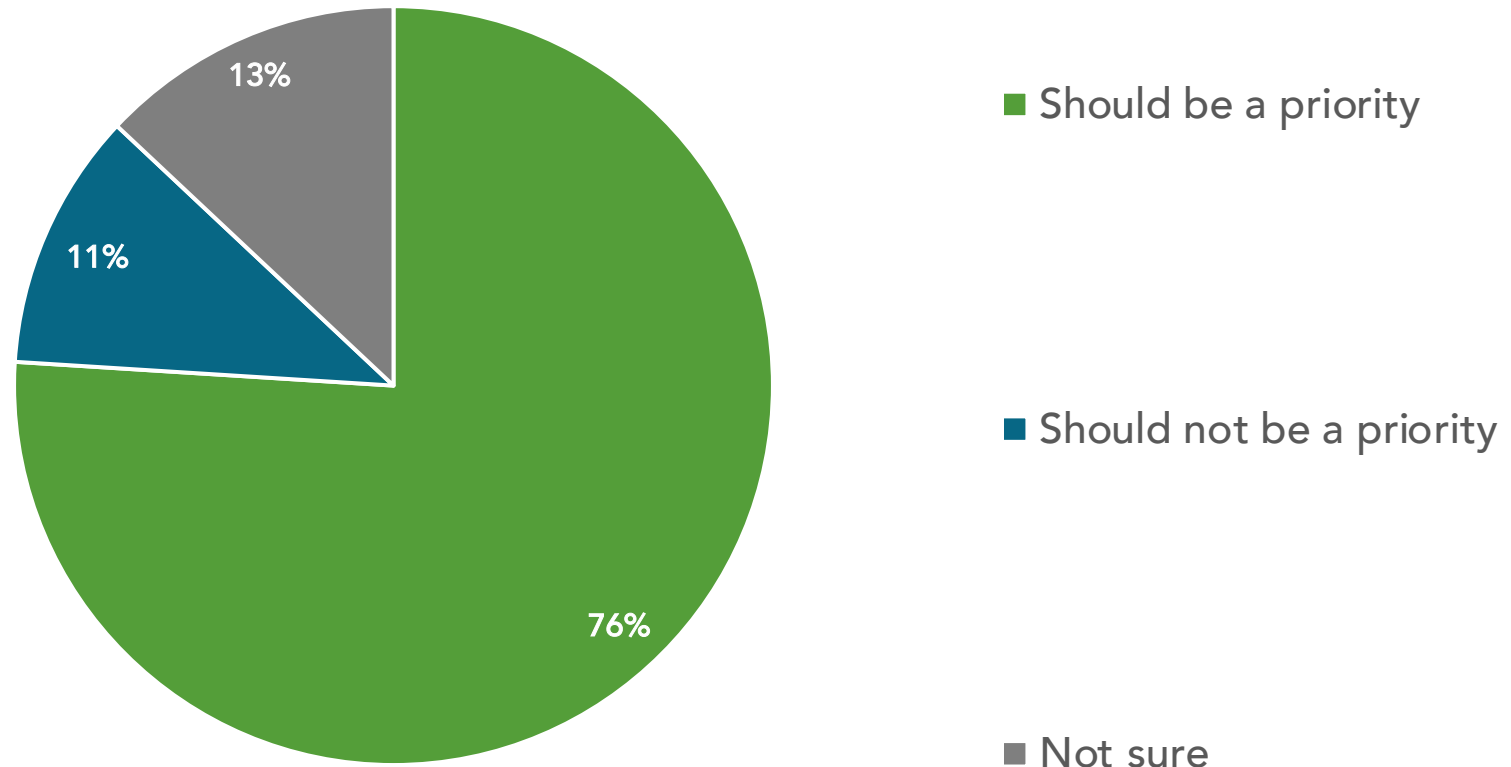
A majority who worried about others not having enough to eat heard about it in the news



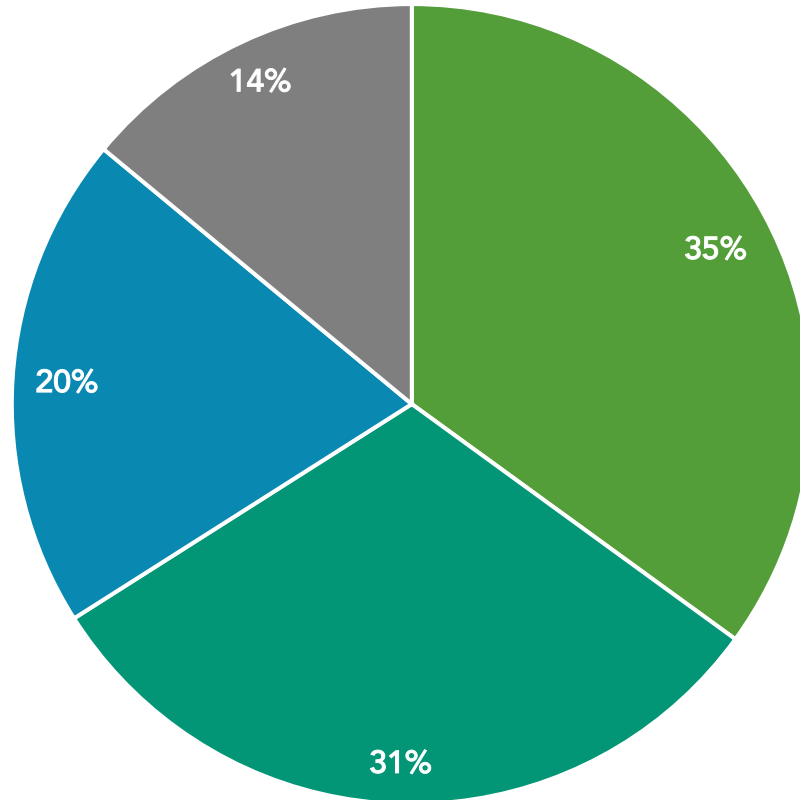
Nearly half of Americans say their health is “good”



More than three-quarters of Americans say addressing hunger should be a priority for policy makers

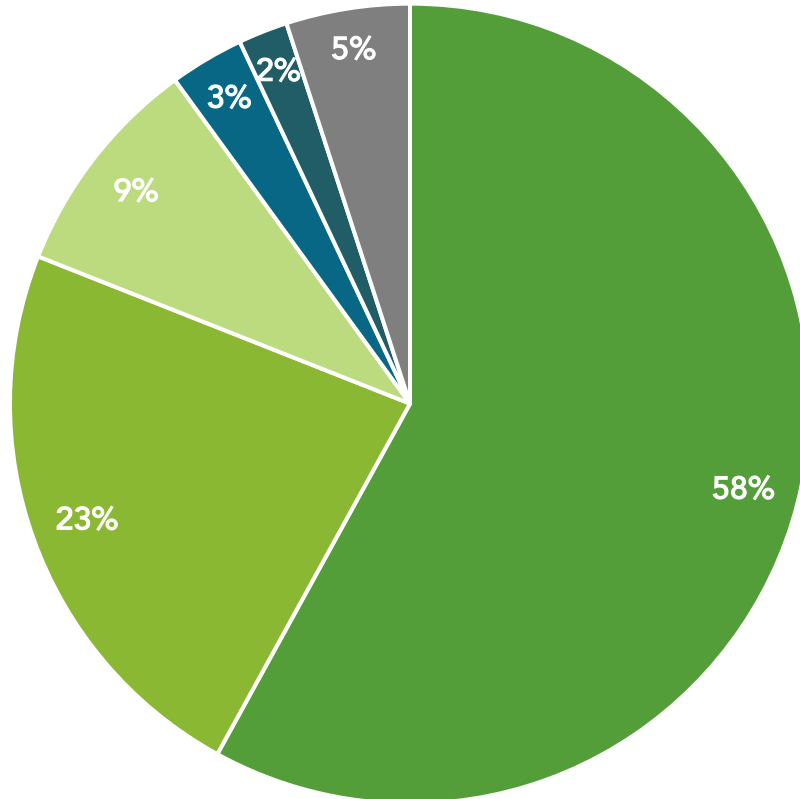


Around two-thirds of Americans are familiar with SNAP



- I am very familiar with this program
- I am somewhat familiar with this program
- I have heard of this program but don't know what it is
- I have never heard of this program

A majority wholeheartedly support SNAP

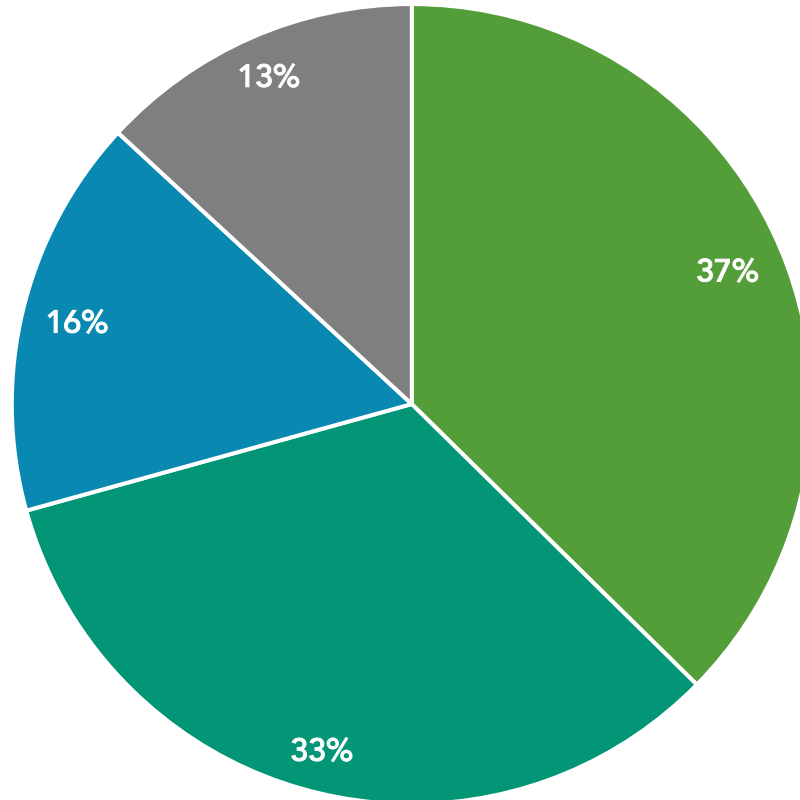


- I wholeheartedly support this program
- I somewhat support this program
- I neither support nor oppose this program
- I somewhat oppose this program
- I wholeheartedly oppose this program
- Not sure

Survey takers were presented with this SNAP overview:

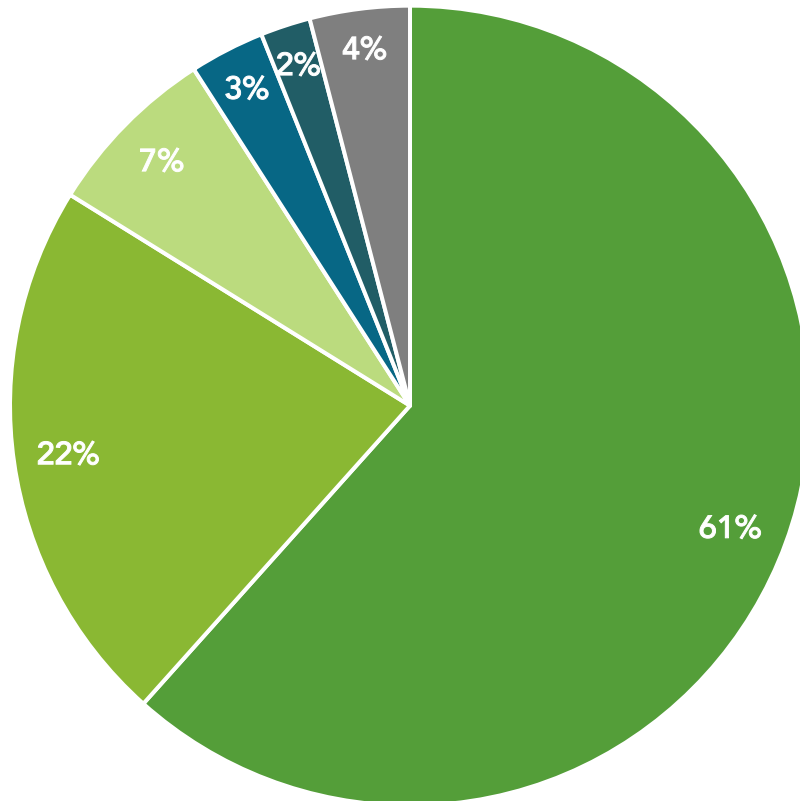
The Supplemental Nutrition Assistance Program (SNAP) provides monthly benefits to eligible low-income people to purchase food. SNAP plays a critical role in reducing hunger, malnutrition, and poverty, and improving family security, child and adult health, and employment outcomes.

Nearly three-quarters of Americans are familiar with WIC



- I am very familiar with this program
- I am somewhat familiar with this program
- I have heard of this program but don't know what it is
- I have never heard of this program

More than 6 in 10 Americans wholeheartedly support WIC



- I wholeheartedly support this program
- I somewhat support this program
- I neither support nor oppose this program
- I somewhat oppose this program
- I wholeheartedly oppose this program
- Not sure

Survey takers were presented with this WIC overview:

The Special Supplemental Nutrition Program for Women, Infants, and Children — known as WIC — provides low-income pregnant women, new mothers, infants, and children with nutritious foods, nutrition education, and improved access to health care in order to prevent nutrition-related health problems in pregnancy, infancy, and early childhood.

A Representation of what "hunger" means to Americans





DEMOGRAPHICS

A majority worried about “society as a whole” not getting enough to eat

	My family	Society as a whole	Myself	Close friends/neighbors
Total	24%	22%	17%	14%
Male	23%	20%	18%	13%
Female	24%	24%	16%	14%
White	22%	21%	17%	13%
Black	25%	28%	14%	15%
Hispanic	30%	23%	21%	14%
Under 45	31% ↑	29% ↑	21% ↑	17% ↑
45-64	21%	16% ↓	17%	13%
65+	10% ↓	15% ↓	6% ↓	6% ↓
Northeast	26%	22%	20%	12%
Midwest	19%	16%	14%	12%
South	22%	24%	15%	14%
West	27%	26%	18%	16%
Less than \$40K	28% ↑	24%	20%	15%
40K-80K	17% ↓	19%	10% ↓	12%
80K+	26%	24%	21%	14%
Non-college	26%	21%	17%	15%
College educated	21%	24%	16%	12%
Parents	37% ↑	30% ↑	25% ↑	20% ↑
Non-parents	18% ↓	19% ↓	14% ↓	11% ↓

More than one-third who worried about not having enough to eat did not have enough money to buy food

	I did not have enough money to buy food	I used my money to buy food for others in my family	I used my money to buy other necessities	Food banks and other areas to get free food were too populated/lines are too long	Food banks and other areas to get free food were not available to me	I did not know where to go to get free food	Supermarkets/grocery stores didn't have enough food available to purchase	Supermarkets/grocery stores are too far away	I don't have enough time to buy and/or prepare food	Other	Don't Know/Not Sure
Total	37%	15%	30%	10%	9%	8%	22%	6%	7%	7%	12%
Male	31%	17%	33%	13%	11%	9%	23%	6%	7%	7%	11%
Female	43%	13%	27%	7%	6%	8%	23%	6%	6%	7%	14%
White	37%	15%	30%	10%	10%	7%	24%	6%	7%	5%	13%
Black	40%	16%	29%	10%	10%	9%	20%	7%	6%	9%	9%
Hispanic	42%	16%	33%	10%	2%	13%	18%	5%	5%	9%	12%
Under 45	39%	19%	32%	11%	7%	9%	21%	8%	10%	5%	8% ↓
45-64	41%	10%	29%	10%	13%	7%	24%	4%	3%	9%	12%
65+	19% ↓	10%	24%	7%	3%	7%	23%	4%	5%	10%	32% ↑
Northeast	34%	17%	32%	9%	6%	6%	21%	8%	9%	5%	16%
Midwest	43%	9%	37%	7%	8%	10%	19%	8%	8%	5%	12%
South	41%	16%	30%	9%	6%	6%	23%	7%	6%	7%	14%
West	33%	18%	23%	14%	14%	10%	26%	3%	6%	10%	8%
Less than \$40K	49% ↑	12%	34%	10%	7%	9%	18%	6%	6%	5%	9%
40K-80K	34%	17%	31%	6%	7%	7%	27%	7%	7%	8%	16%
80K+	25% ↓	22%	25%	13%	11%	9%	24%	8%	10%	6%	12%
Non-college	46% ↑	13%	32%	8%	6%	8%	19%	5%	7%	6%	13%
College educated	27% ↓	18%	27%	13%	12%	9%	27%	8%	7%	8%	12%
Parents	37%	23% ↑	31%	15% ↑	12%	10%	22%	8%	10%	4%	5% ↓
Non-parents	38%	10% ↓	30%	7% ↓	7%	7%	23%	5%	6%	9%	17% ↑

A majority who worried about others not have enough to eat heard about it in the news

	My friends/neighbors have told me they don't have enough to eat	I heard about hunger in the news (eg., newspaper, television, radio)	I heard about hunger on social media (eg. Facebook, Twitter)	I heard about hunger from anti-hunger organizations	I heard about it from my church, synagogue or other place of worship	I have gone hungry	Other	Don't know/Not Sure
Total	20%	52%	26%	20%	13%	13%	8%	12%
Male	22%	51%	24%	25% ↑	15%	10%	9%	11%
Female	18%	53%	26%	15% ↓	11%	15%	6%	13%
White	20%	53%	24%	22%	12%	13%	8%	11%
Black	21%	48%	30%	17%	14%	12%	8%	11%
Hispanic	21%	49%	22%	15%	14%	13%	8%	14%
Under 45	27% ↑	45% ↓	32% ↑	18%	11%	13%	6%	10%
45-64	14%	54%	23%	18%	14%	15%	10%	12%
65+	7% ↓	67% ↑	13% ↓	31% ↑	17%	6%	8%	15%
Northeast	16%	53%	27%	21%	12%	10%	9%	14%
Midwest	17%	56%	22%	18%	14%	16%	9%	11%
South	24%	49%	23%	20%	11%	14%	6%	12%
West	21%	51%	29%	20%	14%	11%	7%	10%
Less than \$40K	24%	48%	25%	14% ↓	12%	21% ↑	6%	12%
40K-80K	15%	54%	23%	22%	11%	10%	10%	14%
80K+	20%	54%	31%	28% ↑	16%	4% ↓	6%	8%
Non-college	21%	48%	23%	15% ↓	12%	17% ↑	8%	13%
College educated	18%	57%	29%	25% ↑	14%	7% ↓	7%	10%
Parents	30% ↑	50%	34% ↑	21%	13%	12%	3% ↓	7% ↓
Non-parents	15% ↓	53%	22% ↓	19%	13%	13%	10% ↑	14%

Nearly half of Americans say their health is “good”

	Excellent	Good	Adequate	Poor	Very Poor
Total	17%	49%	24%	9%	2%
Male	22% ↑	49%	19% ↓	9%	1%
Female	12% ↓	49%	28% ↑	9%	2%
White	16%	49%	23%	10%	2%
Black	20%	46%	24%	8%	1%
Hispanic	16%	49%	27%	8%	0%
Under 45	22% ↑	45%	26%	5% ↓	1%
45-64	12% ↓	48%	22%	15% ↑	2%
65+	11%	58% ↑	21%	9%	1%
Northeast	19%	50%	23%	7%	1%
Midwest	12% ↓	48%	27%	11%	2%
South	15%	48%	24%	11%	2%
West	21%	49%	21%	8%	1%
Less than \$40K	9% ↓	43% ↓	31% ↑	15% ↑	2%
40K-80K	17%	52%	25%	6%	1%
80K+	28% ↑	56% ↑	13% ↓	3% ↓	1%
Non-college	11% ↓	47%	28% ↑	12% ↑	2%
College educated	23% ↑	51%	19% ↓	6% ↓	1%
Parents	24% ↑	50%	21%	5% ↓	0%
Non-parents	13% ↓	49%	25%	11% ↑	2%

More than three-quarters of Americans say addressing hunger should be a priority for policy makers

	Should be a priority	Should not be a priority	Don't know/not sure
Total	76%	11%	13%
Male	75%	13%	12%
Female	77%	10%	13%
White	75%	11%	14%
Black	84%	7%	9%
Hispanic	76%	14%	9%
Under 45	78%	11%	12%
45-64	74%	12%	14%
65+	75%	12%	13%
Northeast	80%	14%	6% ↓
Midwest	73%	10%	17%
South	78%	9%	13%
West	74%	13%	14%
Less than \$40K	78%	9%	14%
40K-80K	73%	13%	14%
80K+	78%	14%	8%
Non-college	75%	10%	15%
College educated	77%	13%	10%
Parents	82%	8%	10%
Non-parents	73%	13%	13%

Around two-thirds of Americans are familiar with SNAP

	I am very familiar with this program	I am somewhat familiar with this program	I have heard of this program but don't know what it is	I have never heard of this program
Total	35%	31%	20%	14%
Male	32%	32%	21%	15%
Female	39%	29%	19%	13%
White	35%	32%	21%	13%
Black	48% ↑	24%	12%	16%
Hispanic	32%	37%	18%	12%
Under 45	40% ↑	32%	14% ↓	14%
45-64	40%	27%	21%	12%
65+	14% ↓	36%	32% ↑	18%
Northeast	36%	36%	17%	11%
Midwest	36%	28%	24%	13%
South	37%	30%	16%	16%
West	33%	31%	21%	15%
Less than \$40K	47% ↑	24% ↓	16%	13%
40K-80K	25% ↓	38% ↑	24%	13%
80K+	31%	36%	20%	13%
Non-college	39% ↑	25% ↓	19%	17% ↑
College educated	31% ↓	38% ↑	21%	10% ↓
Parents	50% ↑	31%	14% ↓	5% ↓
Non-parents	30% ↓	31%	22%	18% ↑

A majority wholeheartedly support SNAP

	I wholeheartedly support this program	I somewhat support this program	I neither support nor oppose this program	I somewhat oppose this program	I wholeheartedly oppose this program	Don't know/Not Sure
Total	58%	23%	9%	3%	2%	5%
Male	54%	25%	10%	4%	3%	5%
Female	62%	22%	8%	2%	1%	5%
White	57%	24%	9%	3%	2%	4%
Black	64%	18%	6%	3%	2%	7%
Hispanic	57%	26%	9%	1%	2%	5%
Under 45	60%	22%	9%	2%	1%	6%
45-64	59%	22%	9%	3%	4%	3%
65+	50%	26%	11%	3%	2%	7%
Northeast	60%	22%	8%	2%	2%	6%
Midwest	54%	22%	12%	3%	2%	7%
South	61%	22%	7%	4%	3%	4%
West	59%	25%	9%	2%	2%	4%
Less than \$40K	67% ↑	17% ↓	7%	2%	1% ↓	6%
40K-80K	56%	24%	9%	4%	3%	4%
80K+	52%	29% ↑	10%	3%	4%	2%
Non-college	60%	20%	9%	3%	2%	7% ↑
College educated	56%	27%	10%	2%	3%	3% ↓
Parents	69% ↑	22%	6%	2%	1%	1% ↓
Non-parents	54% ↓	23%	10%	3%	3%	6% ↑

Nearly three-quarters of Americans are familiar with WIC

	I am very familiar with this program	I am somewhat familiar with this program	I have heard of this program but don't know what it is	I have never heard of this program
Total	37%	33%	16%	13%
Male	32% ↓	34%	17%	16%
Female	41% ↑	32%	15%	11%
White	36%	35%	17%	12%
Black	46%	31%	13%	10%
Hispanic	39%	30%	17%	15%
Under 45	43% ↑	30%	13%	13%
45-64	39%	33%	19%	9% ↓
65+	18% ↓	43% ↑	17%	22% ↑
Northeast	34%	38%	16%	12%
Midwest	40%	32%	15%	13%
South	33%	38%	16%	12%
West	40%	27% ↓	17%	16%
Less than \$40K	42% ↑	30%	15%	13%
40K-80K	34%	36%	16%	14%
80K+	38%	34%	17%	11%
Non-college	40%	30%	15%	14%
College educated	34%	37%	17%	12%
Parents	60% ↑	25% ↓	11% ↓	4% ↓
Non-parents	28% ↓	37% ↑	18%	17% ↑

More than 6 in 10 Americans wholeheartedly support WIC

	I wholeheartedly support this program	I somewhat support this program	I neither support nor oppose this program	I somewhat oppose this program	I wholeheartedly oppose this program	Don't know/Not Sure
Total	61%	22%	7%	3%	2%	4%
Male	55% ↓	26%	8%	4%	2%	5%
Female	66% ↑	20%	7%	1% ↓	2%	4%
White	59%	24%	8%	3%	2%	4%
Black	70%	16%	5%	1%	2%	6%
Hispanic	61%	24%	5%	4%	2%	4%
Under 45	65%	21%	6%	1%	1%	5%
45-64	61%	22%	9%	4%	2%	3%
65+	51%	28%	10%	3%	3%	5%
Northeast	60%	24%	5%	3%	2%	6%
Midwest	60%	20%	10%	3%	1%	6%
South	63%	23%	6%	2%	2%	3%
West	62%	23%	8%	2%	3%	2%
Less than \$40K	71% ↑	17% ↓	5%	2%	1%	4%
40K-80K	59%	22%	10%	1%	4%	3%
80K+	54%	29% ↑	6%	5% ↑	1%	4%
Non-college	64%	20%	8%	1%	1%	6%
College educated	59%	25%	7%	4%	2%	3%
Parents	72% ↑	21%	4%	1%	0% ↓	1% ↓
Non-parents	57% ↓	23%	9%	3%	3% ↑	6% ↑

Sample Sizes/Methodology

CATEGORY	N
Total	1000
Male	476
Female	515
White	672
Black	140
Hispanic	119
Under 45	472
45-64	358
65+	170
Northeast	228
Midwest	266
South	232
West	274
Less than \$40K	409
40K-80K	241
80K+	281
Non-college	542
College educated	455
Parents	297
Non-parents	694

1,000 interviews among adults age 18+ were conducted June 3-7, 2021, using an online survey. The results were weighted to ensure proportional responses. The Bayesian confidence interval for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level.



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