



New Survey Finds Affordability Crisis Among Families with Low Incomes

AS COSTS CONTINUE TO RISE, PARENTS REPORT BUYING LESS FOOD AND STRUGGLING TO AFFORD BOTH HOUSEHOLD BILLS AND GROCERIES.

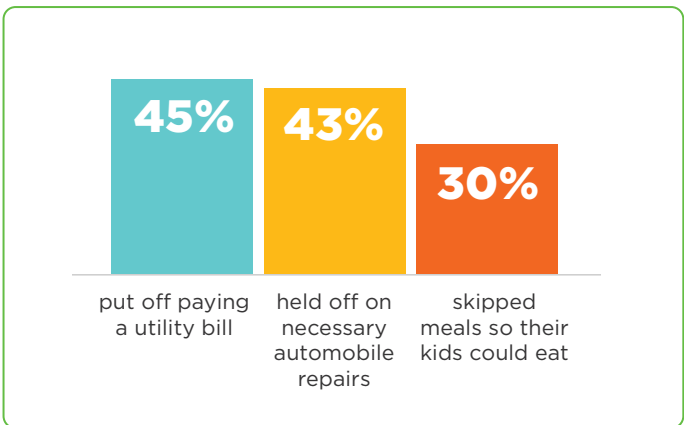
A new national survey conducted by Marketing for Change on behalf of No Kid Hungry finds **that rising costs have become more than an inconvenience for families with low incomes**, forcing many to make tradeoffs to afford food and other necessities. **The findings underscore the critical role of SNAP, the nation’s largest and most effective anti-hunger program, in helping families put food on the table.**

Families are Being Forced to Make Impossible Choices

For many families, rising costs are forcing difficult decisions about which basic needs they can afford and which expenses must be delayed or sacrificed.

83%
report being unable to buy all the food they usually would due to increased food costs

70%
worry they will face a choice between paying bills and buying healthy food for their children



“
I got a raise at work, but it doesn’t keep up with how much and how fast prices are rising. I am underwater every month lately, and sinking fast.
—Parent, Wisconsin

“
The money I make does not have the same value. What cost a dollar yesterday is two today ... I have worked a 40-plus work week since the age of 16. I have never felt poor. Today I’m the poorest I have ever been.
—Parent, Kentucky

Children and Families are Paying a Hidden Cost

Parents are working harder to make ends meet, but those efforts often come with unintended consequences for family time, daily routines, and children's well-being.

54%

said they or a spouse/
partner have had to take on
extra work or a second job

AMONG
THEM

26%

report less supervision
for their older kids.

26%

report fewer home-
cooked meals

1 in 3

say their children were at
least sometimes not eating
enough because they could
not afford food



Having to work nights cleaning buildings to make extra money has taken time away from me watching my kids play sports and spending any kind of time with them in the afternoons. Sometimes it feels like I don't see much of them at all.

—Parent, Minnesota

Federal Grocery Benefits are Critical for Families

As families navigate rising costs, SNAP provides critical support that helps them afford groceries, avoid deeper hardship, and remain financially stable.

85%

say SNAP
helped their
family reach a
better financial
situation

90%

say they
would have
to cut back
significantly on
food without
SNAP

85%

say SNAP helps
them get through
the month
without running
out of food

82%

describe SNAP
as temporary
support, not
permanent
dependency

Parents were asked what would happen if they LOST SNAP benefits:



My family would not be able to fill the home with an adequate amount of food or not be able to pay our other bills. If we cut back on our food then we will be hungry but if we don't pay our bills we will be homeless.

—Parent, Arizona



I'd have to skip meals myself to save for my kids, take on debt, and reduce portions. Their focus at school and health could suffer, and stress would rise.

—Parent, Florida