



## METHODOLOGY

*Change Research surveyed 1096 adults in Pennsylvania from March 13-19, 2025, including an oversample of 191 families—respondents living with children 18 or under—that are eligible for SNAP. 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*
- *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 data<sup>1</sup>*

*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 Pennsylvania. 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, region, income, and 2024 presidential vote. Weighting parameters were based on Census data. That is, if a given age bracket or gender group represented x% of the adult population, then that same group would be weighted to x% in this survey. 2024 presidential results were based on numbers released by the Pennsylvania Secretary of State.*

*The modeled margin of error\* for this survey is 3.3%, 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"<sup>(1)</sup> (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 <sup>(2)</sup>.

(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
  - Neither of these
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. 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]
6. Including yourself, how many people are in your household?
  - 1, just me
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7
  - 8
  - 9 or more
7. Do any children in your household ages 18 or younger attend a public school or public charter school?
  - Yes
  - No, the children in my household are not in public school
  - No, there are no children in my household
8. For statistical purposes, which of the following best describes your household's **gross monthly income**? Gross income is income before taxes, minus what you pay for housing (rent or mortgage) and dependent care.
  - Under \$2,510
  - \$2,510-\$3,408
  - \$3,409-\$4,304
  - \$4,304-\$5,200
  - \$5,201-\$6,098
  - \$6,099-\$6,994

- \$6,995-\$7,890
  - \$7,890- \$8,788
  - Over \$8,788
9. 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
10. Do you agree or disagree with the following statements? [RANDOMIZE] [Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree]
- Due to the cost of food, my household's diet is less nutritious than it was 12 months ago.
  - Due to the cost of food, it is hard to make sure my household has enough nutritious food to eat.
  - My household's health and well-being has suffered over the past 12 months due to the cost of food.
  - My household's debt (including credit card debt) has increased over the past 12 months due to the cost of food.
  - Over the past 12 months, I have skipped meals or eaten less due to the cost of food.
11. What are the specific ways that the rising cost of food has impacted your household's health and well-being? The more details, the better! [TEXT BOX]
12. At any time in the past 12 months, has your household received benefits through Supplemental Nutrition Assistance Program (SNAP), the federal food assistance program that helps eligible low-income households buy groceries?
- Yes
  - No
13. [SNAP RECIPIENTS] Select all that apply. Did your household use SNAP benefits to: [RANDOMIZE]
- Buy more fresh fruits and vegetables
  - Buy more meat, fish, eggs, and other proteins
  - Stock up on pantry staples like pasta, rice, and canned food
  - Buy healthier versions of the food you usually buy
  - Buy a treat
  - Afford more nutritious food items
  - Free up money to pay for another basic necessity like rent, utilities, or other essentials
  - Shop at a locally-owned store or business
  - Shop directly from local farmers and food producers, like at a farmer's market or similar
  - None of these
- [REST] Imagine you have an extra \$175 per household member in your grocery budget each month. Would you be more likely to: (Select all that apply) [RANDOMIZE]
- Buy more fresh fruits and vegetables
  - Buy more meat, fish, eggs, and other proteins
  - Stock up on pantry staples like pasta, rice, and canned food
  - Buy healthier versions of the food you usually buy
  - Buy a treat
  - Be able to afford more nutritious food items
  - Pay for another basic necessity like rent, utilities, or other essentials
  - Shop at a locally-owned store or business
  - Shop directly from local farmers and food producers, like at a farmer's market or similar
  - None of these
14. [IF SNAP RECIPIENT] What are the specific ways that your household would be impacted if you did NOT receive SNAP benefits? Again, the more details, the better! [TEXT BOX]
- [IF SNAP-ELIGIBLE] Please describe whether and how you would use an extra \$XXX per household member in grocery benefits each month. Again, the more details, the better! [TEXT BOX]
15. How favorable are your feelings about the Supplemental Nutrition Assistance Program (SNAP), the federal food assistance program that helps eligible low-income households buy groceries?
- Very favorable
  - Somewhat favorable
  - Neutral

- Somewhat unfavorable
  - Very unfavorable
  - Never heard of it
16. Please read the following statements about the impact SNAP has on rural economies and businesses where recipients spend their benefits. In your opinion, is each statement true or false? [RANDOMIZE] [Definitely true | Probably true | Probably false | Definitely false | Not sure]
- SNAP has a positive impact on rural economies and businesses where recipients spend their benefits.
17. Congressional lawmakers are considering cuts to food assistance, health coverage, and other human services as a way to offset the cost of tax cuts for high-income households.
- Do you support or oppose funding cuts and other reductions to the SNAP food assistance program?
- Strongly support
  - Somewhat support
  - Somewhat oppose
  - Strongly oppose
  - Not sure
18. Congressional lawmakers are also considering billions in cuts to school breakfast and lunch programs. Do you support or oppose cuts to school meal programs?
- Strongly support
  - Somewhat support
  - Somewhat oppose
  - Strongly oppose
  - Not sure
19. How concerned would you be if Pennsylvania's U.S. Senators and the U.S. Representative from your district supported cuts to SNAP benefits and other food assistance programs?
- Very concerned
  - Somewhat concerned
  - Not too concerned
  - Not at all concerned
  - Not sure
20. Do you agree or disagree with the following statements? [RANDOMIZE] [Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree]
- Child hunger should not exist in Pennsylvania.
  - Elected officials in Pennsylvania should do more to end childhood hunger.
  - Ending childhood hunger in Pennsylvania should be a shared, bipartisan goal.
  - Anti-hunger programs like SNAP are important to winning the fight against child hunger.
  - School meals should be free for all kids who need them.
  - Anti-hunger programs like SNAP are mostly unnecessary.
  - Pennsylvania is facing issues that are more important than solving child hunger.

## FINAL DEMOGRAPHICS

21. 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
22. How did you vote in the 2024 election for President or for some reason were you unable to vote?
- Kamala Harris, the Democrat
  - Donald Trump, the Republican
  - A 3rd party candidate
  - Not registered/Too young/Ineligible
  - Did not vote