

Hunger Matters in the U.S. Report



December 2023

background

Food insecurity is a **pressing issue** across the US, one that has been recently exacerbated by the end of pandemic-era aid and the rising cost of living.

The Hunger Matters in the U.S. Report sought to provide context around the depth and **urgency of food insecurity** among Americans, including how the current economy is affecting people's ability to put food on the table and attitudes about food insecurity; what barriers people face to eating well; how much people consider food insecurity an issue in their local communities; and whether people believe the crisis to be getting worse.

Finally, the survey also seeks to understand what Americans **would like to see organizations do** to combat the issue of food insecurity.



methodology

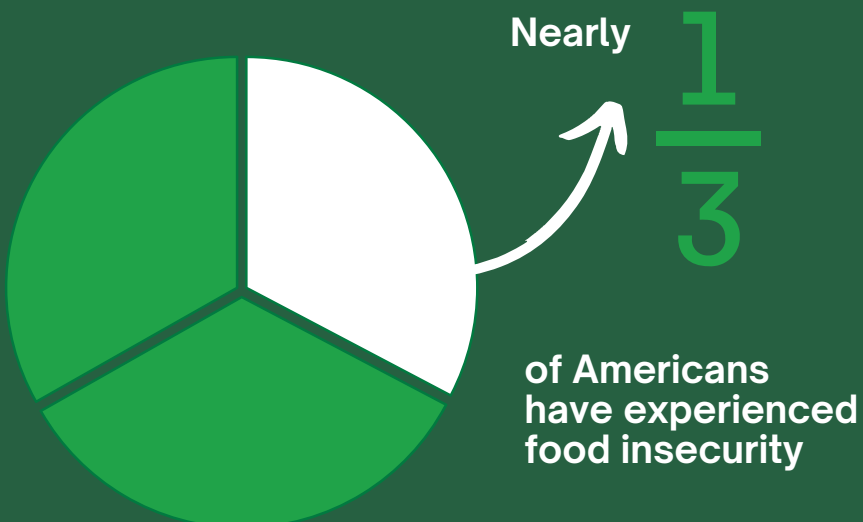
A YouGov omnibus survey of 1,200 U.S. adults aged 18+ was commissioned by meal kit brand **HelloFresh**, then designed and fielded online between November 7 and November 8, 2023.



Finding #1

Food insecurity is a sweeping issue across the United States, with nearly one-third of Americans citing personal experience with it.

- Nearly one-third (32%) of survey respondents reported personal experience with food insecurity.
- Nearly half (40%) reported having a friend or relative who has experienced food insecurity.
- Most respondents (69%) acknowledge that food insecurity was a problem in America, and roughly half (51%) acknowledged that it was a problem in their local communities.
- More than half (52%) of Americans agreed that people who experience food insecurity don't have the resources and support they need.

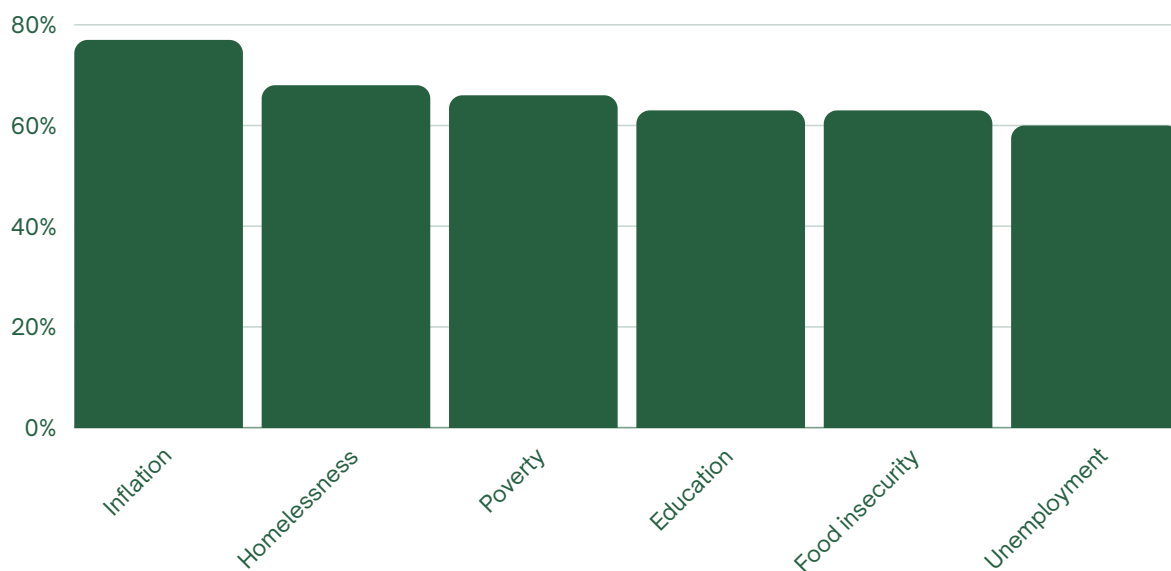




Finding #2

The affordability crisis is top of mind for Americans and the biggest barrier to eating well.

- Nearly three-quarters (72%) agreed the economy is creating a bigger crisis for food insecurity.
- Cost and affordability was the most cited barrier to eating well among survey respondents (51%).
- Respondents said inflation was the most pressing concern of issues facing their community, with more than three-quarters (77%) of Americans reporting they were concerned about it and just over half (53%) saying they were very concerned about it.
- After inflation, poverty was the second biggest concern cited (66%).
- Nearly three-quarters of respondents (74%) said low cost and budget-friendly food items were important for preparing food for their households.



Most Pressing Concerns For Americans

Finding #3

There is a significant generational divide when it comes to hunger, with younger respondents bearing the brunt of the crisis.

- Respondents aged 18-34 were almost twice as likely to report having experienced food insecurity (41%) than those 55+ (21%).
- Nearly half of respondents aged 18-34 (46%) reported having a friend or relative who has experienced food insecurity, whereas only 32% of respondents 55+ reported the same.
- More than one-third (38%) of 18-34 year olds and one-third of 35-54 year olds have experienced food insecurity compared to just 16% of 55+ year olds.
- 18-34 year olds were almost twice as likely to say they are more concerned about hunger for themselves and their families this year because of their current financial situations.
- 43% of 18-34 year olds were more concerned vs. just 22% of 55+ year olds.



2^x

**more likely to have
experienced food
insecurity**

18-34 year olds





Finding #4

Americans are looking for action

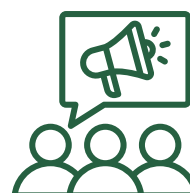
- More than two-thirds of Americans (68%) said they would like to see more done by brands and organizations about the current state of hunger and food insecurity.
- The three most cited philanthropic actions that Americans would like organizations to take were emergency food programs, such as food banks and meal programs (59%); direct donations to those experiencing food insecurity (51%); and advocacy for government policy that focuses on the root causes of food insecurity (42%).
- Respondents aged 55+ were most supportive of emergency food programs, such as food banks and meal programs (72%).
- Respondents aged 18-34 were most supportive of advocacy for government policy that focuses on the causes of food insecurity (48%).



**Emergency Food
Programs**



Direct Food Donations



**Advocacy for
Government Policy**

**Most Popular Philanthropic Actions That Americans Would
Like From Organizations**