

Powered by Breakfast

**1 in 6 children
in America lives
with hunger.**

That's 13 million kids.

Three out of four teachers report students regularly come to school hungry because they don't have enough to eat at home. Despite this, our latest report demonstrates a sobering disconnect between adult perception of the issue, and the stark reality of children living with hunger in communities across America.



AMERICANS ACKNOWLEDGE THAT CHILDHOOD HUNGER IS AN ISSUE, JUST NOT WHERE THEY LIVE

50% of Americans say they believe there are children who regularly go to school hungry at most schools in America. Yet, only 7% believe they know children in their neighborhood who go to school hungry.



AMERICANS ARE MORE LIKELY TO BELIEVE IN THE SUPERNATURAL THAN BELIEVE THEY KNOW KIDS GOING TO SCHOOL HUNGRY

More Americans say they believe in ghosts (27%) than believe they know kids in their neighborhood who go to school hungry (7%).



THE MAJORITY OF AMERICANS WOULD WORRY ABOUT FLYING ON A PLANE IF THEIR PILOT WERE HUNGRY

7 in 10 respondents (71%) said they would be concerned if their pilot hadn't eaten in 18 hours. But millions of kids across the country show up to school not having eaten.





KIDS ARE GOING TO SCHOOL HUNGRY

- Hunger affects children in every community.
- 3 out of 4 educators see students who regularly come to school hungry.
- When kids don't get enough to eat, they have a hard time concentrating, may have more behavioral problems, and struggle academically.
- 92% of teachers are concerned about how hunger impacts their students' ability to succeed.

BREAKFAST IS THE FUEL TO HELP CHILDREN REACH THEIR POTENTIAL

- Any child going to school hungry in America is one too many. But a straightforward, proven fix is right in front of us: make breakfast part of the school day for every child who needs it.
- Breakfast has a powerful effect. Kids can stay focused. Hungry kids have the food they need to excel in class. Studies show that children who eat school breakfast are more likely to do well on tests and miss less school.

Together with its partners, No Kid Hungry is ending childhood hunger in America by connecting kids to nutritious food through programs like school breakfast. Through grants, technical assistance and legislation, No Kid Hungry is helping millions of kids start each school day with breakfast. **Since No Kid Hungry's launch, an additional 3 million children are starting the school day with a healthy breakfast.**

Survey Methodology: All figures, unless otherwise stated, are from YouGov Plc in partnership with No Kid Hungry. Total sample size was 2462 adults. Fieldwork was undertaken between 4th - 6th February 2019. The survey was carried out online. The figures have been weighed and are representative of all US adults (aged 18+).

