CAPTIAL AREA FOOD BANK
HUNGER REPORT 2023
SURVEY METHODOLOGY

This survey was conducted by NORC at the University of Chicago with funding from the Capital Area Food Bank (CAFB). Staff from NORC and CAFB collaborated on all aspects of the study.

Interviews were conducted 5/1-5/15/2023, with 5,261 adults age 18 in the D.C. Metropolitan Area (this area includes the following counties: Montgomery Co, MD, Prince George's Co, MD, Fairfax Co, VA, Prince William Co, VA, Arlington Co, VA, Alexandria, VA, and Washington DC).

Data for the probability-based sample are collected using a multi-mode address based (or ABS) approach that allows residents to complete the interview via web or with an NORC telephone interviewer. The sampling frame is based on an extract of the U.S. Postal Service delivery-sequence file (DSF). The DSF provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. Addresses are stratified by the Census propensity to respond metric and then randomly selected within each target region.

All sampled households are mailed a postcard inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number. Postcards are addressed to: [CITY] HOUSEHOLD. There is no within household selection for households with multiple adults.

Probability interviews were conducted online and over the phone, with 264 completing via telephone and 4,997 completing via web. Interviews were conducted in English and Spanish, and respondents were offered a monetary incentive (either $10 or $15) for completing the survey.

Quality assurance checks were conducted to ensure data quality. In total, 118 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the data are final, a nonresponse adjustment and raking process is used to adjust for differential survey nonresponse and noncoverage of the sampling frame along demographic and geographic dimensions. Raking variables include age, gender, race/ethnicity, education, number of adults in the household, and geographic area. Population control totals for the raking variables were obtained from the 2021 Population Estimates reported by the U.S. Census Bureau, along with population estimates obtained from the 2017-2021 American Community Survey. The weighted data reflect the population of adults age 18 in the D.C. Metropolitan Area.

The overall margin of sampling error among all adults age 18 and over for the overall D.C. Metropolitan Area and for each county are:

AREA	n	Design effect	MOE (+/- percentage points)
Overall	5,261	3.2	2.4
Montgomery Co, MD	750	2.5	5.7
Prince George's Co	752	2.5	5.7
MD, Fairfax Co, VA	750	2.7	5.9
Prince William Co	756	2.6	5.7
VA, Arlington Co, VA	750	2.5	5.6
Alexandria, VA	750	2.9	6.1
Washington DC	753	2.1	5.2

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

For more information, email info@norc.org.