

GLOBAL HUNGER AWARENESS STUDY: EXECUTIVE SUMMARY

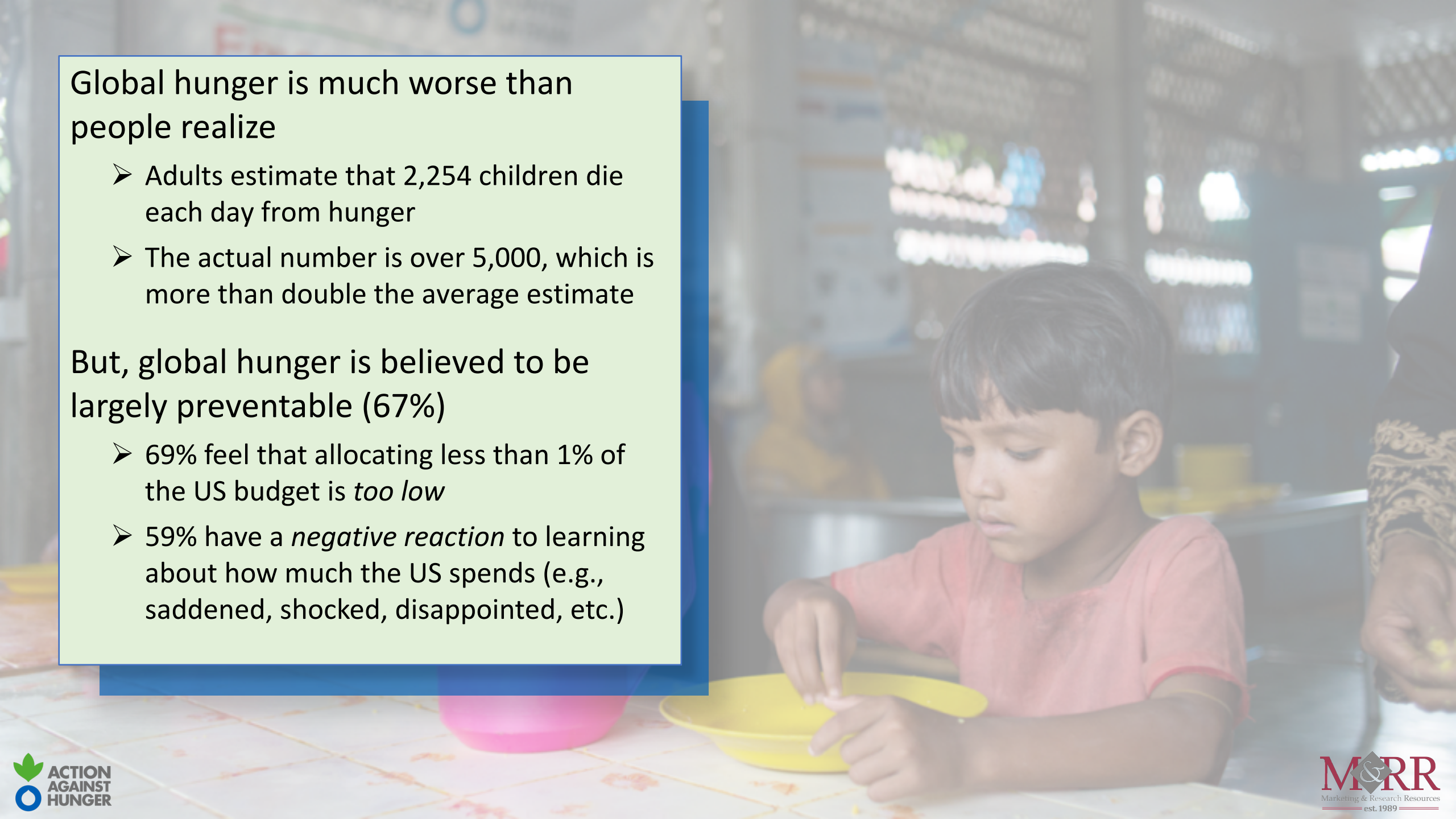


Global hunger is much worse than people realize

- Adults estimate that 2,254 children die each day from hunger
- The actual number is over 5,000, which is more than double the average estimate

But, global hunger is believed to be largely preventable (67%)

- 69% feel that allocating less than 1% of the US budget is *too low*
- 59% have a *negative reaction* to learning about how much the US spends (e.g., saddened, shocked, disappointed, etc.)





US problems rank as more concerning to American adults than problems in developing countries, including problems related to hunger and children in need.

Two-thirds of adults think **hunger in the US** should be part of the 2020 presidential campaign, whereas **hunger in developing nations** is less relevant for a US presidential campaign. However, presidential candidates **taking a position against global hunger** will be thought of positively.

The amount spent by the US saddens, shocks, and disappoints most respondents, especially Gen Z (70%) and Millennials (63%).

47% of adults made a charitable / financial donation in the past year

- They donated an average of **\$265**
- **82%** went to causes within the US
- **18%** went to causes outside the US
- **8%** donated to organizations dedicated to combating hunger

34% will consider donating to organizations that combat hunger. The main reasons for donating include

- Feeling compassionate towards others in need
- Wanting to be a part of the solution to a specific cause
- Feeling fortunate and wanting to give something back





Gen Z is the most concerned about developing nations and more likely to consider donating to hunger relief outside the US.

However, Gen Z is also the least likely to make financial donations in general (37%) because they can't afford to or haven't thought about it.

Actions most likely to be taken by respondents:

- Seek to donate food (79%)
- Make a donation to a global hunger relief organization (70%)

Those who do make donations are **more likely to:**

- Choose organizations that combat hunger (10%)
- Give to causes outside the US (26%)
- Consider donating to hunger orgs in the next year (42%)