GLOBAL HUNGER AWARENESS STUDY

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PRESENTED TO:

ACTION AGAINST HUNGER

METHODOLOGY

OBJECTIVE

The goal of this research is to measure awareness and perception of global hunger, assess Americans' understandings of the gravity of hunger and trends over the past few decades, and determine to what extent Americans perceive hunger as a preventable and curable health issue that requires medical intervention.

TARGET

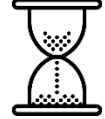Gen Pop Adults 18-64
HHI of $25K + if ages 25+

Quota

Total 1,015
254 Gen Z (ages 18-24)
256 Millennials (ages 25-39)
255 Gen X (ages 40-54)
250 Baby Boomers (age 55-64)

Weighted demographically to represent the U.S. population

SOURCE

GP Internet Panels

TIMING

27-minute online survey

Field Period:
September 4, 2019
to
September 13, 2019

EXECUTIVE SUMMARY

Half of US adults make charitable donations – most $ stays in the US and just a small percentage goes to hunger-related causes

- **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
  - Feel fortunate and want to give something back

ACTION AGAINST HUNGER

- **15%** aware
- **1%** would consider donating to

> It shouldn't be a problem in the united states, where we have both horribly obese people and those that are starved. Fix that problem then feed the world, we should have enough food period to supply a large population of the greater world. – Male, 20

> It is an important topic to not just help are own country but to also pay mind to those in other developing countries / nations. They are also our future. – Male, 22

> We live in a first world country, there is no reason for us to be such a mess when it comes to such an important issue. We should be helping those who have less than us. – Female, 25

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

CONCERN FOR PROBLEMS OF THE WORLD

	GEN POP
Children in need in the **United States**	198
Gun violence in the **United States**	185
Access to basic healthcare in the **United States**	182
Terrorism within the **United States**	176
Poverty in the **United States**	164
Human trafficking	164
Hunger in the **United States**	162
Water shortages / access to clean water in The **United States**	136
Climate change or other environmental issues	123
Human rights violations	121
Global terrorism	118
Access to basic education in the **United States**	105
The spread of nuclear weapons	105
Unemployment in the **United States**	94
Children in need in **developing nations**	93
Racial tensions	90
Water shortages / access to clean water in **developing nations**	83
Illegal immigration in the United States	82
Hunger in **developing nations**	70
Poor agricultural / farming practices in the United States	70
Drug trafficking	69
Religious extremists	67
Access to basic healthcare in **developing nations**	64
Poverty in **developing nations**	46
Women's inequality in **developing nations**	43
Access to basic education in **developing nations**	33
Gun violence **outside the United States**	25
Poor agricultural / farming practices in **developing nations**	23
Unemployment **outside the United States**	7

Strongest Concern	Above Average Concern	Average Concern	Below Average Concern	Least Concern

- Gun violence, illegal immigration, racial tension and climate change are receiving the most coverage, and are the issues most likely heard about recently

- Most believe **more can be done** to combat these issues, as well as hunger, in the US and developing nations

- 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, **candidates taking a position against global hunger will be thought of positively**

More education is needed to help educate and inform about non-profit organizations, as well as specific causes, to encourage more donations

BARRIERS

33% don't know which non-profit makes best use of donations

33% can't afford to donate, and don't know what else to do

30% care about other causes more than this one

20% just never really thought about it

8% didn't realize that hunger was still a serious problem

7% haven't heard of any nonprofits that help the hungry

PRIORITIES

Would FIRST consider donating to hunger relief in:

54% Local Community

17% State

18% The US

11% Developing Countries

> To get anywhere with solving problems **you have to start where you can make the most difference** and I feel if everyone would focus on where they are and not where they aren't a lot more could be done. If you can't save yourself you cannot save your ship. – Male, 33

> Well, I would choose to donate to end hunger in developing countries versus my own city, state, or country because I feel like their definition of hunger is completely different from ours in the US like they are on another level. We are a first world country, there is plenty of food here, we just need to allocate it better. In other countries that are still developing, you don't know what kind of access they have to regular meals, so **I would want to donate to people who I feel need it the most and to people who it really is a life or death situation for**. – Female, 21

Global hunger is worse than people realize – it is not thought to have improved over the past 40 years, but is thought to be preventable

"Life Threatening Hunger" around the world:

Has not improved over the past 4 decades

- ➤ 41% believe it has gotten worse in the past 40 years (31% say better)
- ➤ 38% believe it has gotten worse in the past 3 years (16% say better)

Is much worse than people realize

- ➤ Adults estimate that 2,254 children die each day from hunger
- ➤ The actual number of 8,400 is more than three times as high

But, 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.)
- ➤ Knowing hunger statistics *increases likelihood of supporting* charitable organizations

" **Hunger is preventable**. Possibly death due to hunger is easier to prevent than death to disease. But I say probably because it is hard to mobilize resources toward these things. Worldwide hunger is overshadowed by issues within the US- issues that are less important but have far more media coverage. – Female, 24

" It's **terrible that we have children in the us that are so over weight and kids are dying every day because of hunger**. – Female, 34

" **Anything is possible** if you plan and budget and actually allocate money towards doing something. – Female, 43

Statistics about the number of children suffering and dying are the ones that will motivate the most people to take action
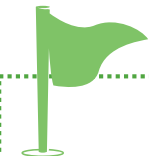
	DID NOT KNOW %	A LOT / A LITTLE HIGHER THAN EXPECTED* %	INCREASES LIKELIHOOD TO SUPPORT* %	FACTS THAT DRIVE THE MOST / SECOND MOST SUPPORT %
2 million children die from hunger each year	76	83	50	34
16 million children suffer from deadly hunger	72	82	45	25
820 million people throughout the world are affected by hunger	71	86	52	23
Armed conflict is a leading cause of life-threatening hunger worldwide	57	NA	36	10
Climate change is increasing food prices and driving global hunger	44	NA	31	16
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	43	71	43	24
Hunger kills more children in Africa than anything else	31	67	43	10
Hunger is predictable, preventable and treatable	15	NA	40	24

*Among those who did not know the statistic before the survey

Upon learning of the extent of global hunger, most people want to do something, though many believe it is the responsibility of the UN and governments of other countries

PERCEIVED EFFECTIVENESS OF:

- MAKING A $10 FINANCIAL CONTRIBUTION — 27%
- DONATING $10 WORTH OF FOOD — 31%
- BOTH ARE EQUALLY EFFECTIVE — 42%

% COMFORTABLE WITH:

- MAKING A FINANCIAL CONTRIBUTION — 40%
- DONATING FOOD — 60%

GEN POP
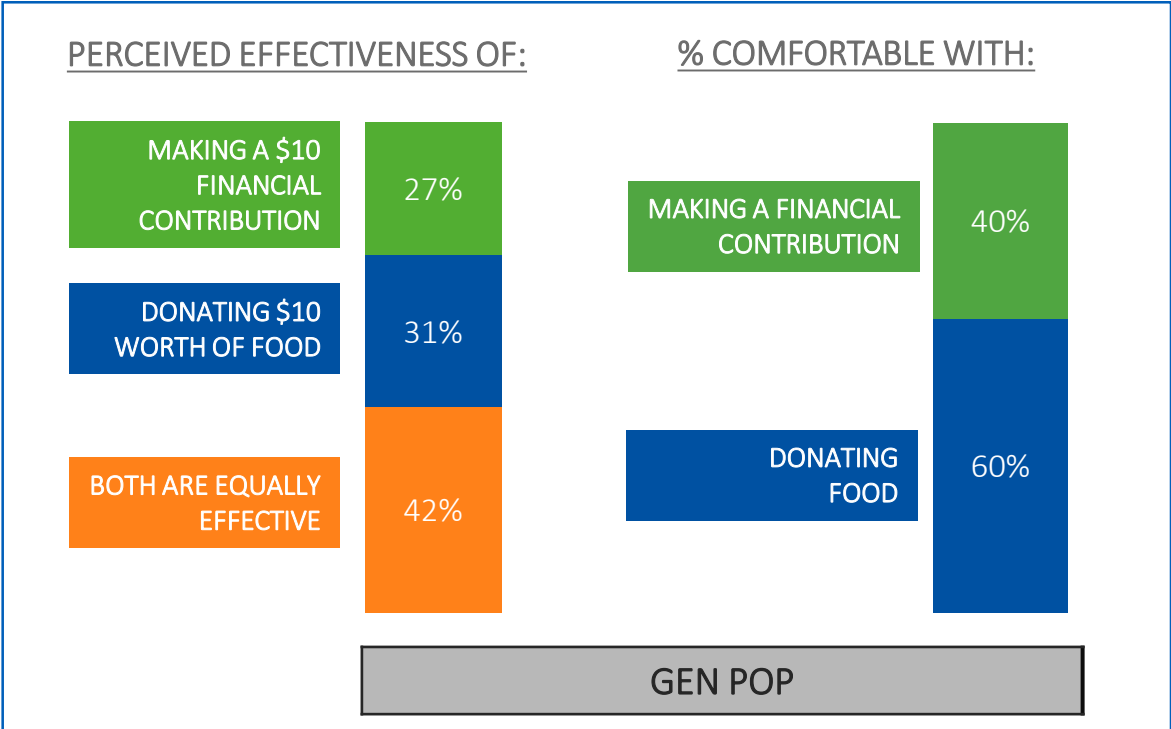
Actions Most Likely To Be Taken:

Seek to donate food (79%)
Make a donation to a global hunger relief organization (70%)
Search the internet for more information (69%)
Visit hunger organization websites for more information (65%)
Talk to family or friends about the issue of hunger (65%)
Use social media to raise awareness about deadly and global hunger (51%)

Efforts Considered Impactful In Combating Global Hunger:

Sustainable farming (59%)
Access to clean water (51%)
Agriculture and farming tools (43%)
Food aid (35%)

Who Should Be Responsible For Combating Global Hunger:

U.S. GOV. AND CITIZENS OF U.S. NET (27%)
GOV. AND CITIZENS OF OTHER COUNTRIES NET (49%)
The United Nations (50%)
The governments of other countries (42%)
Non-profit / Charitable organizations (24%)
The United States government (22%)

Gen Z expresses the most concern for developing countries and is the most likely to donate to organizations dedicated to combating hunger
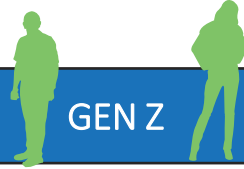
GEN Z

Gen Z is the most concerned about developing nations and more likely to consider donating to hunger relief outside the US; Gen Z thinks the US does not do enough and will respond positively to presidential candidates who take up this cause

- The least likely to make financial donations in general (37%) because they can't afford to or haven't thought about it

  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%)

- Gen Z is motivated to make financial donations to help ensure the future will have fewer people living in dire circumstances

- Will be encouraged to support global hunger organizations based on knowing "820 million people throughout the world are affected by hunger" and "3 out of 4 children facing life-threatening hunger cannot access the medical care they need"

MILLENNIALS

Millennials are more likely than Gen Z to make financial donations in general, but choose to give more to organizations / causes within the US, especially groups focused on children and/or medical / disease research

- Millennials are the most likely to take action such as donating food, searching the internet, making a donation, and visiting organization websites

- They are motivated to give because they want to feel they are not powerless in the face of need and it makes them feel less guilty about splurging on themselves

- The most optimistic about solving hunger during their lifetimes and are the most likely to think the statistic that 2 million children dying each year is higher than they expected

- They are encouraged to support global hunger orgs based on knowing "Hunger kills more children in Africa than anything else" and "Armed conflict is a leading cause of life-threatening hunger worldwide"

Gen X and Baby Boomers are less likely than younger generations to donate to organizations dedicated to combating global hunger but can be motivated with the right information

GEN X

Gen X is the most likely to think that the US is doing enough to combat hunger in developing nations and are the most likely to consider donating to their local communities first. They are the least likely to say they will give to developing nations first

- Gen X prefers to give charitable donations to religious and education organizations
- Along with Baby Boomers, they are the least likely to give to organizations that combat hunger (29%)
- They have been motivated to give in the past because someone they know asked for a donation in lieu of a gift
- Less likely to take action for this cause, especially when it comes to contacting their elected officials and asking them to support policies and laws that fight to end global hunger
- If they were to think about donating, knowing that "2 million children die from hunger each year" will be most effective for them

BABY BOOMERS

Boomers are the most likely to make financial donations to charitable organizations (56%) and donate the most money annually (average of $407). However, they have other causes they are more interested in supporting besides ending hunger
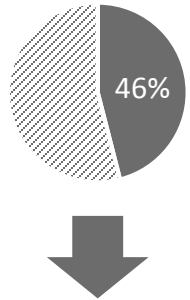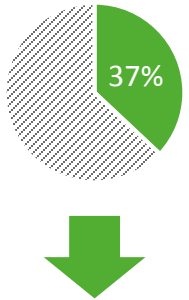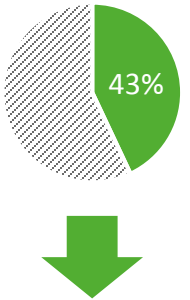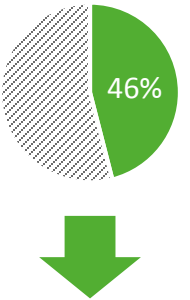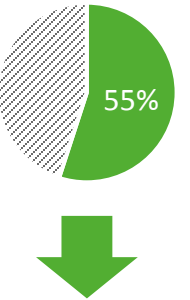
- Other causes they are more interested in supporting include religious, medical, and / or animal welfare organizations
- They are pessimistic about being able to solve hunger and the most likely to think that life threatening hunger around the world has gotten worse over the past 40 years
- Boomers prioritize their local community first and developing countries last
- They are the least likely to be aware of Action Against Hunger or to take action for this cause; They are also less likely to be motivated by the statistics – if they were to think about donating, the "Hunger is predictable, preventable and treatable" line will be most effective for them to know

DETAILED FINDINGS

46% of households donated to a non-profit in the past year

AMOUNT DONATED TO ORGANIZATIONS IN PAST 12 MONTHS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
None	54	63[cD]	57[D]	55[d]	45
$1 to less than $250	22	20	24	23	21
$250 to less than $750	11	12	10	8	14[c]
$750 or more	13	5	9[a]	14[A]	20[AB]
Donated NET	46%	37%	43%	46%	55%
Median Amount Donated *Among Those Giving*	$264.73	$221.90	$205.15	$239.15	$406.56

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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8% donated towards combating hunger in the past year

TYPES OF ORGANIZATIONS DONATED TO IN PAST 12 MONTHS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
MADE A FINANCIAL CONTRIBUTION NET	46	37	43	45a	55ABc
Churches or religious organizations	20	13	13	22AB	31ABC
Children's organizations	14	13	18c	12	13
Animal welfare or protection organizations	14	10	12	12	19AbC
Organizations that work to cure diseases / medical research	12	11	10	12	20ABC
Disaster relief	12	14	12	10	15c
Education	9	9d	9d	13D	5
Nature, conservation and environmental organizations	9	8	9	6	12C
Organizations that combat hunger	8	10	7	7	11b
Organizations that combat poverty in the United States	8	9	6	7	11b
Organizations that serve military veterans	7	4	5	7	15ABC
International relief and humanitarian organizations	6	7	4	4	9BC
Human rights	5	6	8d	4	4
Organizations that combat poverty outside the US	5	4	4	5	6
Political	4	4	3	4	6
Organizations that serve the disabled	4	1	3	4	8ABC
Arts and culture organizations	4	3	4	2	5
Gender and age-specific organizations	2	1	2	2	2
Ethnic or minority-related	1	1	1	1	2
Did not make a financial contribution	53	63cD	57D	54d	45

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Most donations stay in the US; 18% go to foreign causes

- Gen Z is the most likely to make donations that go outside of the US

AVERAGE % OF ANNUAL DONATIONS TO CAUSES

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
OUTSIDE THE U.S. NET	18%	26%bCD	18%	16%	16%
INSIDE THE U.S. NET	82%	74%	82%a	84%A	84%A
ONGOING NEEDS / PROBLEMS IN MY LOCAL COMMUNITY	40%	31%	37%	45%Ab	40%a
ONGOING NEEDS / PROBLEMS IN THE U.S.	28%	27%	31%	26%	30%
NATURAL DISASTERS / OTHER EMERGENCIES IN THE U.S.	14%	16%	14%	13%	14%
NATURAL DISASTERS / OTHER EMERGENCIES OUTSIDE THE U.S.	8%	12%BcD	7%	8%	8%
ONGOING NEEDS / PROBLEMS OUTSIDE THE U.S.	11%	14%cD	12%	9%	8%

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Hunger is the cause Gen Z is most likely to donate to

- Other generations are more likely to donate to religious, children's, and medical organizations

EXTREMELY / VERY LIKELY TO DONATE TO IN NEXT 12 MONTHS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Children's organizations	38	39	43[cD]	36	32
Organizations that work to cure diseases / medical research	35	32	40	33	34
Organizations that combat hunger	34	42[CD]	36[c]	29	29
Churches or religious organizations	33	26	28	37[Ab]	39[AB]
Disaster relief	32	36[C]	37[C]	26	31
Animal welfare or protection organizations	32	39[Cd]	36[C]	24	30
Organizations that combat poverty in the United States	32	33	35[D]	28	26
Nature, conservation and environmental organizations	29	37[CD]	35[CD]	20	23
Organizations that serve the disabled	27	28	32[C]	22	25
Education	27	30[D]	34[cD]	26[D]	17
Organizations that serve military veterans	26	22	29[a]	24	28
International relief and humanitarian organizations	21	31[bCD]	23[c]	16	18
Human rights	19	25[CD]	26[CD]	14	12
Organizations that combat poverty outside the United States	16	24[CD]	20[CD]	11	12
Ethnic or minority-related	15	21[CD]	16[D]	13	9
Arts and culture organizations	15	19[cD]	20[CD]	12	8
Gender and age-specific organizations	12	12	14[c]	9	11
Political	11	16[C]	11	9	11

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There are many drivers behind charitable donations

- The primary ones include compassion towards others and a desire to be part of the solution

COMPLETELY DESCRIBES WHY I DONATE (6 / 5)

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
I feel compassionate towards others in need	51	51	54	47	51
I want to be part of the solution to a specific cause I am passionate about	47	48[d]	52[cD]	44	39
I feel fortunate and want to give something back to others	44	41	47	43	41
I want to give back to my community	42	44	44	38	43
Someone I know has been personally affected by the cause / issue	42	35	46[AD]	41	37
I have a moral obligation to help others in dire circumstances	38	37	43	36	37
To help ensure the future will have fewer people living in dire circumstances	37	46[CD]	42[cD]	33	31
It makes me feel good about myself	35	35[d]	40[D]	38[D]	26
I want to feel I'm not powerless in the face of need and can help	32	30	42[ACD]	26	27
It allows me to fight a social injustice	28	33[CD]	33[CD]	23	22
Allows me to memorialize a friend or loved one	25	23	28	24	23
To fulfill a religious obligation or belief	24	18	23	26[a]	24
I sometimes give charitable donations instead of / alongside material gifts during holidays	20	18	21	18	19
It is part of my family's tradition	19	16	20	19	17
Someone asked me to give a charitable donation instead of a material gift	19	14	18	24[Ad]	17
I feel guilty if I don't help	19	20[d]	21[D]	18	14
Someone I know personally endorses or supports the charitable organization	17	17	20[D]	19[d]	12
It makes me feel less guilty about splurging on myself	14	10	21[ACD]	12	7
Allows me to support a political belief	12	14	13	12	11
The government will give me a tax credit on my income taxes	10	6	11[a]	11[Ad]	7
A celebrity supports the charitable organization / cause	8	9	10[d]	7	5
Maybe I don't want to admit it, but I like the recognition I receive as a supporter	8	8[d]	11[D]	7[d]	3

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CONCERN FOR PROBLEMS FACING THE WORLD

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
Children in need in the United States	198	176	193[A]	208[AB]	203[A]
Gun violence in the United States	185	183	177	191	196[B]
Access to basic healthcare in the United States	182	165	180[a]	185[A]	194[Ab]
Terrorism within the United States	176	142	164[A]	194[AB]	190[AB]
Poverty in the United States	164	144	159[A]	176[AB]	167[A]
Human trafficking	164	180[CD]	171[D]	164[D]	144
Hunger in the United States	162	139	154[A]	178[AB]	169[AB]
Water shortages / access to clean water in The United States	136	132	137	142	130
Climate change or other environmental issues	123	148[CD]	135[C]	103	121
Human rights violations	121	137[bCD]	123	117	112
Global terrorism	118	102	115	121[A]	127[A]
Access to basic education in the United States	105	93	113[AD]	107[a]	97
The spread of nuclear weapons	105	98	103	101	119[Abc]
Unemployment in the United States	94	73	98[A]	104[A]	92[A]
Children in need in developing nations	93	119[BCD]	99[CD]	82	81
Racial tensions	90	87	80	96[b]	91
Water shortages / access to clean water in developing nations	83	121[BCD]	89[CD]	65	75[c]
Illegal immigration in the United States	82	50	64	98[AB]	105[AB]
Hunger in developing nations	70	97[BCD]	75[CD]	58	62
Poor agricultural / farming practices in the United States	70	60	76[AD]	75[AD]	61
Drug trafficking	69	52	61	82[AB]	75[Ab]
Religious extremists	67	51	61	65[a]	91[ABC]
Access to basic healthcare in developing nations	64	86[BCD]	70[Cd]	51	60
Poverty in developing nations	46	68[BCD]	49[Cd]	36	40
Women's inequality in developing nations	43	64[BCD]	51[CD]	32	31
Access to basic education in developing nations	33	56[BCD]	37[CD]	25	24
Gun violence outside the United States	25	32[cD]	28[D]	24	19
Poor agricultural / farming practices in developing nations	23	33[CD]	27[CD]	17	20
Unemployment outside the United States	7	10[CD]	9[CD]	6	4

1. Now we would like to get your reactions to some problems facing the world today. To do this, you will see 4 different problems at a time. Please indicate which 1 of the 4: Concerns you the most, and which one concerns you the least.
Base: Total Respondents

Strongest Concern | Above Average Concern | Average Concern | Below Average Concern | Least Concern

Gun violence, illegal immigration, racial tension and climate change have recently received the most coverage

- Gen Z and Millennials are more likely to have heard about hunger within developing nations recently

HEARD ABOUT ISSUE A GREAT DEAL / SOME IN PAST 6 MONTHS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Gun violence	94	92	94	93	96[a]
Illegal immigration	92	92	91	91	95
Racial tensions in the United States	83	85	83	80	86[c]
Climate change or other environmental issues	83	84	84	81	83
Terrorism within the United States	73	75[C]	75[C]	66	74[c]
Global terrorism	68	60	67	68[a]	70[A]
Poverty in the United States	48	46	46	50	48
Children suffering from hunger in developing nations	48	55[Cd]	50	44	46
Poverty in developing nations	45	46	47	42	47
Hunger in developing nations	43	45	49[Cd]	38	41
Children suffering from hunger in the United States	39	34	42	39	38
Hunger in the United States	39	34	42	38	37

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Adults in general do not believe the US is doing enough to combat any one particular issue, including hunger

THE U.S. IS DOING ENOUGH TO COMBAT THESE ISSUES

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Illegal immigration	34	35	40[C]	31	32
Terrorism within the United States	31	27	32	30	34
Global terrorism	30	25	29	34[a]	30
Hunger in developing nations	28	16	25[A]	34[AB]	29[A]
Poverty in developing nations	25	17	20	31[AB]	29[AB]
Children suffering from hunger in developing nations	25	17	22	29[Ab]	27[A]
Climate change or other environmental issues	24	13	23[A]	29[A]	25[A]
Hunger in the United States	23	22	24	22	25
Gun violence	22	19	23	23	20
Children suffering from hunger in the United States	22	17	25[ac]	18	25[ac]
Poverty in the United States	21	16	20	21	25[A]
Racial tensions in the United States	20	20	18	19	22

Adults believe more can be done to combat most issues, including hunger, in the US and developing nations

THE U.S. IS <u>NOT</u> DOING ENOUGH TO COMBAT THESE ISSUES

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Gun violence	68	73c	67	65	71
Racial tensions in the United States	66	67	68	64	65
Poverty in the United States	65	67	67	63	62
Hunger in the United States	63	63	64	62	61
Children suffering from hunger in the United States	62	65	58	63	61
Climate change or other environmental issues	60	73[BCD]	62[C]	52	59
Terrorism within the United States	54	57	55	52	52
Illegal immigration	49	40	42	53[AB]	54[AB]
Children suffering from hunger in developing nations	44	58[BCD]	46[D]	41	35
Global terrorism	43	49	43	43	40
Poverty in developing nations	42	55[bCD]	47[CD]	36	33
Hunger in developing nations	41	58[BCD]	45[cD]	36	32

3. Do you think the United States is doing enough to combat each of the following issues? (Select ONE for each issue)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop

Red text = indexes *lower* than Gen Pop

21

Two-thirds of adults think hunger in the US should be part of the 2020 presidential campaign

- Hunger in developing nations is less relevant for a 2020 candidate to campaign on

CRITICAL / IMPORTANT TO BE PART OF 2020 PRESIDENTIAL CANDIDATE'S CAMPAIGN

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Terrorism within the United States	83	75	81	86[A]	85[A]
Gun violence	79	82	78	81	80
Racial tensions in the United States	70	71	67	73	69
Poverty in the United States	70	72	68	73	69
Illegal immigration	70	60	63	71[Ab]	80[ABC]
Children suffering from hunger in the United States	67	63	66	70	67
Global terrorism	67	60	66	68	68
Climate change or other environmental issues	66	73[Cd]	68[c]	61	64
Hunger in the United States	64	62	65	65	62
Children suffering from hunger in developing nations	31	39[CD]	34	27	28
Hunger in developing nations	28	40[BCD]	29	24	26
Poverty in developing nations	26	31[c]	27	23	25

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Taking a position against global hunger is a winning one for presidential candidates, especially with Gen Z

VIEW OF PRESIDENTIAL CANDIDATES WHO SAY U.S. NEEDS TO PLAY ACTIVE ROLE IN COMBATING GLOBAL HUNGER

TOP 2 BOX	60	73^{BCD}	63^{cD}	55	54
	GEN POP	**GEN Z (A)**	**MILLENNIALS (B)**	**GEN X (C)**	**BABY BOOMERS (D)**

VERY POSITIVE: 24% (Gen Pop), 35%^{CD} (Gen Z), 28%^{Cd} (Millennials), 18% (Gen X), 20% (Baby Boomers)

SOMEWHAT POSITIVE: 36% (Gen Pop), 38% (Gen Z), 35% (Millennials), 38% (Gen X), 34% (Baby Boomers)

4a. How would you view a U.S. presidential candidate who says The United States needs to play an active role in combating global hunger? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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ORGANIZATION AWARENESS
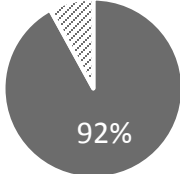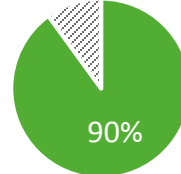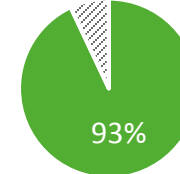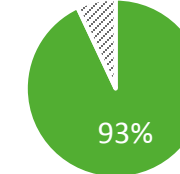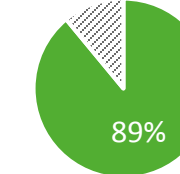
There are a few main reasons for not donating to end hunger including a lack of awareness and money

- Gen Z cares about the issue, but they are the most likely to say they can't afford to make a donation or just haven't thought about it

Did <u>not</u> make a donation to an organization combating hunger

REASONS FOR NOT DONATING TO END HUNGER IN PAST YEAR

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
	92%	90%	93%	93%	89%
I don't know which nonprofit makes best use of donations	33	33	32	32	32
I can't afford to donate, and I don't know what else to do	33	44[CD]	36[c]	28	31
I care about other causes more than this one	30	18	29[A]	32[A]	34[A]
Just never really thought about it	20	27[CD]	22[d]	18	16
I didn't realize that hunger was still a serious problem	8	8	9	6	5
I haven't heard of any nonprofits that help the hungry	7	14[bCD]	8[D]	5	3
Some other reason	5	3	4	5	9[Ab]

5. What are the main reasons why you have not made a financial contribution to a charitable organization focused on ending hunger? (Select ALL that apply)
Base: Those who have not made a financial contribution to a charitable organization that combats hunger

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Most adults want to end hunger in their communities <u>first</u>

- Gen Z is the most likely to consider donating to hunger relief in developing countries first

WOULD <u>FIRST</u> CONSIDER DONATING TO HUNGER RELIEF IN…

Legend:
- MY LOCAL COMMUNITY
- MY STATE
- THE UNITED STATES
- DEVELOPING COUNTRIES

GEN POP
- 54%
- 17%
- 18%
- 11%

GEN Z (A)
- 37%
- 17%
- 22%
- 24%[BCD]

MILLENNIALS (B)
- 50%[A]
- 20%[C]
- 17%
- 12%[C]

GEN X (C)
- 65%[AB]
- 12%
- 19%
- 5%

BABY BOOMERS (D)
- 59%[Ab]
- 17%
- 15%
- 8%

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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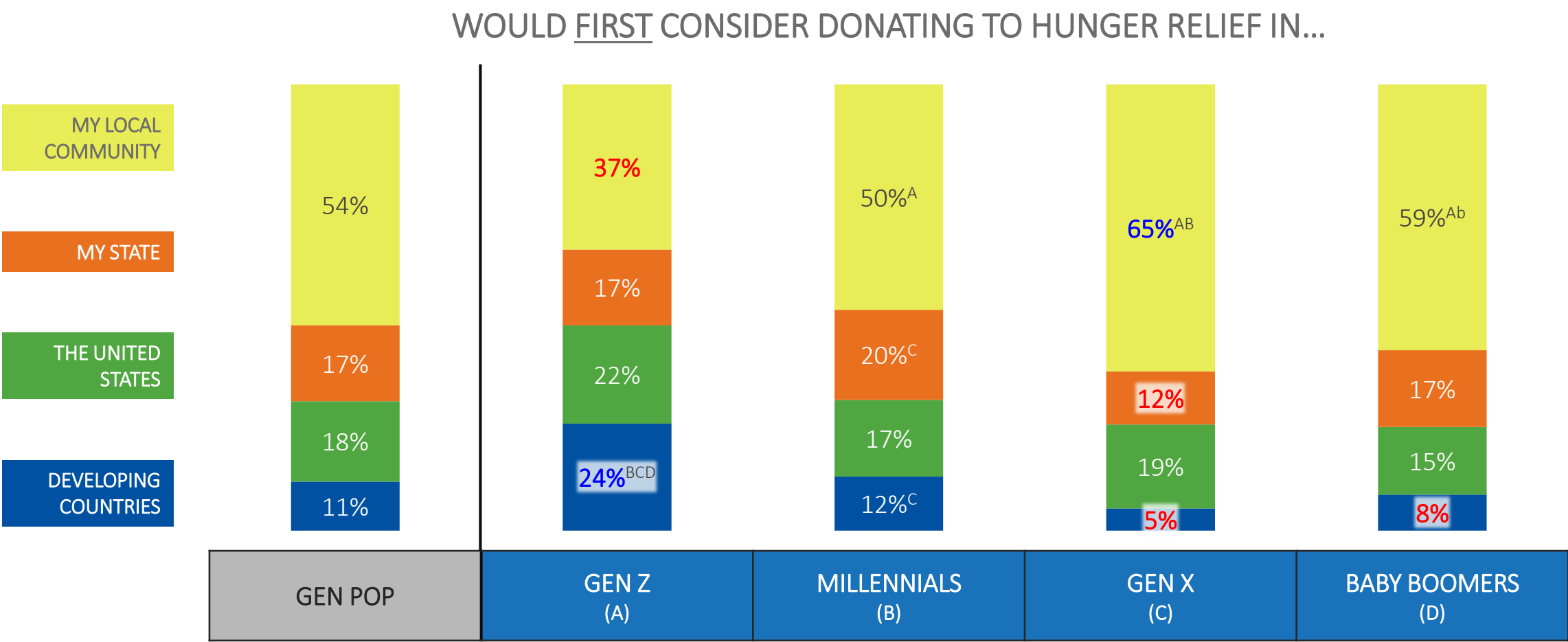
Adults consider hunger relief orgs targeting local communities, States & the US before developing countries

- Developing countries will be considered more by Gen Z

WOULD FIRST / NEXT CONSIDER DONATING TO HUNGER RELIEF IN...

Legend:
- **MY LOCAL COMMUNITY**
- **MY STATE**
- **THE UNITED STATES**
- **DEVELOPING COUNTRIES**

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
My Local Community	74%	59%	73%[A]	80%[Ab]	77%[A]
My State	72%	54%	67%[A]	82%[AB]	77%[AB]
The United States	35%	48%[bCD]	38%[C]	28%	34%
Developing Countries	18%	40%[BCD]	22%[CD]	10%	12%

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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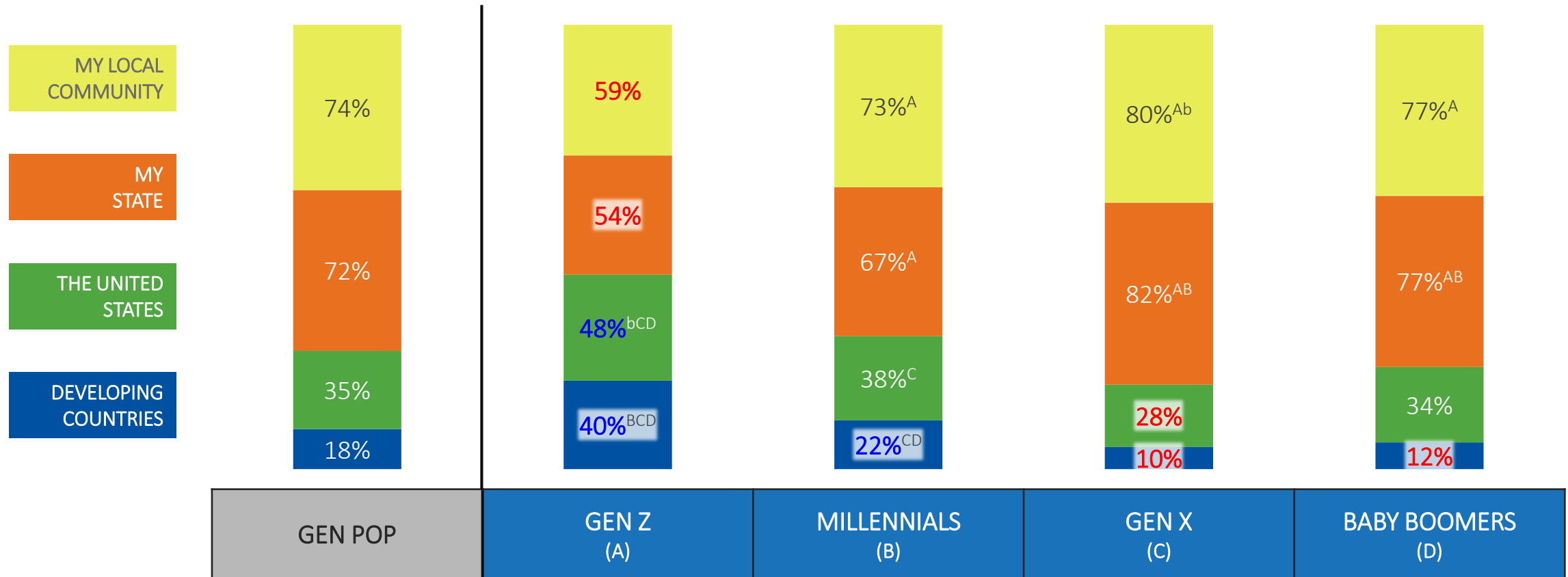
Those who want to help developing nations first, do so because they have no other resources, unlike the US

REASONS BEHIND DONATING TO HUNGER RELIEF IN DEVELOPING COUNTRIES

"
I feel the US is very fortunate. While I do realize hunger is a problem in the US as well, there are more resources for those people here than there are in other countries.

-Female, 33

"
I feed the homeless in my local community. I feel I need to help people in developing countries cause they are out of my reach.

-Male, 44

"
Generally developing countries need the most outside support, they're usually suffering more from lack of/mishandled resources. In first world countries, the problems are more likely political.

-Prefer to self-identify, 23

"
America has many government programs to help with hunger while developing countries do not.

-Male, 23

7. Why would you choose this type of organization focused on ending hunger?
(Please be as specific and detailed as possible)

Those choosing to donate to the US first want to help their fellow Americans before helping other countries

REASONS BEHIND DONATING TO HUNGER RELIEF IN THE UNITED STATES

" My area is not the most affected by Hunger and I know there are other areas that have worse situations. I believe we need to take care of citizens here before we can take care of others outside our nation.   -Female, 30

" I love everyone but I live in the United States and I believe we need to help our own people as much as possible before extending further out.   -Male, 34

" While I feel greatly for those in other countries I am first and foremost an American so it would be my first choice to donate to those suffering from hunger in the US.   -Male, 40

" Because I'm an American. Whether it's in my backyard or across the country, I would likely put my fellow Americans ahead of foreigners in other countries.   -Male, 24

7. Why would you choose this type of organization focused on ending hunger?
(Please be as specific and detailed as possible)

Some see their state as a more achievable goal and if their local communities aren't in need, they focus on their state

REASONS BEHIND DONATING TO HUNGER RELIEF IN MY STATE

"
Charity begins at home. I live in a nice area, but there are other areas of my state that are in need. While I feel it's important to feed the world, let's start with our own backyard. Once we get our people taken care of, they can help us pay it forward by helping others on a global scale.

-Female, 56

"
It's not as local as only focusing on my specific area, but it's not as widespread as the whole country.

-Male, 24

"
It would be more immediate and could help more people outside of my community.

-Male, 22

"
I feel like choosing the world or the United States would be too big for a singular person such as myself. However, by starting small by helping those in need in my state might inspire others to act as well and help the organization grow to possibly help bigger populations such as the United States and eventually the world.

-Male, 19

7. Why would you choose this type of organization focused on ending hunger?
(Please be as specific and detailed as possible)

There is a belief by some that before you can fix the world's problems, you need to help those closest to you

REASONS BEHIND DONATING TO HUNGER RELIEF IN MY LOCAL COMMUNITY

" I want to help local people....you have to fix small problems before you can fix big ones....everyone helping those around you would go a long way.

-Male, 62

" I would choose to donate to a local charity because I want to see an impact in my local community from my charitable gift.

-Male, 35

" I feel like you have to support those you live around first before you do anything. If you support somewhere else it's kind of a slap in the face to those around you who are in need.

-Male, 23

" Because I have had to use those services in the past, and now that I am able to, I want to support them like the supported me and my family.

-Male, 39

7. Why would you choose this type of organization focused on ending hunger?
(Please be as specific and detailed as possible)

HUNGER DEEP DIVE

More think hunger has gotten worse over the past 40 years than better, especially Baby Boomers

OVER THE PAST 40 YEARS, LIFE-THREATENING HUNGER AROUND THE WORLD HAS...

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
GOTTEN WORSE NET	41%	42%	41%	41%	50%bc
GOTTEN BETTER NET	31%	39%BcD	28%	30%	29%

Category	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
GOTTEN A LOT WORSE	21%	19%	21%	17%	28%AbC
GOTTEN A LITTLE WORSE	20%	23%	20%	24%	22%
STAYED ABOUT THE SAME	28%	19%	31%AD	29%Ad	21%
GOTTEN A LITTLE BETTER	24%	32%BcD	22%	24%	21%
GOTTEN A LOT BETTER	7%	7%	6%	7%	8%

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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35

Life-threatening hunger is also thought to have gotten worse over the past 3 years, especially among Boomers

WITHIN THE PAST 3 YEARS, LIFE-THREATENING HUNGER AROUND THE WORLD HAS…

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
GOTTEN <u>WORSE</u> NET	38%	40%	35%	36%	47%BC
GOTTEN <u>BETTER</u> NET	16%	14%	16%	16%	16%
GOTTEN A LOT WORSE	15%	15%	16%C	9%	25%ABC
GOTTEN A LITTLE WORSE	22%	25%	19%	27%b	22%
STAYED ABOUT THE SAME	46%	46%d	48%D	49%D	38%
GOTTEN A LITTLE BETTER	15%	13%	15%	15%	14%
GOTTEN A LOT BETTER	2%	1%	1%	1%	2%

H2. Within the past 3 years, do you believe life-threatening hunger around the world has …? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Few know that 5,000+ children die each day from hunger around the world

- One-third are unsure, and those who are able to guess, estimate a much lower number

ESTIMATE # OF DAILY CHILD DEATHS FROM HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Less than 5,000 NET	46	54^{CD}	54^{CD}	42	35
Less than 100	5	5	7	3	4
100	13	17^D	16^D	12	7
1,000	18	21	19	17	16
2,500	10	11	12	10	8
5,000	10	13^{CD}	13^{CD}	7	6
10,000	10	14^{Bd}	8	10	8
Unsure	35	19	26	40^{AB}	51^{ABC}
Average	2,254	2,332	2,130	2,281	2,234

H3. Worldwide, how many children do you believe die from hunger each day? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

The actual statistic of more than 5,000 dying each day is a lot higher than most adults would have expected

REACTION TO MORE THAN 5,000 CHILDREN DYING DAILY FROM HUNGER WORLDWIDE

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
HIGHER NET	65%	58%	70%^{A}	64%	66%
LOWER NET	12%	16%^{B}	8%	15%^{B}	12%

Legend:
- A LOT HIGHER THAN I EXPECTED
- A LITTLE HIGHER THAN I EXPECTED
- ABOUT WHAT I EXPECTED
- A LITTLE LOWER THAN I EXPECTED
- A LOT LOWER THAN I EXPECTED

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
A LOT HIGHER THAN I EXPECTED	38%	36%	42%	36%	36%
A LITTLE HIGHER THAN I EXPECTED	27%	22%	27%	28%	30%^{a}
ABOUT WHAT I EXPECTED	23%	26%	22%	22%	22%
A LITTLE LOWER THAN I EXPECTED	8%	9%	6%	11%^{B}	7%
A LOT LOWER THAN I EXPECTED	4%	6%^{B}	2%	4%	5%

H4. Every day more than 5,000 young children die from hunger worldwide. Is this statistic…? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Knowing 5,000 children die each day from hunger has a positive impact on likelihood to support related causes

IMPACT THE STATISTIC THAT 5,000 CHILDREN DIE FROM HUNGER DAILY WORLDWIDE HAS ON LIKELIHOOD TO SUPPORT CHARTIABLE ORGANIZATIONS

INCREASES NET

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
NET	77%	80%^{Cd}	86%^{CD}	72%	67%
GREATLY INCREASES	25%	26%^{D}	29%^{D}	25%^{D}	15%
MODERATELY INCREASES	24%	29%	25%	22%	22%
SLIGHTLY INCREASES	29%	25%	32%	25%	30%

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Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

39
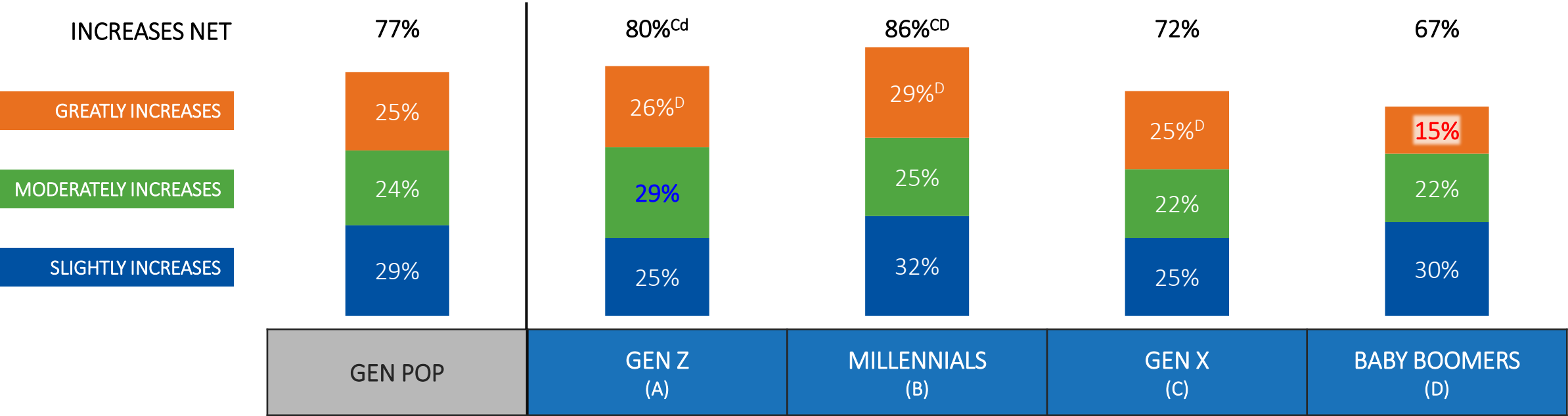
Most believe that a majority of these childhood deaths could be prevented

AMOUNT OF CHILDHOOD DEATHS THAT COULD BE PREVENTED WITH PROPER MEDICAL TREATMENT

GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
67%	66%	68%	68%	64%

H6. What percentage of these 5,000 childhood deaths from hunger each day do you think could be prevented with proper medical treatment? (Enter a number from 0 to 100 below)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop
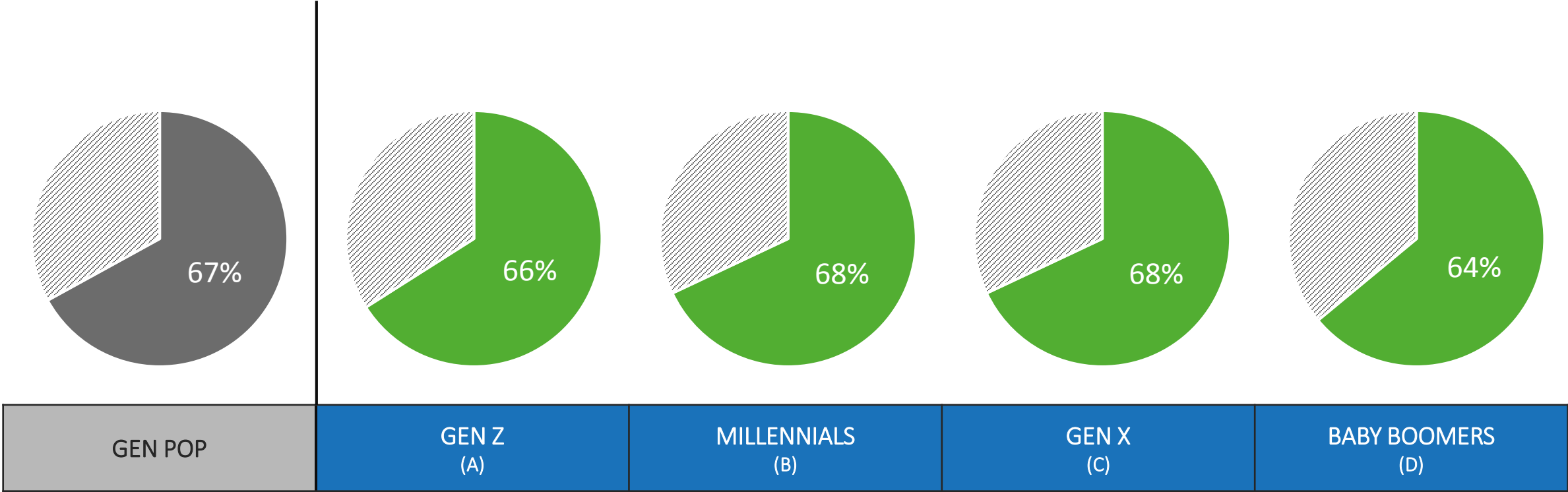
The amount spent by the US saddens and shocks some, especially Gen Z and Millennials

NEGATIVE REACTION TO U.S. GOVERNMENT ALLOCATION % TO CHILDHOOD HUNGER OUTSIDE THE U.S.

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
NEGATIVE NET	59	70[CD]	63[CD]	54	51
Sad / Upset	29	37[CD]	31[d]	27	23
Shocked	12	12	15[D]	12	7
Disappointed	9	15[CD]	10[D]	6	5
Angry / Mad	8	11[d]	9	7	7
Too low / little	6	6	6	7	6
Disgusted	5	8[CD]	7[CD]	3	3
Shame / Disgraceful	4	3	4	5	7[a]
Unbelievable / Disbelief	4	3	4	3	5
Cheap / Greedy	3	4	5[c]	2	3
Horrified	3	4[d]	3[d]	2	1
Selfish	3	4	4	1	2
Bad	2	4[d]	2	2	1
Concerned	2	1	1	2	2
Terrible	2	3	1	2	1
Embarrassed	2	1	1	3[B]	2
Frustrated	2	1	2	1	1

H8. The United States government allocates less than 1% of its annual budget on programs to save the lives of hungry children living outside the United States. What three words best describe your initial reaction to this?
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

The amount the US spends on childhood hunger generates a wide range of negative emotions

NEGATIVE REACTION TO U.S. GOVERNMENT ALLOCATION % TO CHILDHOOD HUNGER OUTSIDE THE U.S. (CONT.)

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Confused	2	2	1	2	1
Appalled	2	2	2	2	1
Cold	1	1	1	2	1
Unacceptable	1	0	1	2	1
Pity	1	0	1	1	1
Unfair	1	1	2^c	0	1
Scared	1	1	1	1	1
Worried	1	1	1	1	0
Poor	1	1	1	1	1
Ridiculous	1	2	0	0	1
Inhumane	0	0	0	0	0
Guilty	0	1	0	1	0
Unreasonable	0	1	0	0	0

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Fewer than one-fifth react positively to the US spend on childhood hunger outside the US

POSITIVE REACTION TO U.S. GOVERNMENT ALLOCATION % TO CHILDHOOD HUNGER OUTSIDE THE U.S.

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
POSITIVE NET	18	13	16	22[A]	20[a]
Okay / Fine	8	6	5	10[B]	8[b]
Good / Great	5	1	5[a]	7[A]	6[A]
Understandable	2	3[D]	3[D]	2[d]	0
Helpful	2	0	1	2[a]	3[a]
Enough	2	1	0	2[B]	4[AB]
Appropriate / Fair	2	1	1	1	4[BC]
Typical	2	0	2[A]	2	1
Reasonable	1	3[B]	0	1	1
Acceptable	1	1	1	1	1
Right	1	0	1	1	1

H8. The United States government allocates less than 1% of its annual budget on programs to save the lives of hungry children living outside the United States. What three words best describe your initial reaction to this?
Base: Total Respondents

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One in five have a more neutral reaction to learning how much the US spends on hungry children living outside the US

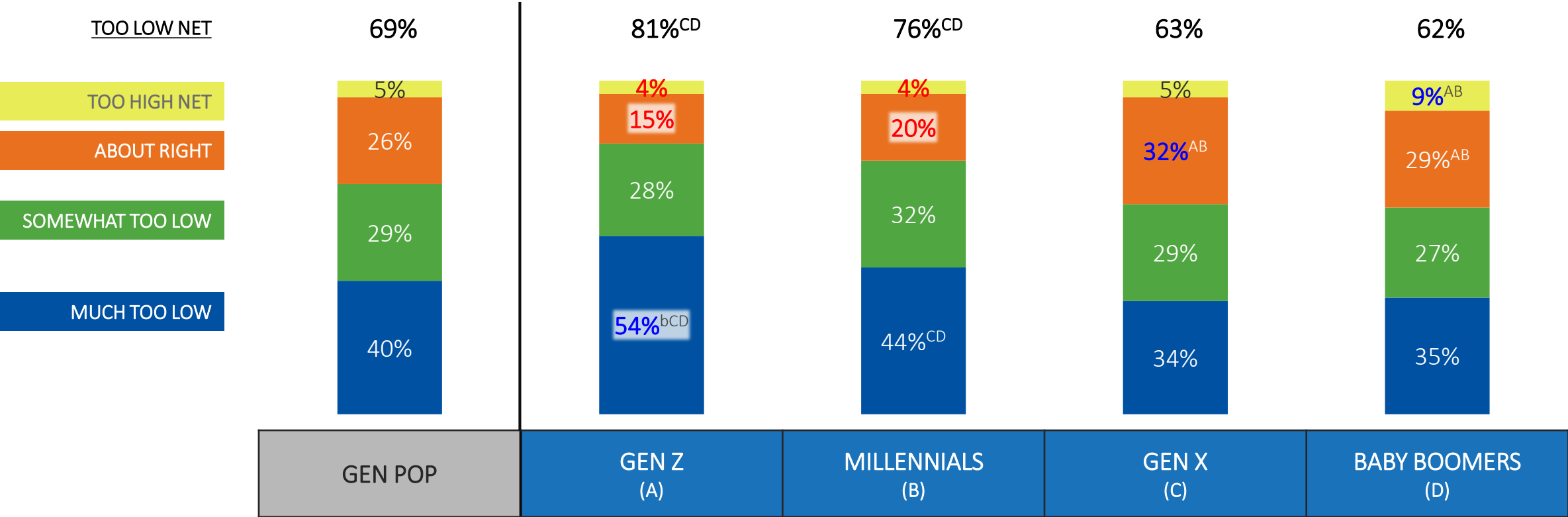## NEUTRAL REACTION TO U.S. GOVERNMENT ALLOCATION % TO CHILDHOOD HUNGER OUTSIDE THE U.S.

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
NEUTRAL NET	21	26[B]	18	21	25[b]
Surprised	9	11[B]	5	11[B]	12[B]
Expected	9	11[c]	10	6	9
Wow	4	5	3	4	5
Why	0	0	1	0	0

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Less than 1% of the US budget is considered too low

- Gen Z and Millennials are even more likely than older generations to think less than 1% is too low
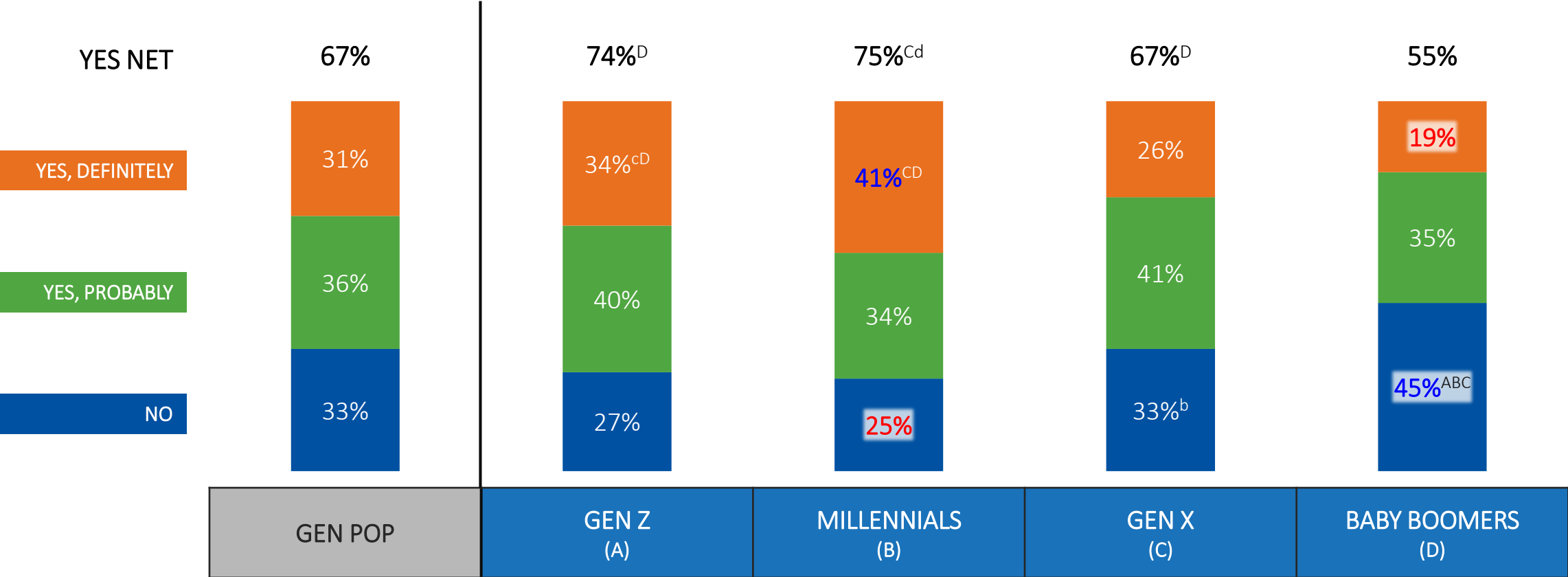
OPINION OF LESS THAN 1% ALLOCATION OF THE U.S. ANNUAL BUDGET TO COMBAT CHILDHOOD DEATHS FROM HUNGER OUTSIDE THE U.S.

TOO LOW NET

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
TOO LOW NET	69%	81%^{CD}	76%^{CD}	63%	62%
TOO HIGH NET	5%	4%	4%	5%	9%^{AB}
ABOUT RIGHT	26%	15%	20%	32%^{AB}	29%^{AB}
SOMEWHAT TOO LOW	29%	28%	32%	29%	27%
MUCH TOO LOW	40%	54%^{bCD}	44%^{CD}	34%	35%

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

45

Hunger-related deaths are believed to be preventable

OPINION ABOUT POSSIBILITY OF PREVENTING CHILDHOOD DEATHS FROM HUNGER / MALNUTRITION IN THIS LIFETIME

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
YES NET	67%	74%D	75%Cd	67%D	55%
YES, DEFINITELY	31%	34%cD	41%CD	26%	19%
YES, PROBABLY	36%	40%	34%	41%	35%
NO	33%	27%	25%	33%b	45%ABC

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Some think that if the problem of hunger hasn't been solved yet, it never will be

REASONS WHY IT IS <u>NOT</u> POSSIBLE TO PREVENT MOST CHILDHOOD DEATHS FROM HUNGER IN THIS LIFETIME

"
Because I'm almost 60 years old and don't see the problem being solved in the time that I'm still here.

-Female, 60

"
There are too many places all over the world that need help. It would be difficult to get to all of them. Is it our place to solve all the problems of the world?

-Male, 29

"
It is possible! However, greed prevents those who have enough to help those needy ones!

-Male, 57

"
I believe humans are too disorganized to get food to the right places, too greedy to provide funds to get organized and properly distribute food, and receiving country heads of state are too proud to accept it or too corrupted to get it to the right people.

-Female, 49

H11. Why do you say that? (Please be as specific and detailed as possible)

Hunger *should be* solvable according to some, because of the resources available to the world

REASONS WHY IT IS <u>PROBABLY</u> POSSIBLE TO PREVENT MOST CHILDHOOD DEATHS FROM HUNGER IN THIS LIFETIME

"
It should not be that hard to make sure everyone has the food they need.

-Female, 37

"
The world is full of the resources to accomplish this, so although is unlikely, it is entirely possible.

-Male, 54

"
I fully believe that if we remove politics, greed and hate we can work together using science and medicine to do what is right and best for everyone.

-Male, 57

"
I say that because we have already made great strides towards that goal. Plus, a lot of poorer nations are developing rapidly, and we have more and more new technology every year.

-Female, 19

H11. Why do you say that? (Please be as specific and detailed as possible)

If *politics, waste,* and *greed* were eliminated, the problem of hunger would definitely be solvable according to some

REASONS WHY IT IS <u>DEFINITELY</u> POSSIBLE TO PREVENT MOST CHILDHOOD DEATHS FROM HUNGER IN THIS LIFETIME

" It is totally feasible, but it would need large change within our government's policies.

-Male, 22

" Anything is possible. You simply have to devote enough time, money and resources to it.

-Male, 59

" I think it's totally within our reach but sadly politics makes other issues come to the foreground and put issues like this one on the back burner.

-Female, 20

" I think if money, and "red tape" and greed were less prevalent we could already solve many of the world's problems!

-Female, 56

" The world wastes so much of the food it produces. We can literally feed everybody with the amount of food that is currently produced each year.

-Male, 31

H11. Why do you say that? (Please be as specific and detailed as possible)

49

Global hunger statistics are largely unknown

DID <u>NOT</u> KNOW STATISTIC

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
2 million children die from hunger each year	76	77	79	73	71
16 million children suffer from deadly hunger	72	81[B]	69	75	72
820 million people throughout the world are affected by hunger	71	64	70	72	73
Armed conflict is a leading cause of life-threatening hunger worldwide	57	65[D]	57	60[d]	48
Climate change is increasing food prices and driving global hunger	44	42	40	48	46
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	43	45	45	44	39
Hunger kills more children in Africa than anything else	31	28	32	32	35
Hunger is predictable, preventable and treatable	15	8	16[a]	15	15

H12. Before today, did you know that [INSERT STATISTIC]? (Select ONE)
Base: Those Asked

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

50

Most cite actual hunger statistics are higher than expected

STATISTIC IS <u>A LOT / A LITTLE HIGHER</u> THAN EXPECTED

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
820 million people throughout the world are affected by hunger	86	86	84	89	84
2 million children die from hunger each year	83	71	89[Ac]	79	85[A]
16 million children suffer from deadly hunger	82	80	85	83	80
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	71	79[c]	79[c]	61	71
Hunger kills more children in Africa than anything else	67	70	71	59	68

H13. Is this statistic lower or higher than you expected? (Select ONE)
Base: Those asked who did not know statistic before today

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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The number of people / children suffering and dying from hunger are most motivating statistics

STATISTIC GREATLY / MODERATELY INCREASES LIKELIHOOD TO SUPPORT GLOBAL HUNGER ORGANIZATIONS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
2 million children die from hunger each year	48	51[D]	56[cD]	45	37
820 million people throughout the world are affected by hunger	47	57[D]	49[d]	46	37
16 million children suffer from deadly hunger	45	52	51	41	41
Hunger is predictable, preventable and treatable	41	45	42	41	37
Climate change is increasing food prices and driving global hunger	39	46[D]	45[D]	35	26
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	38	54[bCD]	42[D]	35	28
Hunger kills more children in Africa than anything else	36	42[cd]	44[CD]	30	30
Armed conflict is a leading cause of life-threatening hunger worldwide	34	34	41[D]	33	24

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Learning about specific hunger statistics makes people more likely to support global hunger organizations

STATISTIC <u>GREATLY</u> / <u>MODERATELY INCREASES</u> LIKELIHOOD TO SUPPORT GLOBAL HUNGER ORGANIZATIONS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
820 million people throughout the world are affected by hunger	52	65[bD]	48	54	43
2 million children die from hunger each year	50	51	58[D]	49	39
16 million children suffer from deadly hunger	45	55[D]	50	43	38
Hunger kills more children in Africa than anything else	43	62[cD]	56[cD]	37	26
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	43	64[CD]	49[D]	38	25
Hunger is predictable, preventable and treatable	40	59[d]	42	52	23
Armed conflict is a leading cause of life-threatening hunger worldwide	36	34	45[D]	35	27
Climate change is increasing food prices and driving global hunger	31	36	35	26	26

H14. What impact, if any, does knowing this have on your decision to support charitable organizations that help combat global hunger? (Select ONE)
Base: Those asked who did not know statistic before today

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

The statistics illustrating how many children die because of hunger are the most motivating

FACTS THAT DRIVE THE <u>MOST / SECOND / THIRD MOST</u> SUPPORT

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
More than 5,000 children die from hunger each day	49	53	54c	45	48
2 million children die from hunger each year	45	46D	50D	47D	**33**
3 out of 4 children facing life- threatening hunger cannot access the medical care they need	42	36	41	41	49Ab
Hunger is predictable, preventable and treatable	38	35	35	36	45aBc
820 million people throughout the world are affected by hunger	36	36	33	39	34
16 million children suffer from deadly hunger	36	36	37	35	32
Climate change is increasing food prices and driving global hunger	24	28	21	23	**29B**
Hunger kills more children in Africa than anything else	16	16d	16d	19D	10
Armed conflict is a leading cause of life-threatening hunger worldwide	15	14	14	15	19b

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Upon learning about world hunger, most want to take action

- Gen Z and Millennials are the most likely to do something to try and end world hunger

EXTREMELY / VERY / SOMEWHAT LIKELY TO TAKE FOLLOWING ACTIONS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Seek to donate food	79	80^d	86^{aCD}	76	72
Make a donation to a global hunger relief organization	70	78^{CD}	76^{CD}	67^d	58
Search the internet for more information	69	80^{CD}	77^{CD}	64	57
Visit hunger organization websites for more information	65	77^{CD}	73^{CD}	60	53
Talk to family or friends about the issue of hunger	65	78^{CD}	72^{CD}	62^D	51
Use social media to raise awareness about deadly and global hunger	51	62^{CD}	61^{CD}	47^D	33
Fundraise for a global hunger relief organization	40	48^{cD}	48^{CD}	38^D	25
Contact your elected officials asking them to support policies and laws that fight to end global hunger	40	50^{bCD}	41^d	38	33
Host a screening of a film focused on the issue of hunger	24	32^{CD}	27^D	22^D	13

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Sustainable farming and access to clean water are believed to be the most impactful ways to combat global hunger

TOP 3 SOLUTIONS HAVING IMPACT ON COMBATING GLOBAL HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Sustainable farming	59	53	60	57	62[a]
Access to clean water	51	49	52	47	51
Agriculture and farming tools	43	43	38	44	50[B]
Food aid	35	44[bD]	35[D]	38[D]	26
Access to medical care	29	30	33[D]	29	23
Efforts to mitigate climate change	23	30[C]	24	19	26[c]
Access to education	18	19	17	21	16
Medical intervention	17	11	19[A]	20[A]	19[A]
Cash aid	16	18	15	19	17

H17. Which of the following do you believe will have the [next] most significant lasting impact on combating global hunger? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

The UN and governments of other countries are held most responsible for dealing with world hunger

SHOULD BE HELD <u>MOST</u> RESPONSIBLE FOR COMBATING CHILDHOOD DEATHS FROM HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
U.S. GOV. AND CITIZENS OF U.S. NET	14	20^{CD}	18^{D}	13^{D}	6
GOV. AND CITIZENS OF OTHER COUNTRIES NET	29	26	23	29	38^{ABc}
The United Nations	33	30	32	37	30
The governments of other countries	24	20	19	24	32^{ABc}
Non-profit / Charitable organizations	11	11	12	10	11
The United States government	9	14^{D}	12^{D}	8^{D}	3
Citizens of the United States	5	7	7	4	4
Citizens of other countries	5	5	4	5	6
Companies / Corporations	4	5^{c}	6^{C}	2	4
Religious organizations	4	3	4	3	7^{Ac}

H18. Which of the following forces do you feel should be held most responsible for combating childhood deaths from hunger? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Gen Z and Millennials believe the US should play more of a role than others

TOP TWO SOURCES RESPONSIBLE FOR COMBATING CHILDHOOD DEATHS FROM HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
U.S. GOV. AND CITIZENS OF U.S. NET	27	39^{CD}	36^{CD}	24^{D}	13
GOV. AND CITIZENS OF OTHER COUNTRIES NET	49	47	45	45	56^{aBC}
The United Nations	50	46	47	56^{aBd}	48
The governments of other countries	42	37	37	42	52^{ABC}
Non-profit / Charitable organizations	24	18	23	26^{a}	26^{a}
The United States government	22	30^{CD}	27^{D}	21^{D}	9
Citizens of other countries	20	17	18	18	25^{ABc}
Companies / Corporations	13	20^{CD}	16^{C}	9	12
Religious organizations	10	8	11	10	13
Citizens of the United States	10	13^{CD}	15^{CD}	7	6

H18. Which of the following forces do you feel should be [next] held most responsible for combating childhood deaths from hunger? (Select ONE) Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

58

Donating money and food are both believed to be effective ways of combating global hunger

- Gen Z especially feels donating $10 worth of food is more effective

EFFECTIVENESS OF METHOD FOR COMBATING GLOBAL HUNGER

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
MAKING A $10 FINANCIAL CONTRIBUTION	27%	25%	26%	28%	29%
DONATING $10 WORTH OF FOOD	31%	41%CD	36%CD	24%	26%
BOTH ARE EQUALLY EFFECTIVE	42%	34%	38%	48%AB	45%A

H19. Which of the following do you believe will be more effective at combating global hunger? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Adults are more comfortable donating food rather than money to combat global hunger

ACTION MOST COMFORTABLE TAKING TO COMBAT GLOBAL HUNGER

MAKING A FINANCIAL CONTRIBUTION

DONATING FOOD

	GEN POP	GEN Z (A)	MILLENNIALS (B)	GEN X (C)	BABY BOOMERS (D)
Making a financial contribution	40%	37%	40%	38%	44%
Donating food	60%	63%	61%	62%	56%

H21. In general, would you be more comfortable …? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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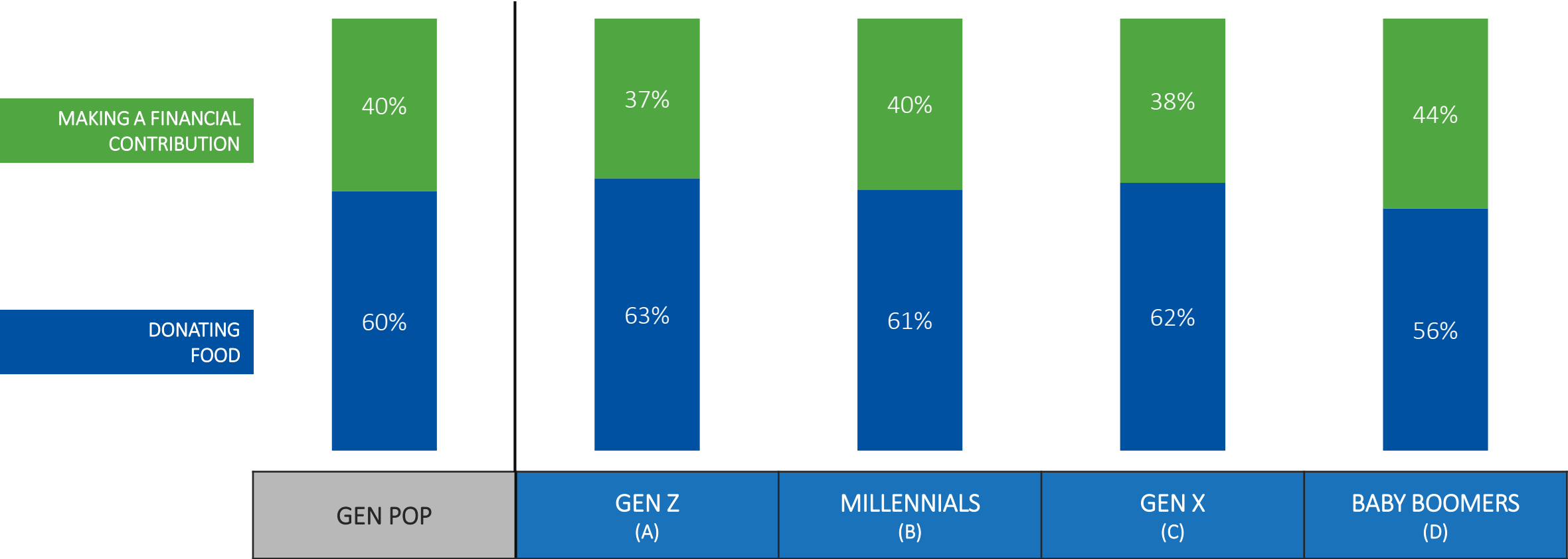
Taxing corporations and the ultra-wealthy are strongly favored over increasing payroll taxes

STRONGLY / SOMEWHAT FAVOR ACTION TO COMBAT CHILDHOOD DEATHS FROM HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Increase the taxes on large corporations	58	62^D	63^D	58	52
Increase the taxes on ultra-wealthy individuals	57	62^D	62^D	56	50
Increase the hotel tax by 0.5%	33	31	39^{aD}	32^d	25
Increase the cost of gasoline by $0.02 per gallon	29	29	30	29	28
Increase payroll taxes by 1%	19	24	19	20	17

H23. Would you oppose or favor each of the following actions to combat childhood deaths due to hunger? (Select ONE for each action)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

61

Gen Z is the smallest generation; Millennials and Gen X are the largest

DEMOGRAPHICS

		GEN POP %
MALE		50
FEMALE		50
AGE GEN Z (18-24)		14
MILLENNIALS (25-39)		33
GEN X (40-54)		32
BABY BOOMERS (55-64)		21
MEDIAN AGE		40
MARRIED		55
KIDS IN HH		33
MEDIAN HHI		$79,114
BACHELOR'S +*		51
EMPLOYED		78

Base: Total Respondents
HHI requirements: $25K+ for those age 25+

*Among non-students

Demographics vary across generational groups

DEMOGRAPHICS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
MALE	50	50	50	50	49
FEMALE	50	50	50	51	51
MARRIED	55	9	51A	70AB	70AB
KIDS IN HH	33	8	45AD	48AD	8
MEDIAN HHI	$79,114	$53,796	$75,763	$84,597	$79,643
BACHELORS +*	51	30	54Ad	57AD	46A
EMPLOYED	78	60	84AD	84AD	70A

*Among non-students

Base: Total Respondents
HHI requirements: $25K+ for those age 25+

APPENDIX

Respondents represent household decision makers

SOLE DECISION MAKER / SHARE THE DECISION

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Choosing a financial institution for checking, savings, or credit card accounts	94	81	97[A]	95[A]	96[A]
Choosing a telephone service provider	92	76	94[A]	96[A]	94[A]
Choosing an internet service provider	92	74	93[A]	97[Ab]	94[A]
Choosing a television service provider	91	74	93[A]	96[A]	93[A]
Choosing non-profit or charitable organizations to donate money to	91	80	93[A]	93[A]	92[A]

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

It is more critical for presidential candidates to talk about US hunger rather than hunger in developing nations

CRITICAL TO BE PART OF 2020 PRESIDENTIAL CANDIDATE'S CAMPAIGN

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Gun violence	54	59[c]	56	50	54
Terrorism within the United States	49	37	51[A]	46[a]	53[A]
Climate change or other environmental issues	42	50[Cd]	46[C]	31	42[C]
Illegal immigration	39	30	34	38[a]	50[ABC]
Racial tensions in the United States	36	38	36	36	34
Children suffering from hunger in the United States	31	26	32	32	29
Poverty in the United States	29	30	28	30	24
Global terrorism	27	20	31[A]	26	27
Hunger in the United States	26	25	27	27	22
Children suffering from hunger in developing nations	9	14[CD]	13[CD]	7	6
Hunger in developing nations	8	13[CD]	10[cD]	6	4
Poverty in developing nations	8	11[cD]	10[D]	6	4

4. How important do you believe it is that 2020 presidential candidates make each of the following issues part of their agenda on the campaign trail? (Select ONE for each issue)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

Knowledge about different hunger-related statistics varies

DID KNOW STATISTIC / THOUGHT STATISTIC WAS TRUE

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Climate change is increasing food prices and driving global hunger	56	58	60	52	54
Armed conflict is a leading cause of life-threatening hunger worldwide	43	36	43	40	52[Ac]
820 million people throughout the world are affected by hunger	29	36	30	28	27
Hunger kills more children in Africa than anything else	69	72	68	69	65
16 million children suffer from deadly hunger	28	19	31[A]	25	28
2 million children die from hunger each year	24	23	22	27	29
3 out of 4 children facing life-threatening hunger cannot access the medical care they need	57	55	56	56	62
Hunger is predictable, preventable and treatable	85	92[b]	84	85	85

H12. Before today, did you know that [INSERT STATISTIC]? (Select ONE)
Base: Those Asked

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

The actions most likely to be taken in an effort to end world hunger include donating food and making donations

EXTREMELY / VERY LIKELY TO TAKE FOLLOWING ACTIONS

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Seek to donate food	46	48^{CD}	58^{aCD}	36	35
Search the internet for more information	40	47^{CD}	49^{CD}	35	28
Make a donation to a global hunger relief organization	39	47^{CD}	47^{CD}	33	28
Visit hunger organization websites for more information	36	42^{CD}	47^{CD}	29	25
Talk to family or friends about the issue of hunger	35	39^{CD}	44^{CD}	29	25
Use social media to raise awareness about deadly and global hunger	26	31^{CD}	33^{CD}	21	16
Contact your elected officials asking them to support policies and laws that fight to end global hunger	18	22^{C}	21^{c}	14	17
Fundraise for a global hunger relief organization	16	21^{cD}	22^{CD}	14^{d}	8
Host a screening of a film focused on the issue of hunger	10	14^{cD}	14^{cD}	8	5

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop

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Sustainable farming is believed to be the most lasting and impactful way to significantly combat global hunger

WILL HAVE THE MOST / SECOND MOST SIGNIFICANT LASTING IMPACT ON COMBATING GLOBAL HUNGER

	GEN POP %	GEN Z % (A)	MILLENNIALS % (B)	GEN X % (C)	BABY BOOMERS % (D)
Sustainable farming	46	42	48	42	50
Access to clean water	29	28	31[d]	29	23
Agriculture and farming tools	28	27	26	27	34[b]
Food aid	27	30[D]	27[d]	30[D]	20
Access to medical care	17	20[D]	20[D]	14	12
Efforts to mitigate climate change	15	21[b]	14	14	17
Cash aid	12	12	10	14	12
Medical intervention	11	8	11	13[a]	14[a]
Access to education	10	10	8	10	12

H17. Which of the following do you believe will have the [next] most significant lasting impact on combating global hunger? (Select ONE)
Base: Total Respondents

Blue text = indexes *higher* than Gen Pop
Red text = indexes *lower* than Gen Pop