

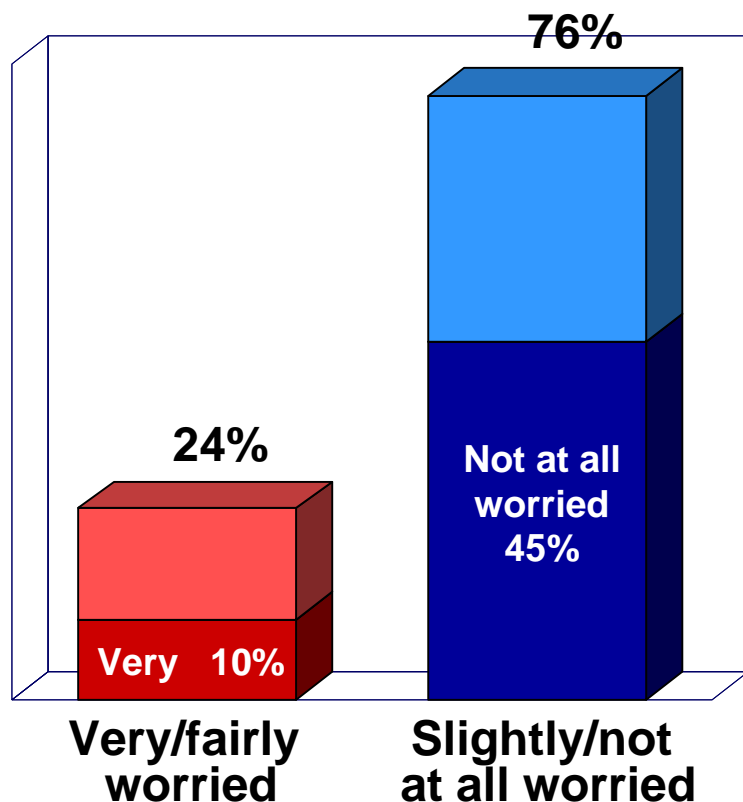
Americans' Knowledge, Experience and Attitudes Regarding Hunger

Key findings from an online survey
among 1,509 adults in the United States
Conducted February 8 – 15, 2011
for



One In Four Americans Worries About Not Having Enough Money To Put Food On The Table

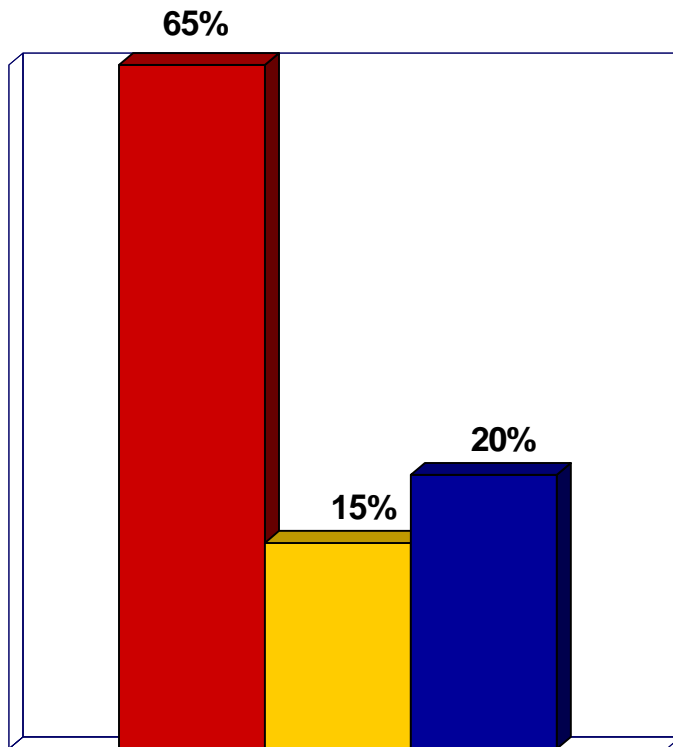
Thinking of your family's economic security, how worried are you about not having enough money to put food on the table at some point in the next year?



	Very/Fairly Worried
Men	23%
Women	26%
Whites	21%
African-Americans	31%
Hispanics	39%
Urban	26%
Suburban	24%
Rural	24%

Hunger Perceived To Be A Serious National Problem

- Serious problem (6-10, 0-to-10 scale)
- Medium problem (5)
- Lesser problem (0-4)

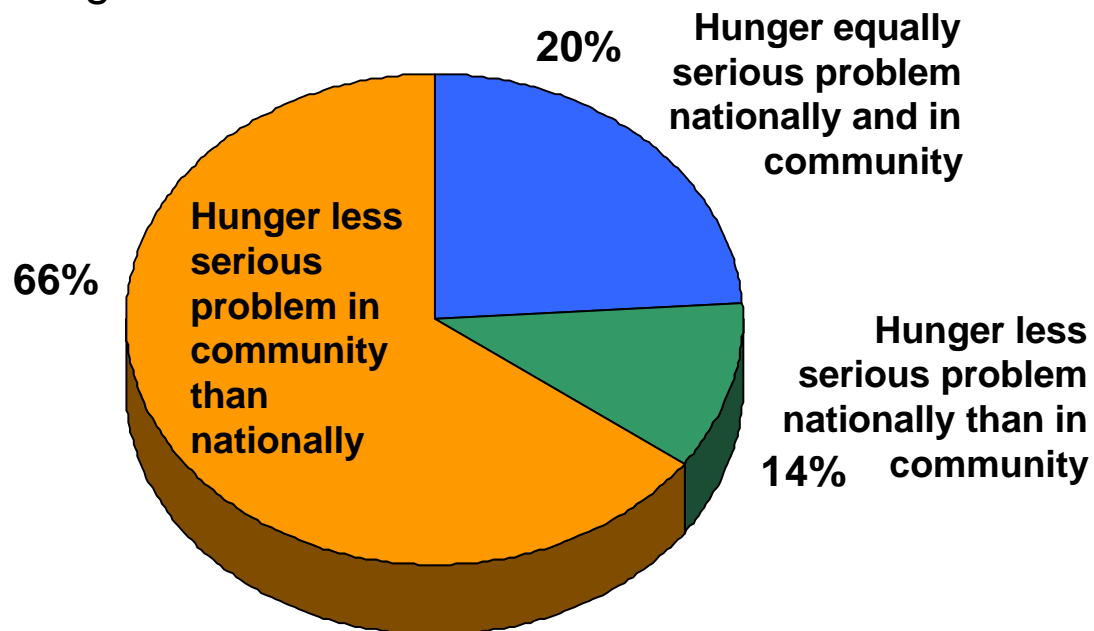


**Hunger
Nationwide**

	Serious Problem
Men	56%
Women	74%
Whites	64%
African-Americans	73%
Hispanics	72%
Urban	66%
Suburban	65%
Rural	64%

Less Recognition Of Hunger At Community Level

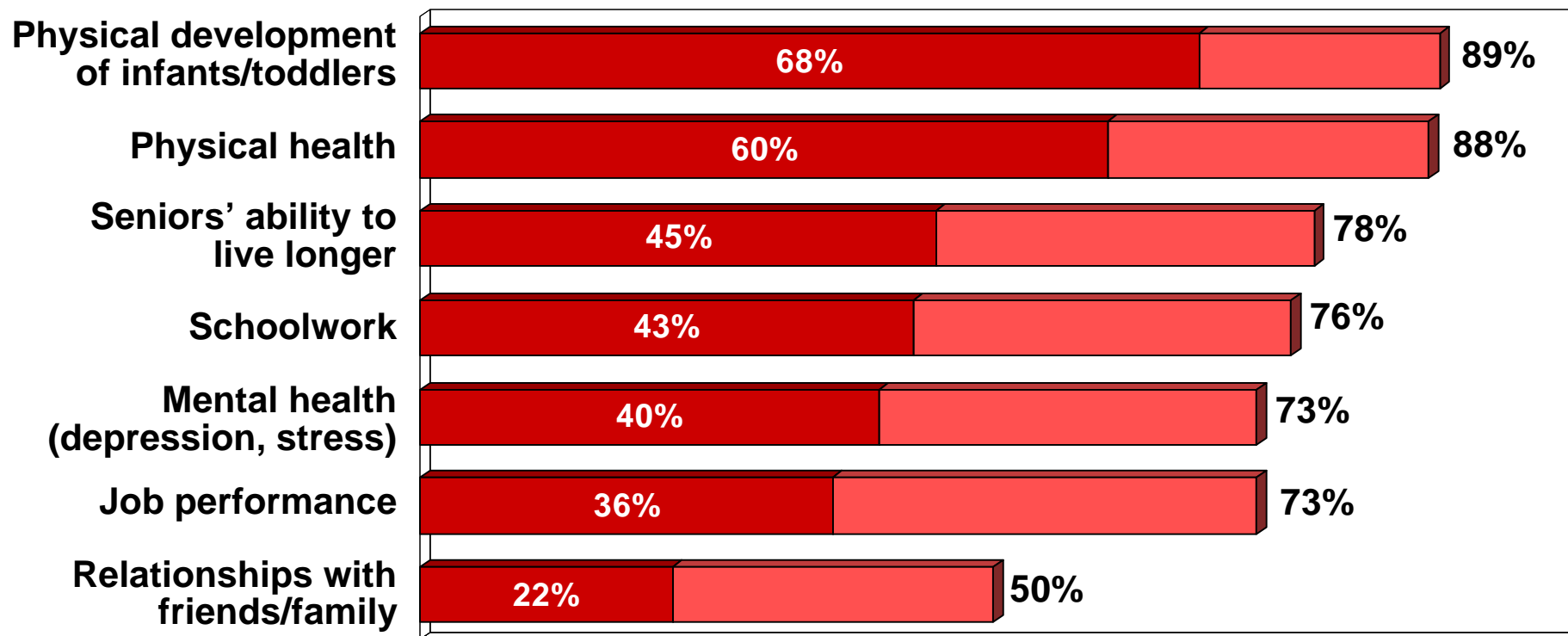
- 66% of Americans rate hunger in their local community as a less serious problem than hunger nationwide.



- Just 35% of Americans rate hunger as a serious problem in their local community compared to 65% who provide the same rating for hunger in the country at large.

Americans See Major Negative Impacts From Hunger, Especially For Children

Impact of Lack of Nutritious Food on Aspects of People's Lives



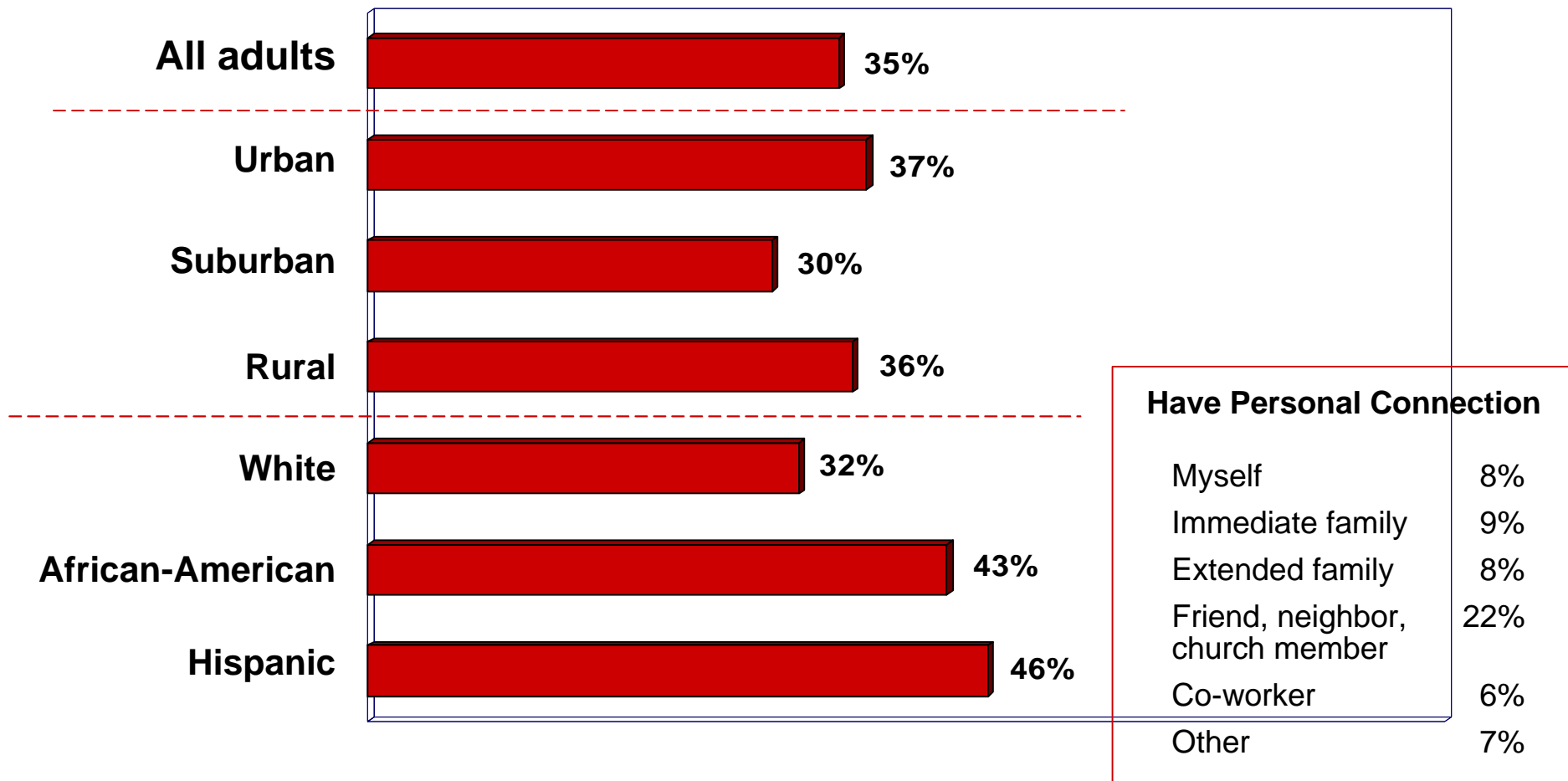
Americans Easily Comprehend How Hunger Can Affect Everyday Lives

I think this happens very often in America today:

- 53%** Children eating cheap, unhealthy foods so families can pay rent
- 51%** Seniors having to choose between paying for Rx drugs or food
- 48%** Family goes a whole week without fresh fruits or vegetables
- 40%** Socially isolated seniors experiencing hunger or poor nutrition
- 40%** People running out of food toward the end of the month because food stamps aren't enough
- 37%** Kids going to bed without having had a healthy meal that day
- 36%** The only healthy meal a child gets is his or her school lunch
- 32%** Kids going hungry in summer because they aren't getting school lunches and breakfasts
- 31%** Children not paying attention in school because they are hungry

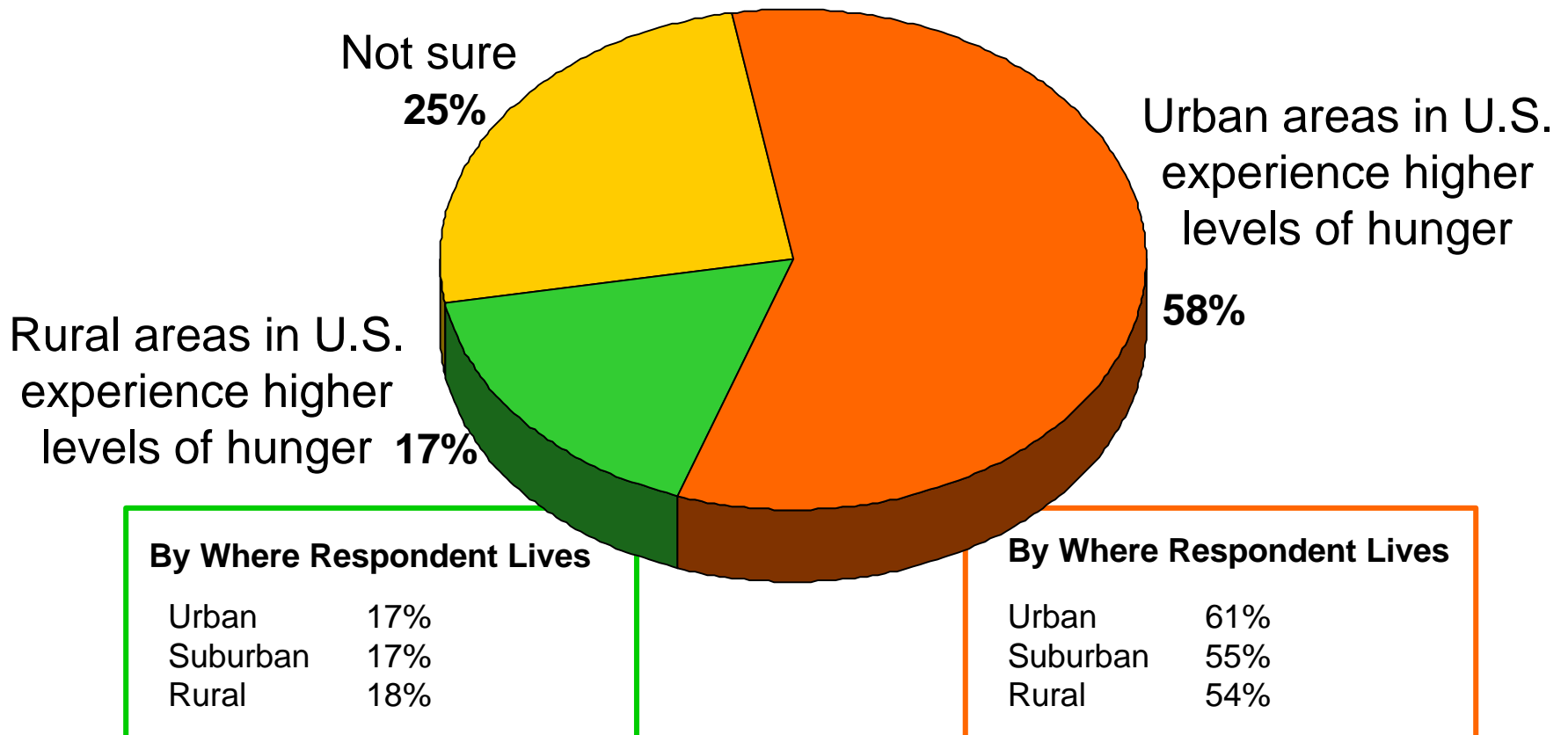
More Than One In Three Americans Have Direct Personal Connection to Hunger

■ I personally know someone who has experienced the problem of hunger in the past year



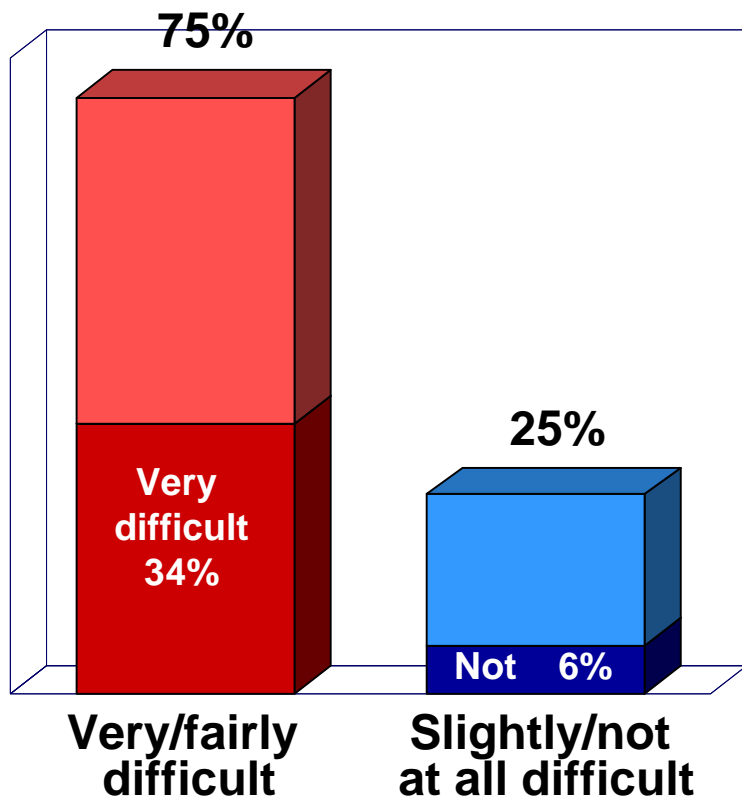
Most Assume Hunger Is Concentrated In Urban Areas, Not Rural

- Urban, suburban, and rural households share this assumption, as do all other major political and demographic audiences.

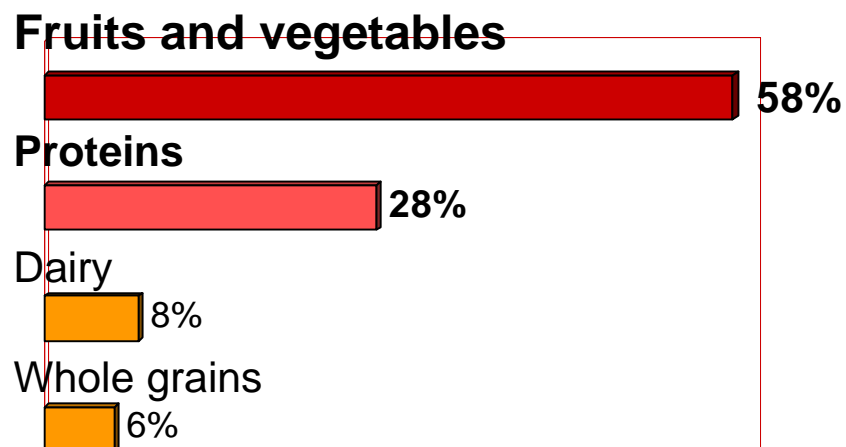


People Say It Is Difficult For Low-Income People To Afford Nutritious Foods

How difficult do you think it is for low-income people and families to afford nutritious foods like fruits and vegetables, proteins, dairy, and whole grains at grocery stores in your local community?



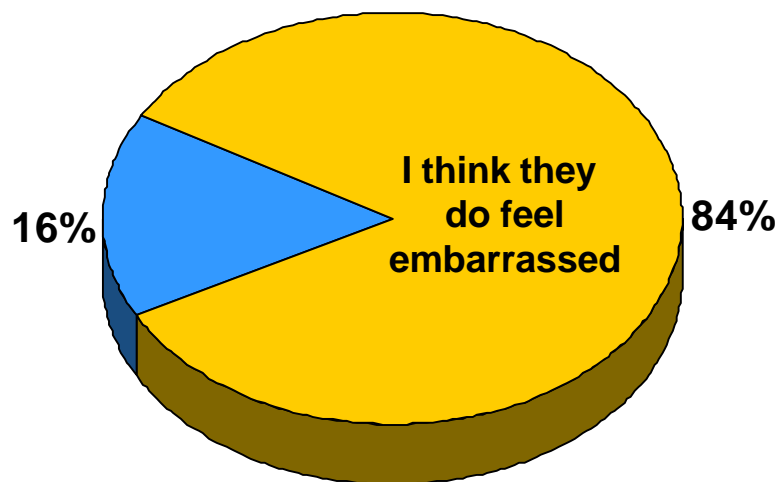
Which one of these do low-income people struggle with most to afford?



Americans Still See Stigma for Those Asking for Food Assistance

- Americans are more likely to believe *others* would be embarrassed to seek help than they *themselves* would be.

When people are faced with the problem of hunger, do you think they feel embarrassed if they need to seek help from a charity or government food assistance programs?



If **you or your family** were faced with the problem of hunger, would you feel embarrassed if you needed to seek help from a charity or government food assistance program?



Americans Are Committed To The Principle That No One Should Go Hungry In The United States

■ Strongly agree with statement (8-10, 0-to-10 scale) ■ Somewhat agree (6-7)

In the United States of America, no one should go hungry



We should support and improve government-sponsored food assistance programs so more people who are struggling can get the help they need



Reducing hunger in this country would significantly reduce the amount of tax dollars we spend on health care



Providing assistance to people experiencing hunger is a job for churches and charities, not government

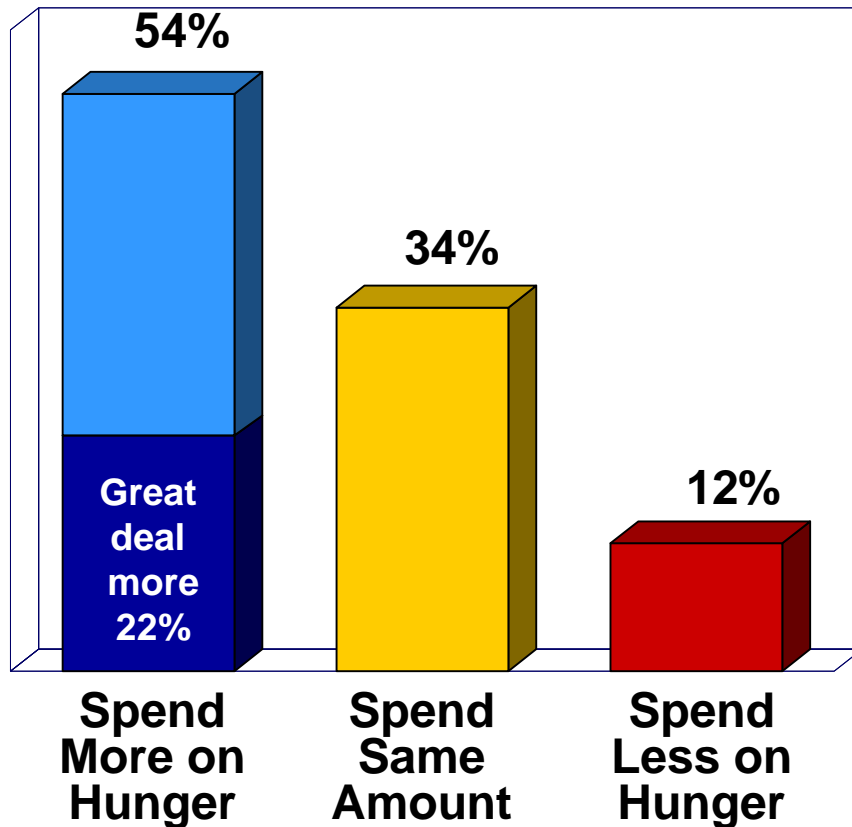


Hunger is a big problem in many third-world countries, but not in the U.S



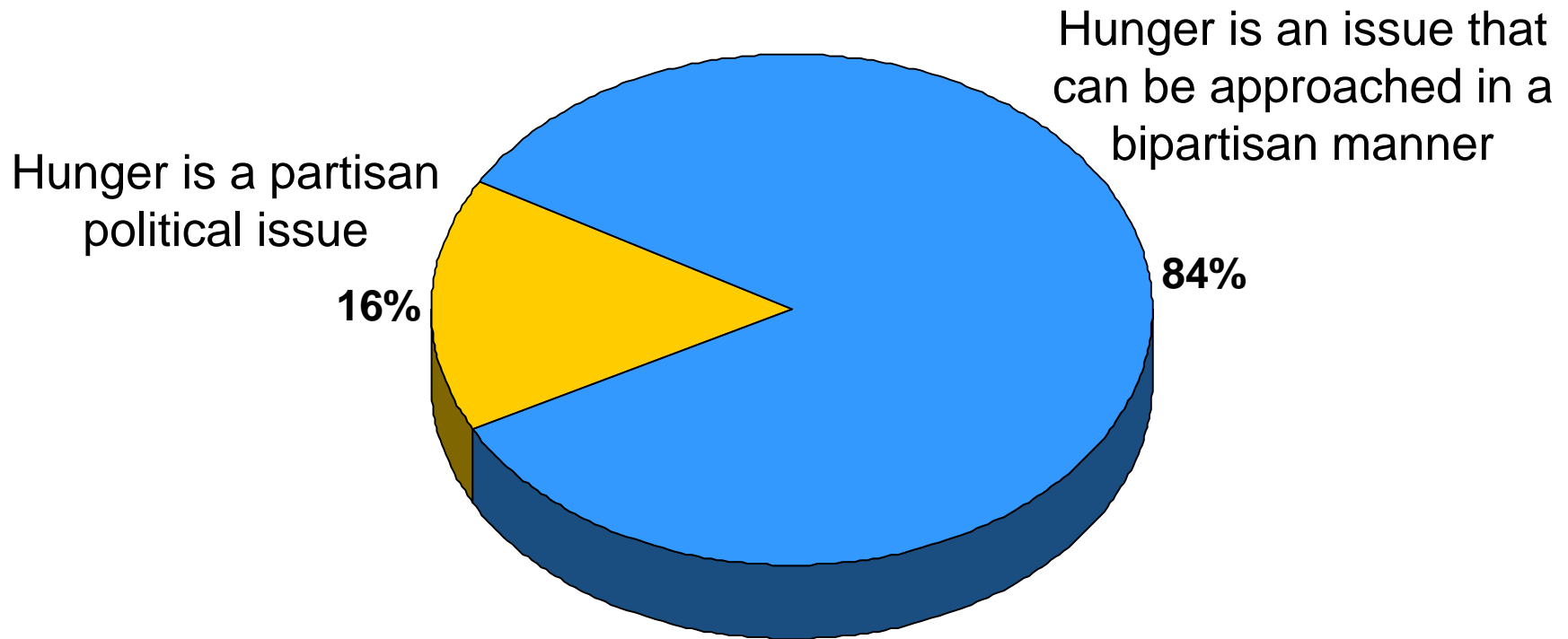
Americans Say We Should Spend More To Address Hunger, Compared To Other Problems

Thinking about hunger compared to other problems facing the country, how much do you think we should be spending on it?



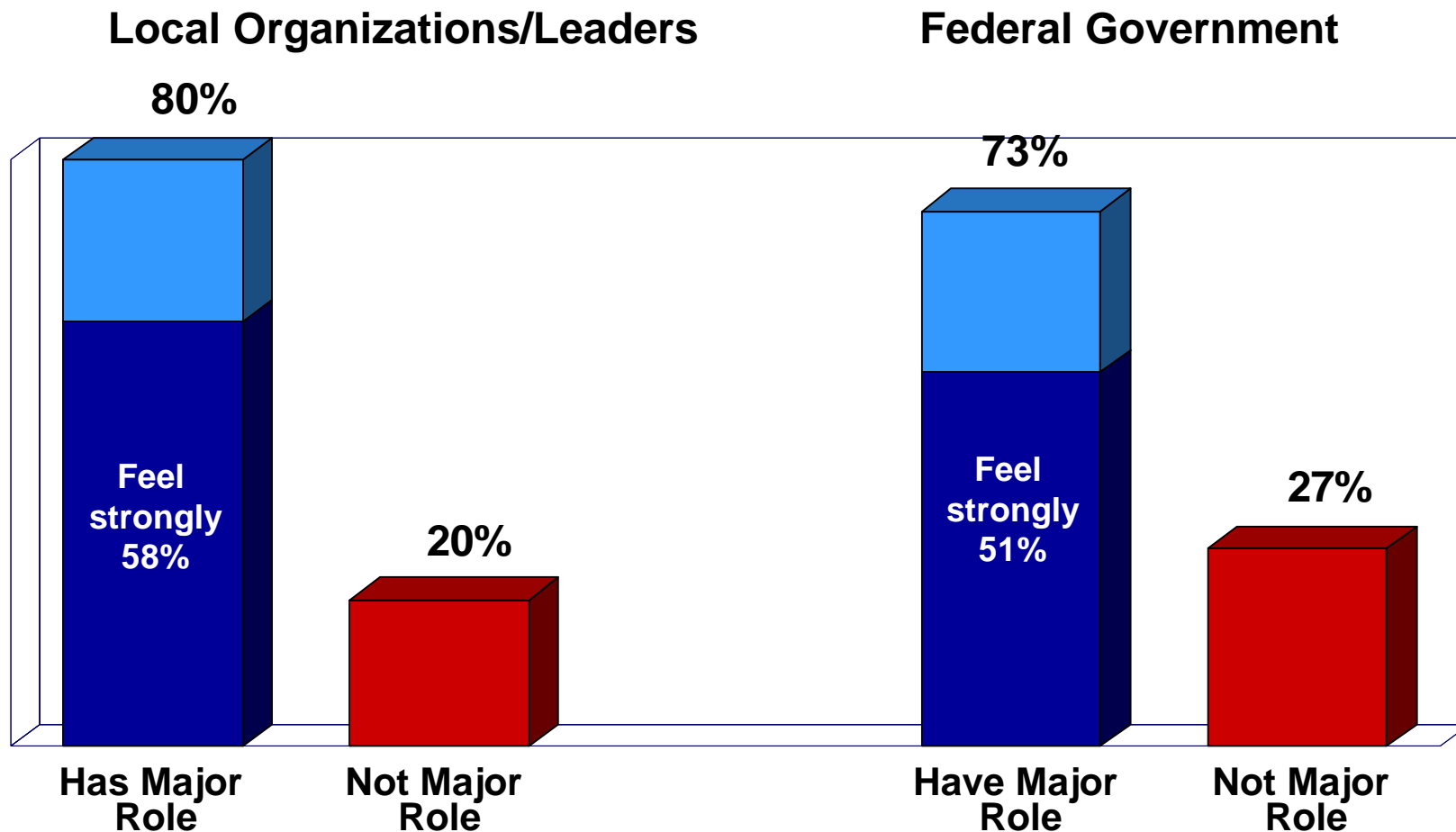
	Spend more	Spend less
Men	53%	14%
Women	55%	10%
Urban	55%	11%
Suburban	52%	14%
Rural	54%	11%
Income under \$40K	59%	10%
Income over \$75K	47%	16%
Democrats	66%	6%
Independents	52%	13%
Republicans	41%	19%

Americans Overwhelmingly See Hunger As Bipartisan Issue



Large Majorities See Major Role For Local Organizations/Leaders And Federal Government

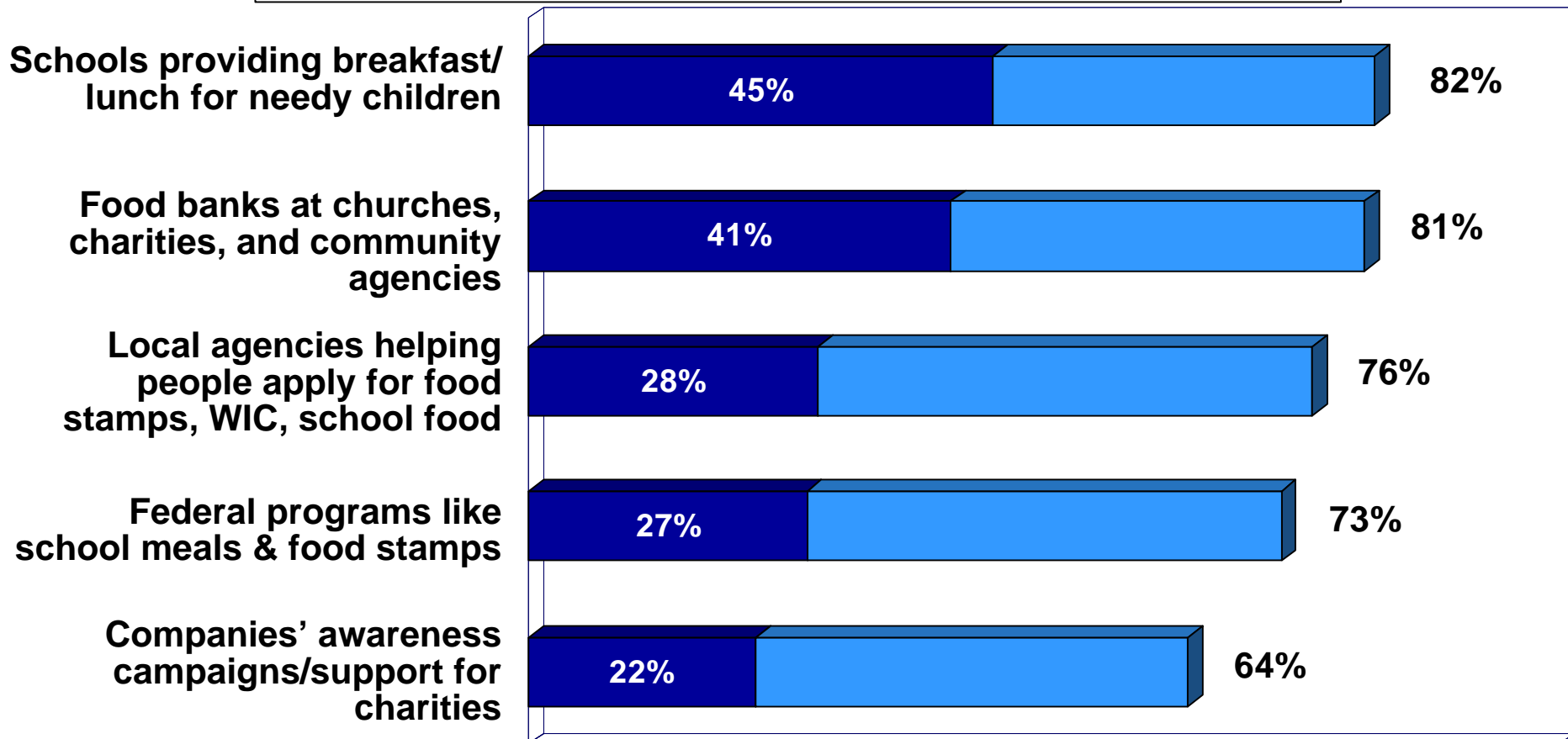
How big a role do local organizations & leaders/ the federal government have in effort to ensure low-income families/children have food and nutrition they need?



People Rate Many Efforts To Combat Hunger As Effective

- Majorities of Americans believe anti-hunger efforts in all three sectors—government, nonprofits, and private sector—are very or fairly effective.

■ Very effective in addressing hunger in the U.S. ■ Fairly effective



Summary Of Key Findings I

- Nearly one in four Americans are worried about their ability to put food on the table
- Hunger is perceived to be a serious national problem, although people underestimate the seriousness of hunger in their own community
- Americans see major negative impacts from hunger, especially for children
- Americans easily comprehend how hunger can affect everyday lives
- More than one in three Americans say they have a direct personal connection to hunger, but detailed knowledge of the problem is lacking.
 - People don't recognize the extent of the problem in rural America and are far more likely to believe hunger is concentrated in urban areas
- Affording healthy food options is perceived to be especially problematic for low-income people

Summary Of Key Findings II

- Americans are firmly committed to the principle that no one should go hungry in America
- Americans overwhelmingly see hunger as an issue that can be approached in a bipartisan manner
- Large majorities see a major role for local organizations/leaders and the federal government in the effort to ensure low-income families and children have the food and nutrition they need
- A majority of Americans believe we should spend more to fully address the problem, even when asked to compare hunger to other problems facing the country
- People believe there are effective methods to combat hunger, including efforts sponsored by companies, charities, and government

Hunger In America

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