



THE HORMEL HUNGER SURVEY: A NATIONAL PERSPECTIVE

Done in conjunction with America's Second Harvest – The Nation's Food Bank Network

KEY FINDINGS

ABOUT THE HORMEL HUNGER SURVEY: A NATIONAL PERSPECTIVE

The Hormel Hunger Survey: A National Perspective, done in conjunction with America's Second Harvest – The Nation's Food Bank Network, is a breakthrough study done to better understand the attitudes and behaviors of the American general public and corporate employees in relation to the key domestic issues of poverty and hunger. According to the U.S. Department of Agriculture, in 2005, 35 million American people suffered food insecurity. The ***Hormel Hunger Survey: A National Perspective*** offers a comprehensive profile of the perception of hunger in America.

KEY FINDINGS

What are the key findings for the general population?

The findings of *The Hormel Hunger Survey: A National Perspective* reveal that nearly two-thirds of Americans believe the hunger problem is getting worse in the U.S.

- 61 percent of Americans believe the hunger problem is increasing, 28 percent believe it is remaining the same and only 11 percent believe it is decreasing.
- Few think the problem will be solved in their or their children's lifetimes – One in five (19 percent) Americans say it is likely to be solved in their lifetime, while four out of five think this is unlikely. 35 percent say it is likely to be solved in their children's lifetimes.

Hunger is a reality for many Americans. About one in ten Americans say they or someone in their immediate family has gone to bed hungry in the past month because of lack of money.

- One in ten (11 percent) Americans say that they or someone in their immediate family has gone to bed hungry in the past month because they could not afford enough food.
- One in five (20 percent) Americans say that they personally or someone in their immediate family has received food from a food bank, shelter or other charitable organization in the past year because of lack of money or food.
- Among those who have not received food donations in the past year, another three out of ten (30 percent) Americans believe rising costs or some other change in circumstance may force them to ask for food from a charitable organization in the future.

More than three-quarters of Americans believe the U.S. hunger problem is equal to or even worse than in other developed countries.

- 40 percent of Americans believe hunger is a larger problem in the U.S. than in other developed countries and 36 percent believe it is roughly the same. Only one-fourth (24 percent) believe hunger is a larger problem in Canada or in Western European countries than in the U.S.
- About nine out of ten Americans agree that there are many people in the U.S. who try to lift themselves out of poverty but cannot do so without help, and that providing food for people without enough to eat is "essential for helping them become more independent and responsible for themselves." More than four of five Americans also agree that a developed country should at least ensure that its people have enough food to live, and that "a society that does not ensure that every child has enough to eat cannot truly be called civilized."



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KEY FINDINGS –CONT'D

Americans see hunger as an economic issue and consider the problem important.

- Low wages or income (20 percent), the economy and unemployment (15 percent), lack of government support (12 percent), and rising costs (9 percent) are cited as the main causes of hunger.
- Americans do consider the problem important. Almost two-thirds of Americans (64 percent) believe hunger in America is very important, roughly similar to illiteracy and natural disasters such as hurricanes Katrina and Rita.

Americans believe giving food to the hungry is part of the solution to the hunger problem.

- Top of mind, the general population feels that better education and job programs are the best solution to solving the hunger problem.
- A majority (86 percent) believe those who cannot work or earn enough money for food should be helped by others.
- A majority (74 percent) find it important to feed hungry Americans, even if the root causes of poverty and hunger cannot be fixed.

Americans (64 percent) feel the government should make hunger a higher priority for funding. However, when forced to choose, the survey revealed that a slight majority of people (57 percent) believe the best way to reduce hunger is if well-off individuals and companies increase their generosity rather than the government increasing federal funding.

- The majority of the general public (65 percent) does not believe money alone will solve the hunger problem in the U.S.

What are the key findings for businesses?

The business audience is slightly more optimistic about the hunger problem in the U.S. than the general population – perhaps because of higher levels of involvement with charities.

- A majority of the business population (68 percent) feel the U.S. has been successful at preventing hunger (versus 50 percent of the general population).
- More than half (54 percent) of the business population thinks the hunger problem will be solved in their children's lifetimes (versus 35 percent of the general population).
- 51 percent of the business population is very likely to volunteer or donate money to the hunger cause in the U.S. (versus 44 percent of the general population).
- Business people are more likely to believe the hunger problem can be solved by applying more money to it (51 percent vs. 35 percent of Americans).
- Most business people (76 percent) agree that there are some people in America who cannot work or earn enough to buy food and should be helped by others.
- More business people (39 percent) than general consumers (26 percent) think that providing free food to Americans discourages them from taking responsibility for themselves, but like consumers, a majority of business people (61 percent) think it is important we feed hungry Americans even if the root causes of hunger and poverty cannot be fixed.

METHODOLOGY

The Hormel Hunger Survey: A National Perspective, done in conjunction with America's Second Harvest – The Nation's Food Bank Network, was an internet survey conducted August 17-30, 2006. 800 individuals from the general U.S. population were studied and 131 mid-level managers and at *Fortune* 2000 companies were studied and defined as the "business" population. For the general population results, the margin of error is +/- 3.46 percent at the 95th percent confidence level. For the business audience, the margin of error is +/- 8.56 percent at the 95th percent confidence level.