



The 2010 Hormel Hunger Survey Conducted by Hormel Foods

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About The Hormel Hunger Survey

The Hormel Hunger Survey is an original study conducted by Hormel Foods to better understand the general American population's perception of and attitudes toward hunger in the United States and throughout the world.

This is the fifth year Hormel Foods has sponsored a hunger survey, completing the first in August 2006. The 2010 survey results include several new revelations about how hunger issues have been compounded by the economic recession.

Key Findings

Majority of Americans are concerned about hunger in the United States and do not believe we will solve the hunger problem in the United States in the next 20 years. Most Americans feel even in our free market economy, the government should be responsible for ensuring Americans have enough to eat and the hungry in the United States are in that position due to circumstances beyond their control.

- 85 percent of Americans are concerned about the number of people in the United States who do not have enough to eat, including a majority (54 percent) who are very concerned. The percentage of those "very concerned" rose from 46 percent last year to 54 percent this year.
- Americans are divided on how we as a nation ensure people in this country do not go hungry. Slightly more (50 percent) believe we are unsuccessful than believe we are successful (47 percent).
- Six out of 10 Americans do not believe we will solve the hunger problem in the United States in the next 20 years, while about one-third (35 percent) think we will solve this problem. The rest are unsure.
- More than three out of four (78 percent) Americans agree even in our free market economy, the government should ensure everyone in America has enough to eat.
- More than three out of four (78 percent) Americans agree the hungry in the United States are in that position due to circumstances beyond their control rather than lack of effort. Only 19 percent disagree with this statement.

Americans feel compassion for people suffering from hunger around the world, particularly if they are children, but feel assistance from companies and the United States government should first focus on solving the hunger problem at home before helping the rest of the world. Furthermore, Americans view hunger as a security issue, with 84 percent of Americans agreeing that increased hunger around the world is linked to political unrest.

- Nine out of 10 Americans agree children should receive hunger relief first, no matter where they live, including six in 10 who strongly agree.
- Almost three-fourths (73 percent) of Americans agree the United States government should first focus on solving the hunger problem at home before helping the rest of the world.
- More than four out of five (84 percent) Americans agree growing hunger around the world is linked to political unrest.
- Two-thirds (68 percent) of Americans agree United States companies should help people facing hunger around the world.
- A majority (64 percent) of Americans agree the U.S. government should do more to help solve the global hunger problem, although only about one-fourth (28 percent) strongly agree with this idea.
- Two-thirds (66 percent) of Americans agree Americans have a responsibility to help people in other countries who do not have enough to eat, although only one-fourth (24 percent) strongly agree with this.



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Compared to a year ago, Americans continue to spend more carefully. The hunger problem in America is still present and impacted by the economy as some Americans have had to choose between paying essential bills (i.e., housing, utilities) and feeding their families.

- Although a majority (52 percent) of Americans say their ability to pay their bills has not changed in the past year, about five times as many Americans say it has become more difficult (38 percent) than say it has become easier (8 percent).
- More than one in four (28 percent) Americans say in the past year they or someone they know have had to make a choice between providing food for their family or paying their bills.
- About nine out of 10 Americans have been forced to spend more carefully these days, including almost one in five (18 percent) who say they are struggling to pay essential bills or cannot pay those bills without borrowing. About one in 10 Americans say they do not have to worry much about how they spend their money.
- Three quarters of Americans do not believe the hunger situation in the United States has started to improve yet as we begin to exit from the recession. Only 15 percent see improvement on the hunger front, and the rest are unsure.

The number of Americans who donated food to food collection organizations is down nearly 10 percent since last year at this time. The number of people who said their household received food from a food bank or other charity in the past year is also down slightly.

- About two-thirds (65 percent) of Americans have donated food to a food bank or other food collection group in the past year, and smaller majority (57 percent) have donated money to these organizations. Slightly less than one in four (23 percent) say they have volunteered time with such a group.
- One in 10 (10 percent) Americans say they personally have gone to bed hungry at least once in the past year because they could not afford enough food. Seven percent (one in 14 people) say their household has received food from a food bank or other charity in the past year because they did not have enough money for food.
- Fifteen percent (one out of seven) of Americans say it is likely they will have to ask a charitable group for food donations in the next year because of lack of money.

Many Americans who are eligible to participate in the Supplemental Nutrition Assistance Program (SNAP, formerly known as Food Stamps), do not take advantage of the program. Survey respondents think this is because people do not want government handouts and a smaller percentage says they would not participate because they would be embarrassed to use the benefits or because they do not know how to apply. A majority of those who are taking advantage of the program said it was easy to apply for the benefits.

- Slightly more than one in 10 (12 percent) say someone in their household participates in the SNAP program. A majority (55 percent) has heard of it but do not participate.
- Among those who participate in SNAP, most (60 percent) said it was easy to apply, versus one-third (31 percent) who said it was difficult.
- A majority (57 percent) of Americans said if they thought they would qualify for food aid, they would apply to receive it. More than one-third (38 percent), however, said they would not apply.
- Among those who said they would not apply even if they thought they would qualify, the primary reason given (57 percent) was that they did not want to accept "government handouts." Much smaller numbers said they would decline to apply because they would be embarrassed to use the benefits, or for more practical reasons such as not knowing how to apply, not knowing where they can be used, etc.
- Only one in four (24 percent) of those who either currently participate in the SNAP program or are struggling to pay their bills say that having money added to their food cards on a weekly basis would be preferable to the current monthly infusion process (32 percent), while most (38 percent) said it made no difference to them.



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According to the U.S. Department of Agriculture, 2.3 million Americans live more than a mile from a supermarket that offers many food choices and do not have access to a vehicle to get there, but the majority of Americans agree that having access to stores with fresh food options would solve problems such as malnutrition, hunger and obesity.

- A majority of Americans' perception is that having large grocery stores where only small stores with limited choices are currently available would have a beneficial effect on each of six social problems, especially reducing malnutrition (71 percent) and hunger (69 percent). Other problems that they thought would be alleviated to some extent include cost of healthcare (58 percent), obesity (53 percent), life expectancy (60 percent) and school test scores (56 percent).

Methodology

The 2010 Hormel Hunger Survey was a telephone survey conducted Oct. 15-18, 2010 by Opinion Research Corp. The random sample included 1,013 American adults and the margin of sampling error is +/- 3 percentage points at the 95 percent confidence level. Hormel Foods acknowledges Jean Kinsey, a professor emeritus of applied economics at the University of Minnesota, and director emeritus of The Food Industry Center, for her input.

About Hormel Foods' Commitment to Ending Hunger in America

The 2010 Hormel Hunger Survey was conducted by Hormel Foods to raise awareness of hunger in America. As part of the company's commitment to hunger causes, Hormel Foods donated more than 480,000 pounds of protein to various charitable organizations during the past year.

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring branded, value-added products to the global marketplace. The company is a member of the Standard & Poor's 500 Index, Dow Jones Sustainability Indexes, Maplecroft Climate Innovation Indexes, Global 1000 Sustainable Performance Leaders and was named one of "The 100 Most Trustworthy Companies" by Forbes in 2010. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit <http://www.hormelfoods.com>.

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