

USAID Feed the Future Initiative: National Survey of U.S. Adults
about Global Food Security

Generic Information Collection under Formative Research and Tool
Development OMB #XXXXXX

**Attachment #2
Questionnaire (Clean)**

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QUESTIONNAIRE

Introduction: KRC Research is conducting a national survey on an important topic on behalf of the U.S. Agency for International Development (USAID). You were chosen randomly to participate in this important survey. We are not marketing or selling anything. This survey is strictly public opinion research to understand what people think. Your participation is voluntary, and so you do not have to answer any questions that you are uncomfortable answering. Your answers to questions are confidential and anonymous. We will not ask for your name, address, or identifying information. Let's begin...

- 1. Are you...
 - Male.....1
 - Female.....2
 - Prefer to self-describe: _____.....3
- 2. What is your age? **ONLY ACCEPT AGE 18 AND OVER.** WRITE IN: _____

RE-CODE:

- 18-24.....1
- 25-29.....2
- 30-34.....3
- 35-39.....4
- 40-44.....5
- 45-49.....6
- 50-54.....7
- 55-59.....8
- 60-64.....9
- 65 and over.....10
- I'd prefer not to say.....99

- 3. Where do you live? [**DROPDOWN LIST OF STATES AND DC**]

[RE-CODE INTO CENSUS DIVISIONS AND 9 DIVISIONS:](#)

- Northeast.....1
- Midwest.....2
- South.....3
- West.....4

- 4. What is the highest level of education you have completed?
 - Some high school.....1
 - Graduated high school.....2
 - Trade, vocational, or technical school.....3
 - Some college or 2-year degree.....4
 - Graduated college.....5
 - Post-graduate degree.....6
 - I'd prefer not to say.....99

[ALSO AUTOCODE AS COLLEGE (5-6) OR NOT COLLEGE (1-4)]

- 5. Are you of Hispanic or Latino background – such as Mexican, Puerto Rican, Cuban, or another Latin American background?
 - Yes.....1
 - No.....2
 - Prefer not to say.....3

6. Which of the following categories best describes your race?
- American Indian or Alaska Native.....1
 - Asian.....2
 - Black or African American.....3
 - Native Hawaiian or Other Pacific Islander.....4
 - White.....5
 - Other: _____.....98
 - Prefer not to say.....99

RE-CODE Q5&6 TO 100%

Awareness and Attitudes about Global Hunger

How much attention do you pay to each of the following topics? **[RANDOMIZE]**

| | A great deal of attention | A moderate amount of attention | Only a little attention | No attention at all |
|---|------------------------------|--------------------------------------|----------------------------|------------------------|
| 7. National security issues | 1 | 2 | 3 | 4 |
| 8. International development | 1 | 2 | 3 | 4 |
| 9. Humanitarian efforts | 1 | 2 | 3 | 4 |
| 10. American influence in the world | 1 | 2 | 3 | 4 |
| 11. Economic development and job creation | 1 | 2 | 3 | 4 |
| 12. Global trade | 1 | 2 | 3 | 4 |
| 13. Agriculture, food, and farming | 1 | 2 | 3 | 4 |
| 14. Global food security | 1 | 2 | 3 | 4 |
| 15. Science and scientific progress | 1 | 2 | 3 | 4 |
| 16. The environment | 1 | 2 | 3 | 4 |
| 17. Sustainable development | 1 | 2 | 3 | 4 |

18. Global food security means that people worldwide have reliable access to affordable and nutritious food so they can live healthy and productive lives. How familiar are you with global food security issues?

- Very familiar.....1
- Somewhat familiar.....2
- Not too familiar.....3
- Not at all familiar.....4

19. How important is the issue of global food security *to you personally*?

- Very important.....1
- Somewhat important.....2
- Not too important.....3
- Not at all important.....4

20. Have you read, seen, or heard anything recently about how the U.S. government and its agencies help improve global food security and reduce hunger?

- Yes.....1
- No.....2
- Not sure.....3

21. **[IF YES Q20=1]** Where did you read, see or hear about how the U.S. government and its agencies help improve global food security and reduce hunger? **[ACCEPT MULTIPLE RESPONSES, RANDOMIZE]**

- Print (newspaper or magazine).....1
- Radio.....2
- Cable television news.....3
- Social media.....4
- Website or app.....5
- Somewhere else (Please specify) **[ANCHOR]**.....6
- Don't recall **[EXCLUSIVE, ANCHOR]**.....7

Following is a list of opinion statements about food security. After reading each statement, please indicate whether you agree or disagree with each of the statements. If you don't know enough to have an opinion, please say so. **[RANDOMIZE]**

| | Completely Agree 1 | Somewhat Agree 2 | Somewhat Disagree 3 | Completely Disagree 4 | Don't Know 5 |
|---|--------------------------|------------------------|---------------------------|-----------------------------|--------------------|
| 22. The U.S. government should help reduce hunger in developing countries around the world. | 1 | 2 | 3 | 4 | 5 |
| 23. We have a moral obligation to help end global hunger. | 1 | 2 | 3 | 4 | 5 |
| 24. It is in our own economic self-interest to help end global hunger. | 1 | 2 | 3 | 4 | 5 |
| 25. The U.S. should offer not just money to end global hunger but also provide the skills people need to feed themselves. | 1 | 2 | 3 | 4 | 5 |
| 26. U.S. support is important to ending global hunger. | 1 | 2 | 3 | 4 | 5 |
| 27. I believe ending global hunger is possible. | 1 | 2 | 3 | 4 | 5 |
| 28. The U.S. government should work to solve hunger here in the United States and not in the rest of the world. | 1 | 2 | 3 | 4 | 5 |

Here is a list of benefits that may come from improving global food security and reducing global hunger. For each one, indicate how important that benefit is to you personally. If you don't know enough to have an opinion, please say so. **[RANDOMIZE]**

| | Very Important | Somewhat Important | Not Too Important | Not at All Important | Don't Know |
|---|----------------|--------------------|-------------------|----------------------|------------|
| 29. Enhances U.S. national security | 1 | 2 | 3 | 4 | 5 |
| 30. Reduces global conflict and displacement of people | 1 | 2 | 3 | 4 | 5 |
| 31. Increases American influence in the world | 1 | 2 | 3 | 4 | 5 |
| 32. Creates trade opportunities and jobs for Americans | 1 | 2 | 3 | 4 | 5 |
| 33. Fosters global trade and export markets | 1 | 2 | 3 | 4 | 5 |
| 34. Improves global health and wellness | 1 | 2 | 3 | 4 | 5 |
| 35. Fosters innovation in agriculture and food systems | 1 | 2 | 3 | 4 | 5 |
| 36. Brings jobs and economic growth to rural areas in foreign countries | 1 | 2 | 3 | 4 | 5 |
| 37. Generates exports to other countries | 1 | 2 | 3 | 4 | 5 |
| 38. Provides good nutrition for growing children | 1 | 2 | 3 | 4 | 5 |

Here are the benefits you said are most important to you personally. Of these, which **TWO** are most important? **[AUTO-CODE IF ONLY ONE OR TWO REASONS 1-2 IN Q29-38]**

- 39. Reason #1
- 40. Reason #2

Here is a list of organizations that work to improve global food security and reduce global hunger. How familiar you are with each of the following organizations? Are you...

| | Very Familiar | Somewhat Familiar | Not Too Familiar | Not at All Familiar |
|--|---------------|-------------------|------------------|---------------------|
| [RANDOMIZE] | | | | |
| 41. USAID, the US Agency for International Development | 1 | 2 | 3 | 4 |
| 42. Peace Corps | 1 | 2 | 3 | 4 |
| 43. Bread for the World | 1 | 2 | 3 | 4 |
| 44. World Food Program | 1 | 2 | 3 | 4 |
| 45. The Feed the Future Initiative | 1 | 2 | 3 | 4 |

[ASK ALL THAT ARE AT LEAST SOMEWHAT FAMILIAR IN Q41-45]: Here is the same list of organizations. For each one, indicate whether you have ever volunteered for or worked that organization. **MULTISELECT**

| | [RANDOMIZE] | I have volunteered for this organization | I have worked for this organization | Neither EXCLUSIVE 3 |
|-----|--|---|--|----------------------------------|
| 46. | USAID, the US Agency for International Development | 1 | 2 | 3 |
| 47. | Peace Corps | 1 | 2 | 3 |
| 48. | Bread for the World | 1 | 2 | 3 |
| 49. | World Food Program | 1 | 2 | 3 |
| 50. | The Feed the Future Initiative | 1 | 2 | 3 |

51. Have you ever considered a career in global development?

- Yes, in global development.....1
- Yes, in global food security.....2
- No.....3

52. **[ASK IF VERY, SOMEWHAT, OR NOT TOO FAMILIAR WITH FEED THE FUTURE, Q45]**

USAID is leading an international effort called **Feed the Future** to help improve global food security and reduce hunger. What is your opinion of the initiative?

- Strongly support.....1
- Somewhat support.....2
- Somewhat oppose.....3
- Strongly oppose.....4
- No opinion or not enough knowledge of the initiative5

Messaging

Next you will see statements with reasons for why the U.S. government has created and supports the Feed the Future initiative to address global food security and hunger.

People can engage with the Feed the Future initiative in many ways—such as (a) by staying informed about its activities by reading articles or watching videos, visiting its website, or following the initiative on social media; (b) by volunteering with partner programs; (c) by applying for grants; or (d) by pursuing a career in international development.

Please read each statement and for each one indicate how likely that information makes you to engage *in any way* with Feed the Future: very likely, somewhat likely, not too likely, or not at all likely to engage. If you have no opinion or would need more information, just say so.

[RANDOMIZE]

| | Not at all likely 1 | Not too likely 2 | Somewhat likely 3 | Very likely 4 | Don't know or no opinion 5 |
|--|---------------------------|------------------------|-------------------------|---------------------|-------------------------------------|
| 53. By investing in long-term solutions to address global hunger today, Feed the Future helps entire countries move toward self-reliance and away from depending on U.S. aid in the future. | 1 | 2 | 3 | 4 | 5 |
| 54. Lack of access to nutritious food contributes to and results from many of today's most significant national security challenges. By strengthening food systems, Feed the Future is helping to build a safer and more stable world and protect our own national security. | 1 | 2 | 3 | 4 | 5 |
| 55. By advancing economic growth abroad, Feed the Future creates opportunities for American national prosperity and helps protect our economic interests. | 1 | 2 | 3 | 4 | 5 |
| 56. By helping less fortunate partner countries address chronic hunger and malnutrition through Feed the Future, the United States advances American values and our global influence. | 1 | 2 | 3 | 4 | 5 |
| 57. Feed the Future is a proven program. It has forged a new path when it comes to solving hunger – and its unique approach is working. In the areas where Feed the Future works, economies are growing, children are healthier and families have enough to eat. | 1 | 2 | 3 | 4 | 5 |

58. Here are the five reasons for why the U.S. government has created and supports the Feed the Future initiative to address global hunger. This time, please rank them from 1 to 5, with 1 being the most important reason to you personally. **[RANDOMIZE; PROGRAM TO DRAG AND DROP IN ORDER ON SCREEN.]**

1. By investing in long-term solutions to address global hunger today, Feed the Future helps entire countries move toward self-reliance and away from depending on U.S. aid in the future.
2. Lack of access to nutritious food contributes to and results from many of today's most significant national security challenges. By strengthening food systems, Feed the Future is helping to build a safer and more stable world and protect our own national security.
3. By advancing economic growth abroad, Feed the Future creates opportunities for American national prosperity and helps protect our economic interests.
4. By helping less fortunate partner countries address chronic hunger and malnutrition through Feed the Future, the United States advances American values and our global influence.
5. Feed the Future is a proven program. It has forged a new path when it comes to solving hunger – and its unique approach is working. In the areas where Feed the Future works, economies are growing, children are healthier and families have enough to eat.

Next you will be shown more detailed information about the Feed the Future initiative. The information you will see is grouped into three themes. You will see each group of statements one at a time.

PROGRAMMING NOTE: Respondents will only receive two to three messaging batteries from Q59-74. One will be their top ranked or top two ranked message themes from Q58 and the other will be picked randomly from the remaining four themes.

Self-Reliance Here are some statements about how Feed the Future helps entire countries move toward self-reliance and away from depending on U.S. aid in the future.

Please read each statement and indicate how likely that information makes you to engage *in any way* with Feed the Future. As a reminder, engagement can include reading articles, watching videos, visiting its website, following on social media, volunteering, applying for grants, or pursuing a career in international development.

[RANDOMIZE]

| | Not at all likely | Not too likely | Somewhat likely | Very likely | Don't know or no opinion |
|---|----------------------|-------------------|--------------------|----------------|--------------------------------|
| 59. Feed the Future's strategy is to equip and empower local communities to solve their own hunger and malnutrition challenges. We do this by providing community members with the knowledge and tools they need to feed themselves and their communities, today and for generations to come. | 1 | 2 | 3 | 4 | 5 |
| 60. Feed the Future works with country leaders committed to bringing their own resources and political will to address long-standing poverty and malnutrition in their country and create lasting change. | 1 | 2 | 3 | 4 | 5 |
| 61. Feed the Future tackles the root causes of hunger, poverty and malnutrition. By treating root causes rather than just symptoms, we help people build resilience for hard times. | 1 | 2 | 3 | 4 | 5 |

National Security Here are some points and facts about how Feed the Future is helping to build a safer and more stable world and protect our own national security.

Please read each statement and indicate how likely that information makes you to *engage in any way* with Feed the Future. As a reminder, engagement can include reading articles, watching videos, visiting its website, following on social media, volunteering, applying for grants, or pursuing a career in international development.

[RANDOMIZE]

| | Not at all likely 1 | Not too likely 2 | Somewhat likely 3 | Very likely 4 | Don't know or no opinion 5 |
|---|------------------------|---------------------|----------------------|------------------|-------------------------------|
| 62. In failed or failing states, poverty and hunger can be a catalyst for conflict and unrest, which in turn, can also increase food insecurity. By reducing poverty and hunger, we also reduce the risk of violence and instability. | | | | | |
| 63. Lack of opportunities and food can push people to take desperate measures and align themselves with groups that are intent on doing us harm. Expanding economic opportunities as alternatives to joining extremist groups is a critical part of countering violent extremism. | 1 | 2 | 3 | 4 | 5 |
| 64. Feed the Future's work is helping to create the kind of economic opportunities that help the people in these less stable regions sustainably feed themselves and their families. | 1 | 2 | 3 | 4 | 5 |

American Prosperity Here are some points and facts about how Feed the Future is helping create opportunities for American national prosperity and protecting our economic interests.

Please read each statement and indicate how likely that information makes you to engage in *any way* with Feed the Future. As a reminder, engagement can include reading articles, watching videos, visiting its website, following on social media, volunteering, applying for grants, or pursuing a career in international development.

[RANDOMIZE]

| | Not at all likely 1 | Not too likely 2 | Somewhat likely 3 | Very likely 4 | Don't know or no opinion 5 |
|--|------------------------|---------------------|----------------------|------------------|-------------------------------|
| 65. Feed the Future efforts are good for the American economy. Increasing incomes abroad creates new opportunities for U.S. farmers and companies. | | | | | |
| 66. Feed the Future helps support the global supply chains that many US jobs depend on. From chocolate to coffee, to nuts and tropical fruits, Feed the Future's food security work is helping drive the American economy forward and ensure prosperity for years to come. | 1 | 2 | 3 | 4 | 5 |
| 67. Feed the Future investments in the United States include 24 university-led Innovation Labs that benefit American farmers and ranchers through developing new seed varieties and combatting emerging threats that farmers everywhere face. | 1 | 2 | 3 | 4 | 5 |
| 68. Feed the Future also draws on the expertise, resources, talents and dedication of numerous American businesses. These private sector partnerships are designed to help further the goals of the participating US partners while helping transform economies to reduce poverty, hunger and undernutrition abroad. | 1 | 2 | 3 | 4 | 5 |

American Values and Influence Here are some points and facts about how Feed the Future is helping to advance American values and our global influence.

Please read each statement and indicate how likely that information makes you to engage *in any way* with Feed the Future. As a reminder, engagement can include reading articles, watching videos, visiting its website, following on social media, volunteering, applying for grants, or pursuing a career in international development.

[RANDOMIZE]

| | Not at all likely 1 | Not too likely 2 | Somewhat likely 3 | Very likely 4 | Don't know or no opinion 5 |
|---|---------------------------|------------------------|-------------------------|---------------------|-------------------------------------|
| 69. Initiatives like Feed the Future are America at its best – helping those less fortunate with smart, proven programs that save lives and demonstrate American values in action. | | | | | |
| 70. Feed the Future is providing a healthier future for millions of children worldwide through improved nutrition that helps them avoid nutritional deficiencies that would stunt their growth and development. | 1 | 2 | 3 | 4 | 5 |
| 71. By sharing our tools, knowledge and assistance in the countries where work, Feed the Future helps extend US influence and advances the American values of democracy and liberty abroad. | 1 | 2 | 3 | 4 | 5 |

Proven Program Here are some points and facts about how Feed the Future is working.

Please read each statement and indicate how likely that information makes you to engage *in any way* with Feed the Future. As a reminder, engagement can include reading articles, watching videos, visiting its website, following on social media, volunteering, applying for grants, or pursuing a career in international development.

[RANDOMIZE]

| | | Not at all likely | Not too likely | Somewhat likely | Very likely | Don't know or no opinion |
|------|---|----------------------|-------------------|--------------------|----------------|--------------------------------|
| 72. | 3.4 million more children are growing up healthier and stronger in areas where Feed the Future works. | 1 | 2 | 3 | 4 | 5 |
| 73. | With more than 900 innovations developed and deployed by Feed the Future, poor farmers have generated more than \$10.5 billion in new agricultural sales in developing countries – providing livelihoods that lift these families out of poverty. | 1 | 2 | 3 | 4 | 5 |
| 74. | Thanks to Feed the Future, 5.2 million more families are no longer suffering from hunger in areas where Feed the Future works, and poverty has dropped by 23 percent. | 1 | 2 | 3 | 4 | 5 |
| 75. | In your own words, what is the <u>most important</u> reason you heard in this survey for the addressing global hunger through the Feed the Future initiative? _____ | | | | | |
| 76. | Do you have any questions or concerns about the Feed the Future initiative? | | | | | |
| | Yes..... | | | | | 1 |
| | No..... | | | | | 2 |
| 76A. | [IF YES, Q76=1] What are your questions or concerns? _____ | | | | | |

Engagement

Over the next year, how likely are you to do each of the following as it relates to the Feed the Future initiative? **[RANDOMIZE]**

| | Not at all likely | Not too likely | Somewhat likely | Very likely | Not sure |
|---|-------------------|----------------|-----------------|-------------|----------|
| 77. Follow Feed the Future on social media | 1 | 2 | 3 | 4 | 5 |
| 78. Share a post or video from Feed the Future from one of your social media accounts, like Facebook or Twitter | 1 | 2 | 3 | 4 | 5 |
| 79. Like a post on Facebook or Twitter | 1 | 2 | 3 | 4 | 5 |
| 80. Click to read or view content on their website | 1 | 2 | 3 | 4 | 5 |
| 81. Forward an email or e-newsletter | 1 | 2 | 3 | 4 | 5 |
| 82. Apply for a job with Feed the Future | 1 | 2 | 3 | 4 | 5 |
| 83. Apply for funding from Feed the Future | 1 | 2 | 3 | 4 | 5 |
| 84. Volunteer with Feed the Future or a partner nonprofit | 1 | 2 | 3 | 4 | 5 |

How often do you...

| | Often | Sometimes | Hardly ever | Never |
|--|-------|-----------|-------------|-------|
| 85. Read the newspaper | 1 | 2 | 3 | 4 |
| 86. Listen to news on the radio | 1 | 2 | 3 | 4 |
| 87. Watch local television news | 1 | 2 | 3 | 4 |
| 88. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News) | 1 | 2 | 3 | 4 |
| 89. Watch cable television news (such as CNN, Fox News, or MSNBC) | 1 | 2 | 3 | 4 |
| 90. Get news from a social networking site (such as Facebook or Twitter) | 1 | 2 | 3 | 4 |
| 91. Get news from a website or app | 1 | 2 | 3 | 4 |
| 92. Listen to podcasts | 1 | 2 | 3 | 4 |
| 93. Watch news on YouTube or another video site | 1 | 2 | 3 | 4 |
| 94. Read email newsletters | 1 | 2 | 3 | 4 |

95. Do you have an active account on any social media sites that you regularly use? If, so which one? Check all that apply. **[ACCEPT MULTIPLE RESPONSES, RANDOMIZE]**
- Twitter.....1
 - Facebook.....2
 - YouTube.....3
 - Instagram.....4
 - Snapchat.....5
 - WhatsApp.....6
 - LinkedIn.....7
 - Pinterest.....8
 - Tumblr.....9
 - Reddit.....10
 - Other: write in:.....11
 - Do not have social media account **[EXCLUSIVE, ANCHOR]**.....99
96. Do you follow any organizations on social media sites?
- Yes.....1
 - No.....2
97. Do you actively express your views and share information on issues you care about in social media or in other public forums, or not really?
- Yes, I share my opinions publicly in social media.....1
 - Yes, I share my opinions in other public forums.....2
 - No, I do not typically share my opinions publicly.....3
98. In the past year, have you personally supported any charities or nonprofits that work on poverty, nutrition and/or hunger—either by donating money or contributing your time?
- Yes.....1
 - No.....2
99. Have you ever lived outside of the United States?
- Yes.....1
 - No.....2
- 100.....In the past five years have you traveled to a developing country in Africa, Asia, or Latin America?
- Yes.....1
 - No.....2
- 101.....Do you speak a language in addition to English?
- Yes (Please specify).....1
 - No.....2

Demographics

102. **[CAPTURE FROM PANEL PROFILE; DO NOT ASK]** Are you...
- Currently married.....1
 - Widowed.....2
 - Divorced.....3
 - Separated.....4
 - Never married.....5
 - Living with a partner.....6
103. **[CAPTURE FROM PANEL PROFILE; DO NOT ASK]** Which statement best describes your current employment status?
- Working – as a paid employee.....1
 - Working – self-employed.....2
 - Not working – on temporary layoff from a job.....3
 - Not working – looking for work.....4
 - Not working – retired.....5
 - Not working – disabled.....6
 - Not working – other.....7
104. **[CAPTURE FROM PANEL PROFILE; DO NOT ASK]** What is your present religion, if any?
- Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah’s Witness, etc.) 1
 -
 - Roman Catholic (Catholic).....2
 - Mormon (Church of Jesus Christ of Latter-day Saints/LDS).....3
 - Orthodox (Greek, Russian, or some other orthodox church).....4
 - Jewish (Judaism).....5
 - Muslim (Islam).....6
 - Buddhist.....7
 - Hindu.....8
 - Atheist (do not believe in God).....9
 - Agnostic (not sure if there is a God).....10
 - Nothing in particular.....11
 - Just Christian.....12
 - Unitarian (Universalist).....13
 - Something else – please specify.....14
105. **[CAPTURE FROM PANEL PROFILE; DO NOT ASK]** How would you describe the area in which you live – urban, suburban, small town, or rural?
- Urban.....1
 - Suburban.....2
 - Rural.....4
106. **[CAPTURE FROM PANEL PROFILE; DO NOT ASK]** What is your total annual household income before taxes?

| | |
|-----------------------------|----|
| Less than \$5,000..... | 1 |
| \$5,000 to \$9,999..... | 2 |
| \$10,000 to \$14,999..... | 3 |
| \$15,000 to \$19,999..... | 4 |
| \$20,000 to \$24,999..... | 5 |
| \$25,000 to \$29,999..... | 6 |
| \$30,000 to \$34,999..... | 7 |
| \$35,000 to \$39,999..... | 8 |
| \$40,000 to \$49,999..... | 9 |
| \$50,000 to \$59,999..... | 10 |
| \$60,000 to \$74,999..... | 11 |
| \$75,000 to \$84,999..... | 12 |
| \$85,000 to \$99,999..... | 13 |
| \$100,000 to \$124,999..... | 14 |
| \$125,000 to \$149,999..... | 15 |
| \$150,000 to \$174,999..... | 16 |
| \$175,000 to \$199,999..... | 17 |
| \$200,000 or more..... | 18 |

[ALSO AUTO-CODE INTO THE FOLLOWING]

| | |
|----------------------------|----|
| Below \$51,939..... | 50 |
| At or above \$51,939..... | 51 |
| I'd prefer not to say..... | 99 |

CLOSE: Those are all the questions. We greatly appreciate your feedback and hope you enjoyed sharing your perspective. Thank you!