

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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## SURVEY PURPOSE AND USES

**Purpose:** To measure public opinion about global food security.

**Uses:** All information collected from individuals is anonymous and confidential. Responses to individual questions will be aggregated and reported as percentages for the total and for key demographic groups (e.g., men compared to women), but never for any single individual. The information will be used by the U.S. Agency for International Development (USAID) to understand public opinion about global food security in order to inform its programs.

**Disclosure:** Participation in the survey and responses to all questions are voluntary.

## 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?
- White.....1
  - Black.....2
  - Asian or Pacific Islander.....3
  - American Indian or Alaska Native.....4
  - Other: \_\_\_\_\_.....98
  - Prefer not to say.....99

**RE-CODE Q5&6 TO 100%**

**Awareness and Attitudes about Global Hunger**

How closely do you follow each of the following topics? **[RANDOMIZE]**

	<b>Very Closely</b>	<b>Somewhat Closely</b>	<b>Not Too Closely</b>	<b>Not at all Closely/Do Not Follow</b>
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. American prosperity	1	2	3	4
12. Economic development and job creation	1	2	3	4
13. Global trade and markets for American goods	1	2	3	4
14. Agriculture, food, and farming	1	2	3	4
15. Global food security	1	2	3	4
16. Science and scientific progress	1	2	3	4
17. The environment	1	2	3	4
18. Sustainable development	1	2	3	4

19. How familiar are you with global food security issues?
- Very familiar.....1
  - Somewhat familiar.....2
  - Not too familiar.....3
  - Not at all familiar.....4

20. Global food security means that people worldwide have reliable access to affordable and nutritious food so they can live healthy and productive lives. 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

Next, please indicate if you agree or disagree with each of the following statements...  
**[RANDOMIZE]**

	<b>Completely Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Completely Disagree</b>
21. The U.S. government should help reduce hunger in developing countries around the world.	1	2	3	4
22. We have a moral obligation to help end global hunger.	1	2	3	4
23. It is in our own economic self-interest to help end global hunger.	1	2	3	4
24. 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
25. U.S. support is important to ending global hunger.	1	2	3	4
26. I am proud of the U.S. government's initiatives to help end global hunger.	1	2	3	4
27. I believe ending global hunger is possible.	1	2	3	4
28. We should focus our efforts in the U.S. and not the world.	1	2	3	4

29. In your opinion, is the U.S. government doing too much, too little, or about the right amount to end hunger in developing countries around the world?
- Too much.....1
  - Too little.....2
  - About the right amount.....3
  - Not sure.....9

How important are U.S. government efforts to help improve global food security and reduce hunger for each of the following? **[RANDOMIZE]**

		<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Too Important</b>	<b>Not at All Important</b>
30.	Protecting U.S. national security	1	2	3	4
31.	Reduce global conflict and displacement of people	1	2	3	4
32.	American influence in the world	1	2	3	4
33.	Creating trade opportunities and jobs for Americans	1	2	3	4
34.	Fostering global trade and export markets	1	2	3	4
35.	Improving global health and wellness	1	2	3	4
36.	Innovation in agriculture and food systems	1	2	3	4
37.	Bringing jobs and economic growth to rural areas	1	2	3	4
38.	Generating exports to other countries	1	2	3	4
39.	Providing good nutrition for growing children	1	2	3	4

Here are the top reasons you said it is important for the U.S. government to help improve global food security and reduce hunger. Of these, which **TWO are most important for the U.S. government to help improve global food security and reduce hunger?** **[AUTO-CODE IF ONLY ONE OR TWO REASONS 1-2 IN 30-39]**

- 40. Reason #1
- 41. Reason #2

How familiar you are with each of the following...? Are you...

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

47. 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.....5

**Messaging**

Next, you will see statements about the Feed the Future initiative. Please read each statement. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative.

<b>[RANDOMIZE]</b>							<b>Very weak reason to support the initiative</b>						<b>Very strong reason to support the initiative</b>	
		1	2	3	4	5	6	7						7
48.	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	6	7						7
49.	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	6	7						7
50.	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	6	7						7
51.	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	6	7						7
52.	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	6	7						7

53. Here are the five statements again. This time, please rank them from 1 to 5, with 1 being the best reason to support of USAID's Feed the Future initiative. **[RANDOMIZE; PROGRAM TO DRAG AND DROP IN ORDER ON SCREEN.]**

- ...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.
- ...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.
- ...By advancing economic growth abroad, Feed the Future creates opportunities for American national prosperity and helps protect our economic interests.
- ...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.
- ...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.

**PROGRAMMING NOTE: Respondents will only receive two to three messaging batteries from Q54 – 68. One will be their top ranked or top two ranked message themes from Q53 and the other will be picked randomly from the remaining four themes.**

**Self-Reliance** Here are some points and facts 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. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative. If you have no opinion one way or the other, just say so. **[RANDOMIZE]**

	Very weak reason to support the initiative						Very strong reason to support the initiative
	1	2	3	4	5	6	7
54. 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	6	7

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
55.	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. Feed the Future partner countries in Africa have increased their own investments in agriculture by 25 percent, a rate four times that of African countries as a whole.	1	2	3	4	5	6	7
56.	Unlike traditional humanitarian aid models that provide donations of money and supplies, 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, which means they need less support from USAID in the future.	1	2	3	4	5	6	7

**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. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative. If you have no opinion one way or the other, just say so. **[RANDOMIZE]**

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
57.	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.	1	2	3	4	5	6	7



		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
58.	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	6	7
59.	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	6	7

**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. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative. If you have no opinion one way or the other, just say so. **[RANDOMIZE]**

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
60.	Feed the Future efforts are good for the American economy. Increasing incomes abroad creates new opportunities for U.S. farmers and companies. U.S. agricultural exports to Feed the Future partner countries have already increased by \$1 billion since 2009.	1	2	3	4	5	6	7

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
61.	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	6	7
62.	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	6	7
63.	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	6	7

**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. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative. If you have no opinion one way or the other, just say so. **[RANDOMIZE]**

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
64.	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.	1	2	3	4	5	6	7
65.	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	6	7
66.	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	6	7

**Proven Program** Here are some points and facts about how Feed the Future is working. Please read each statement. For each one, use a scale from 1 to 7, where 1 means that is a VERY WEAK reason to support the initiative and 7 means that is a VERY STRONG reason to support the initiative. If you have no opinion one way or the other, just say so. **[RANDOMIZE]**

		Very weak reason to support the initiative						Very strong reason to support the initiative
		1	2	3	4	5	6	7
67.	3.4 million more children are growing up healthier and stronger in areas where Feed the Future works.	1	2	3	4	5	6	7
68.	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	6	7

	Very weak reason to support the initiative						Very strong reason to support the initiative
	1	2	3	4	5	6	7
69. 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	6	7

70. In your own words, what is the BEST reason you heard for supporting the Feed the Future initiative? \_\_\_\_\_

71. Based on everything you have just read/heard about the Feed the Future initiative, what is your opinion?

- Strongly support.....1
- Somewhat support.....2
- Somewhat oppose.....3
- Strongly oppose.....4
- No opinion.....5

72. Do you have any questions or concerns about the Feed the Future initiative?

- Yes.....1
- No.....2

72A. [IF YES, Q72=1] What are your questions or concerns? \_\_\_\_\_

<b>Engagement</b>
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Over the next year, how likely are you to do each of the following in support of the Feed the Future initiative? [RANDOMIZE]

	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Not Sure
73. Follow Feed the Future on social media	1	2	3	4	5
74. 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
75. Like a post on Facebook or Twitter	1	2	3	4	5
76. Click to read or view content on their website	1	2	3	4	5
77. Forward an email or e-newsletter	1	2	3	4	5
78. Apply for a job with Feed the Future	1	2	3	4	5

	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Not Sure
79. Apply for funding from Feed the Future	1	2	3	4	5
80. Volunteer with Feed the Future or a partner nonprofit	1	2	3	4	5

How often do you...

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

91. 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

92. **[IF YES Q91=1]** And on what platforms 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

93. 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
Do not have social media account [EXCLUSIVE, ANCHOR].....	99
94. Do you follow any organizations on social media sites?	
Yes.....	1
No.....	2
95. 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
96. 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
97. Have you ever lived outside of the United States?	
Yes.....	1
No.....	2
98. In the past five years have you traveled to a developing country in Africa, Asia, or Latin America?	
Yes.....	1
No.....	2
99. Do you speak a language in addition to English?	
Yes (Please specify).....	1
No.....	2

<b>Demographics</b>
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The last few questions are to make sure we are talking to a diverse mix of people.

100. Are you a parent or legal guardian with children under the age of 18 living in your household?	
Yes.....	1
No.....	2
101. <b>[CAPTURE FROM PANEL PROFILE; DO NOT ASK</b> Are you...	
Married.....	1
Widowed.....	2
Divorced.....	3
Separated.....	4
Never married.....	5

- Living with a partner.....6
102. **[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
103. **[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
104. Do you regularly attend religious or faith-based services at a church, temple, mosque, or synagogue?
- Yes.....1
  - No.....2
105. Which of the following terms describe you, if any? Select all that apply.
- Conservative.....1
  - Moderate.....2
  - Liberal.....3
  - Progressive.....4
  - Humanist.....5
  - Idealist.....6
  - Realist.....7
  - Pessimist.....8
  - Religious.....9
  - Secular.....10
  - Prefer not to say.....99
106. **[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

107. **[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!