YOUNG ADULTS & THE GLOBAL FOOD CRISIS

Better World Foundation

OCTOBER 2022
METHODOLOGY

This poll was conducted between October 7-October 8, 2022 among a sample of 2,210 Adults and an oversample of 1,000 Young adults (18-29 year-olds). The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

DEFINITIONS

Young Adults: U.S. Adults 18-29 years old.

Older Adults: U.S. Adults over 30 years old.
KEY FINDINGS

1. Younger and older adults agree the challenges faced by young adults are greater than previous generations.
   • A majority of older (61%) and younger adults (56%) agree the global challenges facing young adults (age 18-29) are greater than those faced by older generations.
   • Three-fourths of young adults agree they want their voices heard when it comes to solving global issues (77%).
   • A majority of older adults believe it’s time for young adults to have a seat at the table (57%).

2. Adults want lawmakers around the world to prioritize human rights, including the right to food, water, and sanitation.
   • A third of adults believe promoting human rights for all is the most pressing priority for governments around the world to address (33%), including 36% of young adults.
   • Of fundamental human rights, thirty percent of adults believe the right to food, water, and sanitation to be the most pressing for lawmakers around the world to address, including 30% of Democrats and Republicans.

3. Adults largely support the United States providing aid to organizations assisting countries suffering from the global food crisis and feel organizations such as the U.N. are the best positioned to address this crisis.
   • A third of adults believe the right to a decent living, fair wages is the most pressing for lawmakers around the world to address (34%).
   • Three-fourths of adults support the U.S. providing aid to organizations assisting countries suffering from the global food crisis (76%), including a majority of Democrats (86%) and Republicans (70%).
   • Over two-thirds of adults agree addressing the global food crisis is important for the national security of the United States, including a majority of Democrats (83%) and Republicans (63%).
   • Over half of adults rank global organizations such as the U.N. 1 or 2 as the best positioned to solve the global food crisis (52%), 54% of young adults say the same.
YOUNG ADULTS & GLOBAL CHALLENGES

PRIORITIZING HUMAN RIGHTS

ADDRESSING THE GLOBAL FOOD CRISIS
A majority of older adults (61%) and young adults (56%) believe the global challenges facing young adults are greater than those faced by older generations.

Generally speaking, do you believe the global challenges facing young adults (age 18-29) are greater than, less than, or about the same as those faced by older generations?

### Older Adults
- Greater than: 61%
- About the same: 30%
- Less than: 7%
- Prefer not to say: 3%

### Young Adults
- Greater than: 56%
- About the same: 28%
- Less than: 11%
- Prefer not to say: 5%
Three-fourths of young adults agree they want their voices heard when it comes to solving global issues (77%).

Do you agree or disagree with each of the following statements:

- **Young adults (age 18-29) want their voices heard when it comes to solving global issues**: 45% Strongly agree, 32% Somewhat agree, 10% Don't know/no opinion, 10% Somewhat disagree, 4% Strongly disagree. Total Agree = 77%.
- **World leaders should give young adults (age 18-29) a seat at the table when making decisions**: 22% Strongly agree, 37% Somewhat agree, 12% Don't know/no opinion, 17% Somewhat disagree, 12% Strongly disagree. Total Agree = 59%.
- **Young adults (age 18-29) are more connected to the rest of the world than older generations**: 22% Strongly agree, 30% Somewhat agree, 10% Don't know/no opinion, 19% Somewhat disagree, 18% Strongly disagree. Total Agree = 52%.
- **Young adults (age 18-29) are capable of addressing the challenges facing the world**: 18% Strongly agree, 33% Somewhat agree, 11% Don't know/no opinion, 22% Somewhat disagree, 15% Strongly disagree. Total Agree = 51%.
- **Young adults (age 18-29) understand the global challenges they will face in the future**: 16% Strongly agree, 33% Somewhat agree, 9% Don't know/no opinion, 24% Somewhat disagree, 18% Strongly disagree. Total Agree = 49%.
- **Young adults (age 18-29) are underutilized and ready to lead**: 15% Strongly agree, 30% Somewhat agree, 13% Don't know/no opinion, 24% Somewhat disagree, 18% Strongly disagree. Total Agree = 45%.

*Total Agree = % Strongly Agree + % Somewhat Agree** Among Young Adults (18-29) only, n = 1351.
AGENDA

YOUNG ADULTS & GLOBAL CHALLENGES

PRIORITIZING HUMAN RIGHTS

ADDRESSING THE GLOBAL FOOD CRISIS
A third of adults believe *promoting human rights for all* is the most pressing priority for governments around the world to address (33%), including 36% of young adults.

From the following list of global challenges, which do you believe is the most pressing priority for governments around the world to address? Please select up to three issues.

<table>
<thead>
<tr>
<th>Issue</th>
<th>ADULTS (ALL)</th>
<th>YOUNG ADULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting human rights for all</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Protecting the planet and slowing climate change</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Protecting peace and ending conflict</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>Building sustainable food systems to end the global food crisis</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Ensuring access to clean water and sanitation</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Advancing global health issues like maternal health, access to vaccines, pandemic preparedness</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Promoting democracy and securing fair and free elections</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Securing employment opportunities and decent work for all</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Ensuring children and young adult's access to education</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Achieving gender equality for girls and women</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Looking at specific fundamental human rights, a third of adults believe the *right to a decent living, fair wages* is the most pressing for lawmakers around the world to address (34%). Thirty percent of adults and a quarter of young adults believe the *right to food, water and sanitation* to be the most pressing priority, including nearly a third of Democrats and Republicans.

From the following list of fundamental human rights, which do you believe is the most pressing priority for lawmakers around the world to address? Please select up to two issues.

<table>
<thead>
<tr>
<th>ADULTS (ALL)</th>
<th>YOUNG ADULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right to a decent living, fair wages</td>
<td>34%</td>
</tr>
<tr>
<td>Right to food, water and sanitation</td>
<td>30%</td>
</tr>
<tr>
<td>Right to freedom of opinion and expression</td>
<td>28%</td>
</tr>
<tr>
<td>Right to bodily autonomy and reproductive freedom</td>
<td>21%</td>
</tr>
<tr>
<td>Right to a clean, healthy, and just environment</td>
<td>19%</td>
</tr>
<tr>
<td>Right to adequate housing</td>
<td>13%</td>
</tr>
<tr>
<td>Right to education</td>
<td>10%</td>
</tr>
<tr>
<td>Right to take part in government</td>
<td>8%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5%</td>
</tr>
</tbody>
</table>

Nearly a third of Democrats (31%) and Republicans (30%) believe the *right to food, water and sanitation* is the most pressing fundamental human right for lawmakers around the world to address.
YOUNG ADULTS & GLOBAL CHALLENGES

PRIORITIZING HUMAN RIGHTS

ADDRESSING THE GLOBAL FOOD CRISIS
Three-fourths of adults support the U.S. providing aid to organizations assisting countries suffering from the global food crisis (76%).

Do you support or oppose the U.S. providing aid to organizations assisting countries suffering from the global food crisis?

In a display of bipartisan support, a majority of Democrats (86%) and Republicans (70%) support the U.S. providing aid to organizations assisting countries suffering from the global food crisis.
When given more information, adults’ support remains steady for the U.S. providing aid to organizations assisting countries suffering from the global food crisis (76%).

In the average year, approximately 1% of the overall U.S. federal budget is spent on U.S. foreign assistance. Aid for those suffering from the global food crisis is one of the many ways the foreign assistance budget is spent. Knowing this, do you support or oppose the U.S. providing aid to organizations assisting countries suffering from the global food crisis?
Across all types of aid the U.S. can provide, a majority of adults report they would be *more likely* to support the U.S. providing aid to organizations assisting countries suffering from the global food crisis (60%+).

The following are types of aid the U.S. can provide to organizations assisting countries suffering from the global food crisis. Do each of the following make you more or less likely to support the U.S. providing aid to organizations assisting countries suffering from the global food crisis?

1. **Ensuring emergency food and nutrition assistance to the more than 50 million people currently on the brink of famine.**
   - Much more likely: 31%
   - Somewhat more likely: 33%
   - No change either way: 28%
   - Somewhat less likely: 5%
   - Much less likely: 4%
   - Total More Likely: 64%

2. **Promoting a more sustainable global food system that boosts the availability of nutritious foods and reduces food waste.**
   - Much more likely: 31%
   - Somewhat more likely: 34%
   - No change either way: 27%
   - Somewhat less likely: 5%
   - Much less likely: 4%
   - Total More Likely: 65%

3. **Distributing cost-effective ‘ready-to-use’ therapeutic foods that can save the lives of children suffering from malnutrition.**
   - Much more likely: 31%
   - Somewhat more likely: 33%
   - No change either way: 28%
   - Somewhat less likely: 4%
   - Much less likely: 4%
   - Total More Likely: 64%

4. **Working to end conflicts, such as war, community unrest or changes in climate, that are the main drivers in the current global hunger crises.**
   - Much more likely: 30%
   - Somewhat more likely: 31%
   - No change either way: 29%
   - Somewhat less likely: 6%
   - Much less likely: 4%
   - Total More Likely: 61%

5. **Supporting organizations which are working to tackle the global food and nutrition crisis such as the UN, the World Food Program, and UNICEF.**
   - Much more likely: 28%
   - Somewhat more likely: 32%
   - No change either way: 30%
   - Somewhat less likely: 6%
   - Much less likely: 4%
   - Total More Likely: 60%

*Total More Likely = % Much More Likely + % Somewhat More Likely*
Over two-thirds of adults agree addressing the global food crisis is important for the national security of the United States (71%).

Do you agree or disagree with the following statement: Addressing the global food crisis is important for the national security of the United States?

A majority of Democrats (83%) and Republicans (63%) agree addressing the global food crisis is important for the national security of the United States.
Over half of U.S. adults rank global organizations such as the U.N. as well-positioned (ranked 1 or 2) to solve the global food crisis (52%), including 54% of young adults.

How are each of the following entities positioned to solve the global food crisis? Please rank the following entities with '1' being the best positioned and '5' being the worst positioned to solve the global food crisis.

- **Rank 1 or 2**
  - **Global organizations such as the U.N.**
    - ADULTS: 52%
    - YOUNG ADULTS: 54%
  - **National governments**
    - ADULTS: 54%
    - YOUNG ADULTS: 52%
  - **Non-profits or non-governmental organizations**
    - ADULTS: 37%
    - YOUNG ADULTS: 37%
  - **Individuals**
    - ADULTS: 26%
    - YOUNG ADULTS: 29%
  - **The private sector**
    - ADULTS: 30%
    - YOUNG ADULTS: 28%
A majority of adults feel *concerned* about what's going on in the world (63%), including 52% of young adults. A third of adults feel *anxious* (39%), *fearful* (36%), and *angry* (32%).

Which of the following best describe how you feel about what's going on in the world right now? Please select all that apply.

<table>
<thead>
<tr>
<th>ADULTS (ALL)</th>
<th>YOUNG ADULTS</th>
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<tbody>
<tr>
<td>Concerned</td>
<td>52%</td>
</tr>
<tr>
<td>67%</td>
<td>38%</td>
</tr>
<tr>
<td>Anxious</td>
<td>41%</td>
</tr>
<tr>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Fearful</td>
<td>26%</td>
</tr>
<tr>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>Angry</td>
<td>23%</td>
</tr>
<tr>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Helpless</td>
<td>19%</td>
</tr>
<tr>
<td>Confused</td>
<td>15%</td>
</tr>
<tr>
<td>18%</td>
<td>Confident</td>
</tr>
<tr>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Calm</td>
<td>6%</td>
</tr>
<tr>
<td>Confident</td>
<td>6%</td>
</tr>
<tr>
<td>Inspired</td>
<td>5%</td>
</tr>
<tr>
<td>Empowered</td>
<td>3%</td>
</tr>
</tbody>
</table>

** Two percent of adults reported ‘none of the above’ and ‘other’
Older adults are more likely to say young adults are less equipped (42%) than older generations to solve global challenges, compared to young adults who are more likely to say they are more equipped (36%).

Generally speaking, do you believe young adults (age 18-29) are more equipped or less equipped than older generations to solve global challenges?
Reasons why young adults are more equipped to solve global challenges.

You indicated that young adults (age 18-29) are more equipped than older generations to solve global challenges. Can you please explain why? Please be as detailed as possible.

**GREATER ACCESS TO TECHNOLOGY**

“Younger generations have more technology and tools at their disposal than previous generations.”

“**We have better advanced technology** to get a better understanding of what’s going on.”

**MORE OPEN TO CHANGE**

“I think younger people are more open to change. And to solve global challenges, every person needs to change their purchasing and utilizing habits.”

“We are more open to ideas and not so stuck in their ways.”

**MORE ACCESS TO KNOWLEDGE**

“The younger generation is more knowledgeable on everything because they use all the new technology and stay up to date on news.”

“Scientific knowledge, understanding, and tools have advanced throughout the generations. There is more awareness of global challenges.”

**BETTER EDUCATION**

“Their education is often more advanced in recent years, I find their attitudes and knowledge remarkable!”

“Because there is more education and focus on all of the challenges facing our world than the older generation.”

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* Among those who indicated young adults are more equipped than previous generations in UNF3, n = 995.
Reasons why young adults are less equipped to solve global challenges.

You indicated that young adults (age 18-29) are **less equipped** than older generations to solve global challenges. Can you please explain why? Please be as detailed as possible.

**APPENDIX**

> *Among those who indicated young adults are less equipped than previous generations in UNF3, n = 1251.*

<table>
<thead>
<tr>
<th><strong>TOO RELIANT ON TECHNOLOGY</strong></th>
<th><strong>LACK OF NEEDED SKILLS</strong></th>
<th><strong>LACK OF FINANCIAL SECURITY</strong></th>
<th><strong>LACK OF EDUCATION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“They are too reliant on technology.”</td>
<td>“I just <strong>don’t believe our children are equipped</strong> to deal with such a challenge... I don’t even think half know basic survival skills.”</td>
<td>“<strong>Because the ratio of wages to cost of living is the worst it has ever been.</strong> A young adult working 60 hours a week for $20 per hour will be taxed 40% of their income. Leaving them with barely enough money for rent.”</td>
<td>“<strong>Very poor educational experience.</strong> From k-12 through university.”</td>
</tr>
<tr>
<td>“They are too attached to their gadgets to be aware of what’s going on around them.”</td>
<td>“This generation <strong>doesn’t have the skill</strong> to take things seriously.”</td>
<td>“Young adults are <strong>less financially stable</strong> than previous generations”</td>
<td>“I think the <strong>lack of quality education</strong> is leaving this generation very unprepared for what is ahead of them.”</td>
</tr>
</tbody>
</table>
Young adults are ready to take the lead with two-thirds saying they are capable of addressing challenges (66%). Yet, older adults do not believe young adults understand the challenges they will face (66% disagree). But a majority of both young (66%) and older adults (57%) believe it's time for young adults to have a seat at the table.

Do you agree or disagree with each of the following statements:

<table>
<thead>
<tr>
<th></th>
<th>Total Agree*</th>
<th>Young Adults (18-29)</th>
<th>Older Adults (30+)</th>
<th>(Young Adults – Older Adults)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young adults (age 18-29) are more connected to the rest of the world than older generations</td>
<td>66%</td>
<td>47%</td>
<td>(-19)</td>
<td></td>
</tr>
<tr>
<td>Young adults (age 18-29) are capable of addressing the challenges facing the world</td>
<td>66%</td>
<td>47%</td>
<td>(-19)</td>
<td></td>
</tr>
<tr>
<td>World leaders should give young adults (age 18-29) a seat at the table when making decisions</td>
<td>66%</td>
<td>57%</td>
<td>(-9)</td>
<td></td>
</tr>
<tr>
<td>Young adults (age 18-29) understand the global challenges they will face in the future</td>
<td>63%</td>
<td>44%</td>
<td>(-19)</td>
<td></td>
</tr>
<tr>
<td>Young adults (age 18-29) are underutilized and ready to lead</td>
<td>59%</td>
<td>39%</td>
<td>(-20)</td>
<td></td>
</tr>
</tbody>
</table>

* Total Agree = % Strongly Agree + % Somewhat Agree.
While a majority of adults have seen, read, or heard about the global food crisis (89%), most report they have only seen, read, or heard some and not much (76%).

How much have you seen, read, or heard about the global food crisis?

- A lot: 13%
- Some: 43%
- Not much: 33%
- Nothing at all: 11%
Among those who oppose the U.S. providing aid to organizations assisting countries suffering from the global food crisis, nearly half say their opposition is because ‘the U.S. already gives too much aid, and it’s time for other countries to step up and help’ (48%) and ‘other countries should support their own citizens instead of relying on the U.S.’ (46%).

From the following list of options, why do you oppose the U.S. providing aid to organizations assisting countries suffering from the global food crisis? Please select all that apply.

- The U.S. already gives too much aid and it’s time for other countries to step up and help: 48% selected, 52% not selected
- Other countries should support their own citizens instead of relying on the U.S.: 46% selected, 54% not selected
- The aid should only be used to support the U.S. instead of helping other countries: 44% selected, 56% not selected
- The U.S. should focus aid on more important challenges: 16% selected, 84% not selected
- Other, please specify: 7% selected, 93% not selected
- Don’t know/no opinion: 4% selected, 96% not selected

**Among Adults who oppose the U.S. providing aid to organizations assisting countries suffering from the global food crisis, n = 472.**
A majority of adults would be more likely to purchase food products from a company who is committed to ending hunger, fighting malnutrition, or encouraging sustainable agriculture around the world (59%).

Let's say you were considering purchasing a food product from a company and you learned about the company's commitment to end hunger, or fight malnutrition, or encourage sustainable agriculture around the world. Would you be more likely or less likely to purchase food products from that company, or would it not impact your purchasing consideration either way?

A majority of young adults are much more or somewhat more likely to purchase food products from a company who is committed to ending hunger, fighting malnutrition, or encouraging sustainable agriculture around the world (58%).
If a food company declared a public commitment to working to end hunger, fight malnutrition, or encourage sustainable agriculture around the world, a majority of adults agree they would attribute all positive traits provided to that company (68%+).

APPENDIX

If a food company declared a public commitment to working to end hunger, fight malnutrition, or encourage sustainable agriculture around the world, how would that impact your perception of the food company? I would think that the food company:

- **Gives back to the community**: 36% Strongly agree, 39% Somewhat agree, 14% Don’t know/no opinion, 8% Somewhat disagree, 8% Strongly disagree.
- **Has a set of core values that I respect**: 34% Strongly agree, 37% Somewhat agree, 17% Don’t know/no opinion, 8% Somewhat disagree, 4% Strongly disagree.
- **Is concerned about the future of the planet**: 34% Strongly agree, 38% Somewhat agree, 15% Don’t know/no opinion, 9% Somewhat disagree, 4% Strongly disagree.
- **Cares about social responsibility and not just profits**: 32% Strongly agree, 36% Somewhat agree, 16% Don’t know/no opinion, 12% Somewhat disagree, 4% Strongly disagree.
- **Has good corporate leadership**: 32% Strongly agree, 39% Somewhat agree, 18% Don’t know/no opinion, 9% Somewhat disagree, 4% Strongly disagree.
- **Cares about their customers**: 31% Strongly agree, 40% Somewhat agree, 16% Don’t know/no opinion, 9% Somewhat disagree, 4% Strongly disagree.
- **Is committed to the living situation of the next generation**: 29% Strongly agree, 41% Somewhat agree, 16% Don’t know/no opinion, 10% Somewhat disagree, 4% Strongly disagree.
- **Is more focused on how they appear than on true commitment**: 22% Strongly agree, 28% Somewhat agree, 20% Don’t know/no opinion, 20% Somewhat disagree, 11% Strongly disagree.
- **Is just trying to attract customers**: 18% Strongly agree, 30% Somewhat agree, 17% Don’t know/no opinion, 23% Somewhat disagree, 13% Strongly disagree.

Total Agree* = % Strongly Agree + % Somewhat Agree.