

Voice of the People™ 2008
Survey Results
World Food Day

NOT TO BE PUBLISHED BEFORE 16th OCTOBER 2008 – WORLD FOOD DAY

KEY FINDINGS

- A third of those interviewed say there have been times (often, sometimes or rarely) in the last 12 months when themselves and their families have not had enough to eat.

- Africa is the region most affected by this situation. Almost half the population interviewed in this region declared that often or sometimes they had not had enough to eat in the last year. Only 3 in ten declared to never have lacked food.

- In term of regions that suffered from this situation Africa is followed by Asia and Eastern & Central Europe and in some less proportion America.

- These findings come from the results of the Voice of the People™ 2008, a regular Gallup International global survey, conducted across more than 55 countries and which interviewed in excess of 58,600 people between June and early September 2008, and represents the views of more than 1.5 billion global citizens.

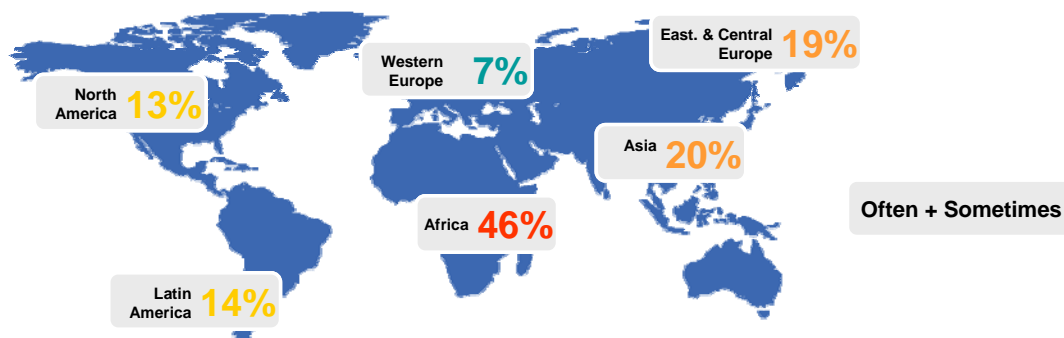
- Speaking on the release of these results, Meril James Secretary General of Gallup International who conducted the survey said, *“It is shocking to see that still so many people don’t have enough to eat even in the most developed regions.”*

Two in ten surveyed world citizens (19%) declare to have lacked food often or sometimes in the last twelve months. While this has happened sometimes to 14% of the interviewees, 5% state that this issue affected them often. Then, 13% declared that in rarely occasions they have not had enough to eat. On the opposite side, two thirds of the sample (66%) answered this problem never affected them.

Not surprisingly, the proportion on people declaring not to have had enough to eat is higher among the lower income respondents (25% vs. 7% of the highest income individuals) and the less educated (29% vs. 13% of those with University education), but also those unemployed (27% vs 17% among those working full time).

These results are in line with a previous wave of the Voice of the People™ survey conducted in 2005, when 18% of the respondents declared to have lacked food (4% often and 13% sometimes), opposed to 81% who did not .

Have there been times in the last 12 months when you and/ or your family have not had enough to eat?



	Total	Africa	Asia	East. & Central Europe	North America	Western Europe	Latin America
Often	5%	9%	6%	5%	4%	2%	2%
Sometimes	14%	37%	14%	14%	9%	5%	12%
Rarely	13%	20%	12%	17%	12%	7%	14%
Never	66%	29%	65%	60%	75%	86%	71%
Dk/ Na	2%	5%	3%	3%	-	-	1%

Source: Gallup International – Voice of the People™ 2008

Looking at the geography of the results, Africa is clearly the region most affected by lack of food. In this continent, close to five in ten respondents (46%) declared to have not had enough to eat recurrently in the last year. Far behind, but still with significant figures, two in ten have experience the same problem in Asia and Eastern & Central Europe (20% and 19% respectively).

Then, insufficient food was experienced by one in ten surveyed citizens in the Americas (14% Latin America, 13% North America). Finally, the less affected region is Western Europe but even in this developed region there is people who had lacked food sometimes or often in the last 12 months: 7%.

Turning to individual countries, the top 10 list of the nations most seriously affected by people not having enough food is composed of three countries from Africa, four from Latin American, two from Asia, and one from Easter & Central Europe. With five in ten respondents who have suffered from an empty stomach in the last year, the list is leaded by Cameroon (55%), Pakistan (53%) and Nigeria (48%). Four in ten have experience this problem in Peru (42%), and Philippines (40%). Next, one third of the population has not had enough to eat in Bolivia and Guatemala (both 35%) and Ghana (32%). Finally, 23% of the interviewees declared to often or sometimes lacked food in the last 12 months in Mexico and Russia

TOP TEN

Have there been times in the last 12 months when you and/ or your family have not had enough to eat?

**“Often + Sometimes”
lacked food
in the past 12 months**

Cameroon	55%
Pakistan	53%
Nigeria	48%
Peru	42%
Philippines	40%
Bolivia	35%
Guatemala	35%
Ghana	32%
Russia	23%
Mexico	23%

EDITOR'S NOTES

The Voice of the People™ Survey

Gallup International's unique survey **Voice of the People™** interviews more than 58,600 people in 56 countries around the world, representing the views and attitudes of more than 1.5 billion global citizens. Fieldwork was conducted between June and early September 2008.

Gallup International

Registered in Zurich as a verein (Association), Gallup International was established in 1947 by George H Gallup and his European colleagues. It currently has member agencies in 65 countries across the world, conducting market and opinion research in more than 100 countries.

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For further information on any individual country results, please see contact information in the next pages:

Country	Company	Contact	Mode	Sample Type	Size	Fieldwork Month
Albania	TNS Index Albania GIA	maridede@albnet.net	Face to face	Urban (18+)	800	August
Argentina	TNS Gallup Argentina	Constanza.cilley@tns-gallup.com.ar	Face to face	National (18+)	1001	June
Austria	Karmasin Marktforschung / Austrian Gallup Institute	i.lusk@gallup.at	Face to face	National (14+)	826	July - August
Bolivia	Encuestas y Estudios	proyectos@encuestas-estudios.com	Face to face	Urban (18+)	1811	July
Bosnia and Herzegovina	MARECO INDEX BOSNIA	aida.hadziavdic@mib.ba	Telephone	National (18+)	500	June
Brazil*	EP Associados	barbara.corrales@epesq.com.br	Telephone	National (18+)	1003	August - September
Bulgaria	BBSS Gallup International	m.grigorova@gallup-bbss.com	Face to face	National (18+)	1009	July
Cameroon	Research & Marketing Services Cameroon	pyaptie@rms-international.net	Face to face	Main cities (18+)	528	August
Canada	Leger Marketing	drousseau@legermarketing.com	CAWI	National (18+)	1012	July
China	CRC-Research	liu@comrc.com.cn	Face to face	Main cities (20+)	813	August
Colombia	Centro Nacional de Consultoría CNC	clemoine@cnccol.com	Telephone	Urban (18+)	600	July
Croatia	PULS d.o.o.	Mirna.cvitan@puls.hr	Face to face	National (15+)	1000	July
Czech Republic	Mareco s.r.o.	trojacek@mareco.cz	Face to face	National (18+)	1000	July
Denmark	TNS - Gallup	jens.daugaard@tns-gallup.dk	CAWI	National (18+)	1069	July
Finland	TNS Gallup	mirva.vayrynen@tns-gallup.fi	Online panel	National (18+)	1267	June
Germany	TNS Emnid	johannes.huxoll@tns-emnid.com	Telephone	National (14+)	503	August
Ghana	RMS Ghana	mkofie@rms-africa.com	Face to face	Urban (18+)	1020	August - September
Greece	TNS ICAP	Ero.papadopoulou@tnsicap.gr	Telephone	Urban (18+)	1000	July
Guatemala	Sigma Dos	edgarest@gmail.com	Face to face	Urban (18+)	500	August
Hong Kong	TNS Hong Kong	winnie.yiu@tns-global.com	Online self completion	National (18+)	1000	August
Iceland	Capacent Gallup	gudbjorg.andrea.jonsdottir@capacent.is	Online	National (16+)	1084	August
India	TNS INDIA PVT. LTD.	parvinder.mann@tns-global.c	Face to face	Urban (18+)	1057	August
Indonesia	TNS Indonesia	Muhammad.Saflianto@tns-global.com	Face to face	Jakarta, Subaraya, Sedan (17+)	1000	July
Italy	Doxa	paolo.colombo@doxa.it	Telephone	National (15+)	1001	July
Japan	NRC	nisimura@nrc.co.jp	Face to face /Self-administered	National (15+)	1200	July - August

Country	Company	Contact	Mode	Sample Type	Size	Fieldwork Month
Korea, South	Gallup Korea	hjujung@gallup.co.kr	Face to face	National (19+)	1519	July
Kosovo (UN adm)	BBSS Gallup International	A.Blagoev@gallup-bbss.com	Face to face	Albanian plus proportion of population (18+)	998	June
Luxembourg	TNS ILRES	Antonella.dipasquale@tns-ilres.com louis.mevis@tns-ilres.com	CAWI	National (15+)	532	July
Macedonia	Brima	office@brima-gallup.com.mk	Face to face	National (15+)	1213	June – July
Malaysia	TNS Malaysia Sdn Bhd	BeeYoke.Yang@tns-global.com	Telephone	Urban (18+)	1250	June- July
Mexico	TNS México	Armando.Flores@tns-global.com	Telephone	National (18+)	701	August
Moldova	Centre of Sociological Investigations and marketing “CBS AXA”	office@cbs-axa.org , cbs_axa@yahoo.com	Face to face	National (18+)	1144	August
Netherlands	TNS NIPO	dstrikwerda@hotmail.com	CASI	National (18+)	1031	July
Nigeria	RMS Nigeria	olaoye@rms-africa.com	Face to face	National (18+)	4557	July - August
Norway	TNS Gallup	olefredrick.ugland@tns-gallup.no	Web interview (access panel)	National (15+)	1000	August – September
Pakistan	Gallup Pakistan	fatima.idrees@gallup.com.pk	Face to face	National (18+)	1534	July
Panama	PSM Sigma Dos Panamá	psmc correo@cwpanama.net	Telephone	Main cities (18+)	500	July – August
Peru	DATUM Internacional S.A.	gyrala@datum.com.pe	Face to face	National (18+)	1189	August
Philippines	ARO	lawrence.duqan@asiaresearch.com.ph	Face to face	National (18+)	1000	July – August
Poland	Mareco Polska	olga.wiatr@mareco.pl	Face to face	Urban (15+)	1024	June
Portugal	TNS Euroteste	ana.paraiba@tns-global.com	Telephone	National (15+)	1000	August
Romania	TNS- CSOP	janina.stancicu@csop.ro	Face to face	National (18+)	1006	June – July
Russia	Romir	shakaryan.a@romir.ru	Face to face	National (18+)	1500	June
Senegal	Research and Marketing Services Senegal	natty@rms-international.net	Face to face	Urban (18+)	505	August
Serbia	TNS Medium Gallup Belgrade	aleksandra.milinovic@tnsmediumgallup.co.yu	Face to face	National (18+)	1019	July
Singapore	TNS Hong Kong	winnie.yiu@tns-global.com	Online self completion	National (18+)	1003	August
Spain	Sigma Dos	josefinaf@sigmados.com	Telephone	National (18+)	500	July
Sweden	TNS Gallup AB	matz.johansson@tns-gallup.se	CAWI	National (16+)	1000	July
Switzerland	Isopublic AG	karin.maendli@isopublic.ch	Face to face	National (15+)	1005	June – July
Thailand	TNS Thailand	tippayarat.wudhiprecha@tns-global.com	Telephone	National (15+)	500	August
Turkey	TNS PIAR	Benqi.ozboyaci@tns-global.com	Face to face	National (18+)	2004	July
Ukraine	TNS Ukraine	alla.vlasyuk@tns-global.com.ua	Face to face	National (16+)	1200	June
United Kingdom	TNS	anita.emery@tns-global.com	Online	National (16+)	1009	July
USA	TNS (US)	joe.vogt@tns-global.com	Online	National (18+)	1000	July
Venezuela	Sigma Dos Venezuela	romel@sigmados-international.com	Face to face	Urban(18+)	1022	July
Vietnam	TNS Vietnam	Kay.Engelhardt@tns-global.com	Face to face	Urban(18+)	600	August

***These are not Members of Gallup International Association but reliable companies that we have worked with in these countries.**