



Global Poll

**Felt Hunger in 2011
How does Ireland compare?**

Prepared For:



Job No: 27812



Methodology

- RED C conducted the Irish element of this global poll.
- Interviews were conducted online among a representative sample of 1,001 adults aged 18+ using the RED C Live online panel.
- Fieldwork Dates: 2nd – 11th December 2011.
- Margin of error = +/- 3.2% at a 95% confidence level.

Felt-Hunger Calculation

- “Felt-Hunger” is calculated by asking “Have there been times during the last twelve months when you and/or your family did not have enough to eat?”
- The Index of Felt-Hunger is worked out as the percentage of the population experiencing high or moderate levels of ‘felt-hunger’ (i.e. those who ‘often’ or ‘sometimes’ experienced hunger during the past twelve months).

Level of Felt-Hunger	
‘Often’ hungry	Acute Felt-Hunger
‘Sometimes’ hungry	Moderate Felt-Hunger
‘Rarely’/ ‘Never’ hungry	Free from Felt-Hunger

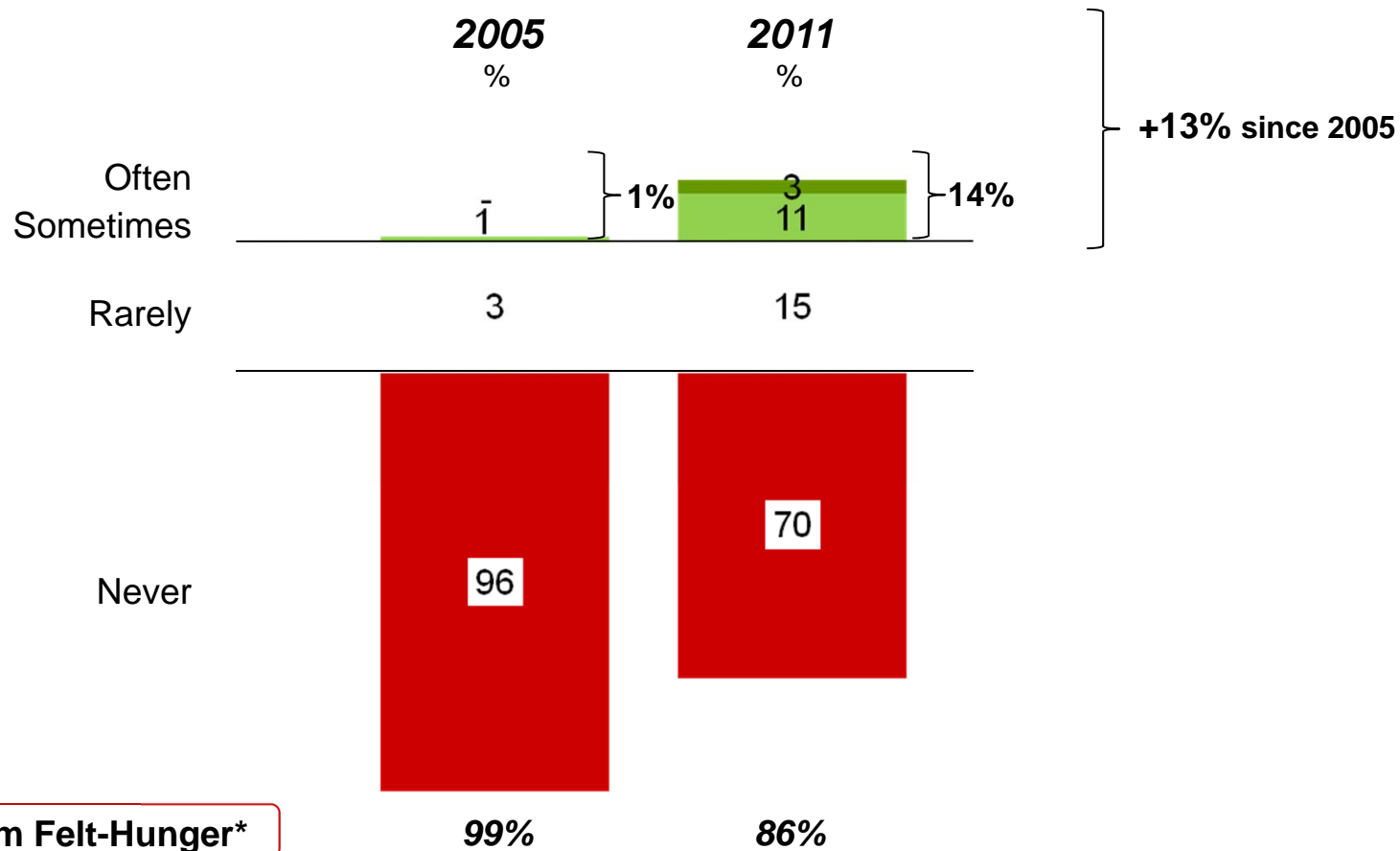


A significant uplift in proportion claiming felt hunger since 2005.

Question

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

(Base: All adults)



* (100- those saying 'Often' or 'Sometimes')

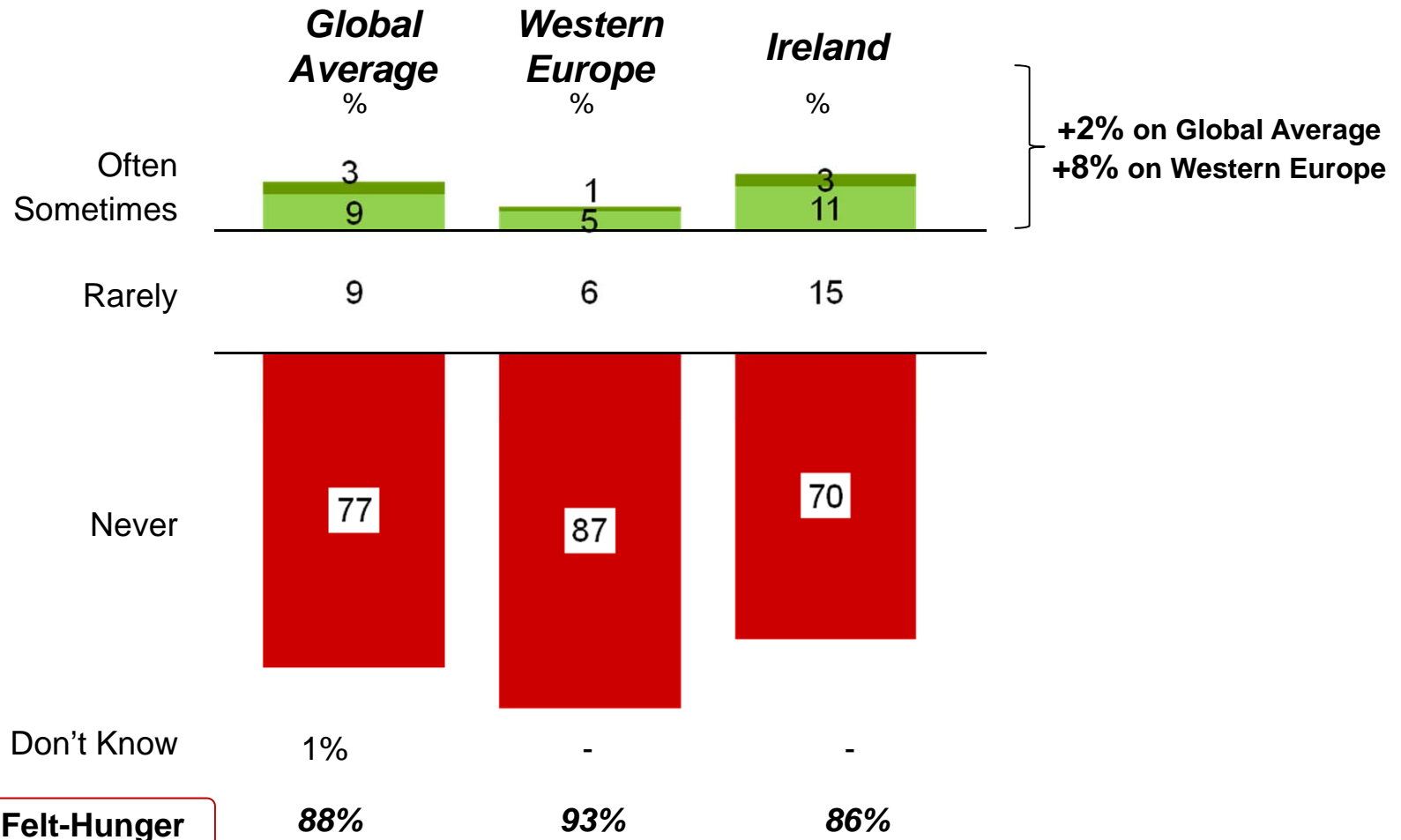
Felt-Hunger Index 2011

Ireland Vs. Global Average/Western Europe

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



(Base: All adults)



Ireland is ranked #37 out of 57 countries on the Felt-Hunger Index