YouGov
What the world thinks

YouGov Survey Results

Sample Size: 2009
Fieldwork: 7th-10th December 2012

	Total	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
In general which THREE, if any, of the following do you think will be the BIGGEST problems facing Africa as a whole in 2013? (Please select up to 3 options)																	
Unweighted Base	2009	977	1032	258	279	324	447	701	1136	873	473	311	209	272	507	80	157
Base: All GB adults	2009	964	1045	241	334	330	401	703	1105	904	494	329	193	257	460	100	175
Hunger/ famine	47%	43%	49%	47%	48%	38%	46%	50%	47%	46%	50%	47%	39%	43%	47%	46%	47%
Drought/ lack of water	39%	36%	41%	41%	36%	29%	42%	42%	39%	39%	39%	41%	45%	34%	39%	40%	33%
Political instability/ government corruption	55%	57%	54%	42%	48%	53%	59%	63%	60%	50%	55%	54%	56%	58%	57%	54%	51%
Poverty	31%	31%	32%	43%	33%	37%	30%	25%	33%	30%	30%	31%	32%	32%	32%	29%	36%
Disease/ pandemics	31%	27%	35%	43%	42%	28%	28%	25%	31%	32%	33%	32%	30%	30%	30%	30%	30%
War/ conflict	48%	52%	44%	31%	38%	53%	53%	52%	48%	46%	49%	43%	43%	51%	51%	53%	39%
Climate change	5%	6%	5%	6%	7%	5%	5%	4%	6%	5%	5%	2%	7%	7%	7%	3%	3%
Levels of international aid	3%	4%	3%	9%	2%	3%	2%	3%	3%	4%	2%	3%	2%	4%	4%	8%	2%
None of these	2%	2%	1%	2%	1%	5%	1%	1%	2%	2%	1%	2%	2%	1%	3%	1%	5%
Don't know	6%	6%	6%	4%	9%	6%	4%	6%	4%	9%	6%	5%	5%	6%	4%	5%	12%
To what extent do you agree or disagree with each of the following statements? (Please choose one option per row)																	
It should be possible to solve the problem of hunger in Africa																	

© 2012 YouGov plc. All Rights Reserved

YouGov Survey Results

Sample Size: 2009
Fieldwork: 7th-10th December 2012

	Total	Working Status							Marital Status					Children in Household					
	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
In general which THREE, if any, of the following do you think will be the BIGGEST problems facing Africa as a whole in 2013? (Please select up to 3 options)																			
Unweighted Base	2009	998	230	1228	125	434	65	157	977	228	185	66	553	1519	252	156	55	463	*27*
Base: All GB adults	2009	1016	229	1245	109	441	57	156	982	238	172	61	554	1511	242	175	55	473	*25*
Hunger/ famine	47%	46%	43%	45%	49%	52%	42%	41%	46%	44%	46%	44%	50%	47%	44%	44%	54%	45%	*23%*
Drought/ lack of water	39%	38%	38%	38%	43%	42%	30%	39%	38%	42%	41%	36%	38%	39%	39%	36%	42%	38%	*40%*
Political instability/ government corruption	55%	55%	56%	56%	45%	62%	35%	52%	59%	45%	57%	59%	52%	58%	44%	54%	44%	48%	*22%*
Poverty	31%	31%	36%	32%	44%	26%	40%	29%	29%	37%	25%	32%	36%	31%	36%	32%	28%	34%	*19%*
Disease/ pandemics	31%	34%	27%	33%	36%	25%	34%	32%	29%	40%	32%	18%	32%	29%	39%	40%	35%	39%	*23%*
War/ conflict	48%	48%	49%	49%	30%	54%	30%	39%	53%	43%	52%	50%	38%	48%	43%	48%	54%	46%	*28%*
Climate change	5%	5%	4%	5%	8%	5%	5%	5%	5%	5%	2%	4%	7%	5%	3%	6%	10%	5%	*17%*
Levels of international aid	3%	3%	5%	3%	9%	2%	1%	2%	3%	2%	2%	2%	5%	4%	2%	1%	2%	1%	*4%*
None of these	2%	2%	2%	2%	2%	1%	3%	4%	2%	2%	2%	2%	2%	1%	5%	3%	-	3%	*6%*
Don't know	6%	6%	5%	5%	3%	5%	20%	10%	5%	8%	4%	15%	5%	6%	7%	4%	6%	6%	*25%*

To what extent do you agree or disagree with each of the following statements? (Please choose one option per row)

It should be possible to solve the problem of hunger in Africa

© 2012 YouGov plc. All Rights Reserved

YouGov Survey Results

Sample Size: 2009
Fieldwork: 7th-10th December 2012

	Total	Government Region											Social Media (monthly or more)			
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+	Twitter
In general which THREE, if any, of the following do you think will be the BIGGEST problems facing Africa as a whole in 2013? (Please select up to 3 options)																
Unweighted Base	2009	72	221	180	139	172	209	272	315	192	80	157	1293	304	159	529
Base: All GB adults	2009	77	226	191	145	184	193	257	307	153	100	175	1340	252	167	507
Hunger/ famine	47%	42%	55%	48%	40%	52%	39%	43%	45%	51%	46%	47%	49%	44%	48%	44%
Drought/ lack of water	39%	44%	41%	33%	40%	42%	45%	34%	34%	49%	40%	33%	40%	36%	33%	34%
Political instability/ government corruption	55%	65%	52%	54%	55%	53%	56%	58%	59%	52%	54%	51%	54%	64%	51%	54%
Poverty	31%	38%	28%	29%	28%	33%	32%	32%	34%	28%	29%	36%	33%	34%	33%	37%
Disease/ pandemics	31%	29%	33%	34%	30%	34%	30%	30%	30%	32%	30%	30%	33%	28%	38%	36%
War/ conflict	48%	51%	43%	55%	47%	41%	43%	51%	54%	46%	53%	39%	46%	50%	47%	42%
Climate change	5%	3%	7%	5%	2%	1%	7%	7%	6%	9%	3%	3%	5%	7%	6%	6%
Levels of international aid	3%	3%	2%	2%	1%	4%	2%	4%	3%	6%	8%	2%	4%	2%	3%	4%
None of these	2%	-	2%	-	3%	1%	2%	1%	3%	1%	1%	5%	2%	3%	2%	2%
Don't know	6%	3%	7%	7%	7%	4%	5%	6%	4%	5%	5%	12%	6%	3%	6%	5%
To what extent do you agree or disagree with each of the following statements? (Please choose one option per row)																
It should be possible to solve the problem of hunger in Africa																

© 2012 YouGov plc. All Rights Reserved

	Total	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2009	977	1032	258	279	324	447	701	1136	873	473	311	209	272	507	80	157
Base: All GB adults	2009	964	1045	241	334	330	401	703	1105	904	494	329	193	257	460	100	175
Strongly agree	27%	24%	29%	30%	30%	30%	26%	22%	27%	26%	29%	23%	30%	32%	22%	35%	22%
Tend to agree	47%	48%	46%	46%	45%	38%	53%	49%	48%	45%	46%	48%	39%	43%	55%	44%	45%
Neither agree nor disagree	13%	13%	13%	13%	8%	18%	12%	13%	12%	14%	13%	15%	15%	12%	10%	5%	17%
Tend to disagree	6%	6%	6%	4%	6%	5%	5%	8%	6%	6%	5%	7%	10%	5%	6%	3%	6%
Strongly disagree	3%	5%	2%	3%	3%	4%	3%	3%	4%	3%	4%	2%	3%	3%	3%	4%	4%
Don't know	4%	4%	5%	3%	7%	5%	2%	5%	3%	6%	3%	4%	3%	5%	4%	8%	7%

I can play an active part in solving the problem of world hunger

Unweighted Base	2009	977	1032	258	279	324	447	701	1136	873	473	311	209	272	507	80	157
Base: All GB adults	2009	964	1045	241	334	330	401	703	1105	904	494	329	193	257	460	100	175
Strongly agree	4%	5%	4%	9%	5%	6%	3%	2%	5%	3%	5%	3%	4%	7%	4%	7%	2%
Tend to agree	16%	16%	17%	29%	19%	12%	16%	13%	17%	15%	17%	13%	16%	20%	15%	14%	19%
Neither agree nor disagree	34%	30%	37%	28%	31%	35%	36%	34%	32%	35%	33%	40%	32%	25%	32%	34%	40%
Tend to disagree	23%	23%	22%	21%	26%	21%	22%	23%	25%	20%	22%	22%	21%	24%	27%	18%	17%
Strongly disagree	17%	20%	14%	9%	14%	17%	19%	20%	16%	18%	16%	17%	20%	19%	17%	18%	13%
Don't know	6%	6%	6%	5%	6%	8%	4%	8%	4%	9%	7%	5%	6%	6%	6%	8%	9%

Which, if any, of the following things have you ever felt or done in response to advertising or media coverage that focuses on issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)? (Please tick all that apply)

Unweighted Base	2009	977	1032	258	279	324	447	701	1136	873	473	311	209	272	507	80	157
Base: All GB adults	2009	964	1045	241	334	330	401	703	1105	904	494	329	193	257	460	100	175
I've turned away/ switched off/ ignored it	23%	24%	21%	38%	35%	26%	20%	12%	23%	22%	19%	20%	21%	31%	24%	23%	22%
I've had feelings of guilt	24%	18%	30%	36%	28%	29%	23%	16%	24%	24%	25%	26%	16%	23%	24%	26%	26%
I've had feelings of powerlessness	26%	22%	30%	29%	26%	20%	28%	28%	27%	25%	28%	25%	24%	29%	27%	28%	23%
I've felt de-sensitised to the issues	23%	25%	20%	29%	28%	24%	25%	16%	24%	21%	22%	21%	26%	26%	23%	23%	22%
I've had feelings of hopelessness	19%	15%	23%	17%	19%	16%	23%	20%	20%	18%	22%	16%	20%	20%	17%	26%	19%
I've thought that things never seem to improve	43%	37%	49%	41%	39%	35%	44%	48%	43%	42%	44%	42%	38%	43%	43%	64%	36%
I've thought about something else instead	6%	7%	6%	14%	9%	7%	5%	3%	7%	6%	5%	5%	8%	8%	7%	12%	6%
I've really thought about the issues	13%	13%	14%	20%	15%	12%	13%	12%	15%	12%	14%	13%	14%	14%	13%	17%	11%
I've changed my lifestyle in some way	4%	3%	4%	8%	4%	3%	3%	3%	3%	4%	5%	3%	6%	5%	3%	1%	-
I've looked for more information about the issues	8%	9%	8%	13%	12%	9%	5%	7%	10%	6%	8%	7%	7%	12%	8%	5%	8%
I've donated money to a charity/ to the cause	30%	23%	36%	25%	28%	24%	32%	33%	33%	25%	37%	28%	23%	30%	28%	25%	25%
I've taken a charitable action that isn't donating money	7%	6%	7%	11%	4%	6%	6%	8%	8%	6%	10%	6%	7%	6%	6%	7%	4%
Other	2%	2%	2%	3%	1%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	3%	3%
Not applicable - I haven't felt/ done anything in response to advertising or media coverage that focuses on issues in developing or poor countries	19%	23%	16%	12%	20%	23%	20%	19%	17%	22%	19%	17%	19%	20%	21%	8%	25%

© 2012 YouGov plc. All Rights Reserved

	Total	Working Status							Marital Status					Children in Household					
	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Unweighted Base	2009	998	230	1228	125	434	65	157	977	228	185	66	553	1519	252	156	55	463	*27*
Base: All GB adults	2009	1016	229	1245	109	441	57	156	982	238	172	61	554	1511	242	175	55	473	*25*
Strongly agree	27%	27%	23%	26%	34%	24%	36%	27%	25%	31%	29%	11%	28%	25%	28%	29%	43%	30%	*28%*
Tend to agree	47%	47%	54%	49%	46%	49%	29%	38%	50%	43%	39%	57%	45%	49%	46%	41%	28%	42%	*41%*
Neither agree nor disagree	13%	13%	13%	13%	13%	12%	9%	17%	13%	11%	21%	9%	12%	12%	16%	18%	15%	17%	*6%*
Tend to disagree	6%	6%	4%	6%	1%	8%	4%	7%	6%	5%	4%	6%	6%	6%	4%	7%	6%	5%	-
Strongly disagree	3%	3%	3%	3%	3%	4%	5%	3%	3%	4%	5%	2%	4%	4%	2%	2%	8%	3%	-
Don't know	4%	3%	4%	3%	3%	4%	17%	9%	3%	6%	2%	16%	5%	4%	4%	4%	1%	4%	*25%*

I can play an active part in solving the problem of world hunger

Unweighted Base	2009	998	230	1228	125	434	65	157	977	228	185	66	553	1519	252	156	55	463	*27*
Base: All GB adults	2009	1016	229	1245	109	441	57	156	982	238	172	61	554	1511	242	175	55	473	*25*
Strongly agree	4%	5%	4%	5%	5%	2%	11%	3%	5%	1%	3%	1%	5%	3%	6%	9%	10%	8%	*4%*
Tend to agree	16%	16%	12%	15%	43%	14%	14%	13%	13%	20%	14%	7%	22%	16%	19%	14%	15%	17%	*31%*
Neither agree nor disagree	34%	34%	32%	34%	26%	35%	22%	34%	33%	35%	36%	42%	33%	33%	37%	34%	39%	36%	*11%*
Tend to disagree	23%	24%	28%	25%	18%	21%	12%	22%	24%	23%	29%	17%	20%	23%	23%	24%	15%	22%	*18%*
Strongly disagree	17%	16%	18%	16%	6%	21%	19%	17%	19%	15%	16%	20%	14%	19%	9%	15%	19%	12%	*3%*
Don't know	6%	5%	6%	5%	3%	8%	21%	11%	7%	5%	2%	13%	7%	6%	7%	5%	2%	5%	*33%*

Which, if any, of the following things have you ever felt or done in response to advertising or media coverage that focuses on issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)? (Please tick all that apply)

Unweighted Base	2009	998	230	1228	125	434	65	157	977	228	185	66	553	1519	252	156	55	463	*27*
Base: All GB adults	2009	1016	229	1245	109	441	57	156	982	238	172	61	554	1511	242	175	55	473	*25*
I've turned away/ switched off/ ignored it	23%	26%	20%	25%	38%	13%	27%	24%	20%	25%	16%	13%	30%	22%	23%	32%	16%	25%	*18%*
I've had feelings of guilt	24%	26%	24%	26%	37%	15%	21%	29%	24%	27%	21%	14%	25%	23%	29%	26%	34%	28%	*25%*
I've had feelings of powerlessness	26%	24%	27%	24%	39%	29%	16%	30%	26%	18%	28%	26%	31%	28%	23%	20%	23%	22%	*27%*
I've felt de-sensitised to the issues	23%	24%	29%	25%	29%	18%	15%	19%	20%	25%	20%	11%	29%	24%	20%	21%	23%	21%	*14%*
I've had feelings of hopelessness	19%	19%	20%	19%	17%	22%	12%	20%	21%	18%	19%	22%	17%	19%	25%	18%	15%	21%	*16%*
I've thought that things never seem to improve	43%	40%	50%	41%	42%	50%	32%	38%	45%	42%	40%	40%	41%	45%	33%	46%	25%	37%	*15%*
I've thought about something else instead	6%	7%	9%	7%	10%	2%	9%	7%	5%	7%	3%	6%	10%	6%	7%	8%	4%	7%	*7%*
I've really thought about the issues	13%	13%	11%	12%	28%	12%	10%	16%	13%	9%	10%	17%	16%	12%	17%	17%	31%	19%	*10%*
I've changed my lifestyle in some way	4%	4%	3%	3%	8%	3%	2%	4%	4%	5%	3%	2%	3%	3%	5%	7%	5%	6%	*15%*
I've looked for more information about the issues	8%	8%	10%	9%	13%	7%	8%	7%	7%	7%	6%	8%	12%	8%	10%	8%	17%	10%	*15%*
I've donated money to a charity/ to the cause	30%	30%	24%	29%	27%	36%	18%	25%	31%	28%	32%	31%	27%	30%	25%	28%	34%	28%	*21%*
I've taken a charitable action that isn't donating money	7%	7%	6%	6%	9%	7%	3%	9%	7%	6%	9%	8%	7%	7%	7%	9%	6%	7%	*7%*
Other	2%	1%	3%	2%	5%	2%	2%	4%	2%	2%	1%	4%	2%	2%	2%	3%	3%	3%	*4%*
Not applicable - I haven't felt/ done anything in response to advertising or media coverage that focuses on issues in developing or poor countries	19%	21%	14%	19%	7%	18%	45%	23%	19%	22%	17%	26%	18%	19%	22%	20%	10%	20%	*43%*

© 2012 YouGov plc. All Rights Reserved

	Total	Government Region											Social Media (monthly or more)			
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+	Twitter
Unweighted Base	2009	72	221	180	139	172	209	272	315	192	80	157	1293	304	159	529
Base: All GB adults	2009	77	226	191	145	184	193	257	307	153	100	175	1340	252	167	507
Strongly agree	27%	27%	32%	25%	23%	23%	30%	32%	22%	23%	35%	22%	28%	30%	29%	31%
Tend to agree	47%	48%	39%	52%	46%	50%	39%	43%	57%	49%	44%	45%	47%	54%	47%	47%
Neither agree nor disagree	13%	11%	17%	10%	17%	14%	15%	12%	11%	8%	5%	17%	13%	9%	10%	10%
Tend to disagree	6%	6%	4%	5%	6%	8%	10%	5%	5%	8%	3%	6%	5%	4%	4%	6%
Strongly disagree	3%	5%	6%	2%	3%	2%	3%	3%	2%	6%	4%	4%	3%	3%	4%	3%
Don't know	4%	3%	2%	4%	6%	3%	3%	5%	3%	5%	8%	7%	4%	1%	5%	3%

I can play an active part in solving the problem of world hunger

Unweighted Base	2009	72	221	180	139	172	209	272	315	192	80	157	1293	304	159	529
Base: All GB adults	2009	77	226	191	145	184	193	257	307	153	100	175	1340	252	167	507
Strongly agree	4%	4%	3%	6%	1%	4%	4%	7%	5%	2%	7%	2%	4%	7%	9%	7%
Tend to agree	16%	11%	22%	13%	13%	13%	16%	20%	16%	14%	14%	19%	18%	14%	17%	18%
Neither agree nor disagree	34%	26%	34%	35%	41%	40%	32%	25%	32%	31%	34%	40%	34%	32%	30%	31%
Tend to disagree	23%	18%	20%	27%	24%	21%	21%	24%	28%	26%	18%	17%	23%	27%	21%	26%
Strongly disagree	17%	32%	13%	13%	18%	16%	20%	19%	14%	23%	18%	13%	15%	17%	16%	11%
Don't know	6%	9%	8%	6%	3%	6%	6%	6%	6%	4%	8%	9%	6%	3%	8%	7%

Which, if any, of the following things have you ever felt or done in response to advertising or media coverage that focuses on issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)? (Please tick all that apply)

Unweighted Base	2009	72	221	180	139	172	209	272	315	192	80	157	1293	304	159	529
Base: All GB adults	2009	77	226	191	145	184	193	257	307	153	100	175	1340	252	167	507
I've turned away/ switched off/ ignored it	23%	19%	21%	17%	20%	19%	21%	31%	24%	25%	23%	22%	25%	30%	22%	30%
I've had feelings of guilt	24%	17%	29%	23%	20%	31%	16%	23%	25%	21%	26%	26%	26%	22%	14%	29%
I've had feelings of powerlessness	26%	34%	26%	27%	27%	24%	24%	29%	27%	25%	28%	23%	27%	29%	21%	25%
I've felt de-sensitised to the issues	23%	11%	26%	22%	19%	22%	26%	26%	22%	23%	23%	22%	24%	32%	19%	28%
I've had feelings of hopelessness	19%	31%	18%	23%	15%	18%	20%	20%	18%	15%	26%	19%	20%	18%	13%	20%
I've thought that things never seem to improve	43%	48%	39%	48%	40%	43%	38%	43%	43%	42%	64%	36%	43%	40%	44%	40%
I've thought about something else instead	6%	6%	4%	5%	6%	4%	8%	8%	6%	8%	12%	6%	8%	10%	9%	8%
I've really thought about the issues	13%	23%	12%	13%	11%	15%	14%	14%	15%	8%	17%	11%	14%	14%	17%	14%
I've changed my lifestyle in some way	4%	1%	5%	6%	4%	3%	6%	5%	4%	1%	1%	-	4%	5%	5%	5%
I've looked for more information about the issues	8%	11%	7%	8%	8%	7%	7%	12%	9%	8%	5%	8%	9%	13%	10%	11%
I've donated money to a charity/ to the cause	30%	35%	35%	40%	25%	30%	23%	30%	29%	28%	25%	25%	31%	29%	23%	33%
I've taken a charitable action that isn't donating money	7%	13%	7%	11%	5%	6%	7%	6%	7%	6%	7%	4%	7%	8%	8%	7%
Other	2%	2%	1%	1%	1%	1%	2%	2%	3%	0%	3%	3%	2%	2%	1%	2%
Not applicable - I haven't felt/ done anything in response to advertising or media coverage that focuses on issues in developing or poor countries	19%	11%	23%	18%	24%	12%	19%	20%	20%	23%	8%	25%	18%	18%	16%	16%

© 2012 YouGov plc. All Rights Reserved

	Total	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
In general which ONE of the following statements BEST describes how you feel about seeing images of issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)?																	
Unweighted Base	2009	977	1032	258	279	324	447	701	1136	873	473	311	209	272	507	80	157
Base: All GB adults	2009	964	1045	241	334	330	401	703	1105	904	494	329	193	257	460	100	175
These types of images always shock me, and always have	26%	19%	32%	16%	20%	23%	28%	32%	25%	27%	28%	25%	17%	22%	28%	30%	29%
I feel a bit de-sensitised to these types of images, and slightly less shocked by them than I have been in the past	28%	27%	28%	37%	28%	30%	25%	24%	30%	25%	29%	28%	25%	24%	26%	38%	29%
I feel very de-sensitised to these types of images, and much less shocked by them than I have been in the past	17%	17%	16%	18%	18%	15%	17%	16%	17%	16%	15%	16%	24%	23%	18%	8%	9%
I feel completely de-sensitised to these types of images, and I'm no longer shocked by them at all	15%	17%	13%	12%	22%	15%	16%	13%	15%	15%	13%	15%	21%	17%	14%	20%	15%
These types of images have never shocked me	5%	9%	2%	5%	4%	6%	7%	5%	5%	5%	5%	7%	7%	5%	5%	1%	5%
Don't know/ not sure	9%	10%	8%	11%	8%	12%	7%	10%	7%	12%	10%	8%	6%	10%	9%	4%	13%

© 2012 YouGov plc. All Rights Reserved

	Total	Working Status							Marital Status					Children in Household					
	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
In general which ONE of the following statements BEST describes how you feel about seeing images of issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)?																			
Unweighted Base	2009	998	230	1228	125	434	65	157	977	228	185	66	553	1519	252	156	55	463	27
Base: All GB adults	2009	1016	229	1245	109	441	57	156	982	238	172	61	554	1511	242	175	55	473	25
These types of images always shock me, and always have	26%	22%	29%	23%	15%	36%	20%	29%	30%	25%	25%	34%	18%	25%	30%	28%	36%	30%	24%
I feel a bit de-sensitised to these types of images, and slightly less shocked by them than I have been in the past	28%	30%	20%	28%	39%	26%	24%	19%	27%	27%	23%	21%	31%	28%	28%	26%	25%	27%	15%
I feel very de-sensitised to these types of images, and much less shocked by them than I have been in the past	17%	16%	22%	17%	20%	15%	17%	16%	15%	15%	22%	21%	18%	18%	14%	16%	8%	14%	14%
I feel completely de-sensitised to these types of images, and I'm no longer shocked by them at all	15%	17%	15%	16%	12%	12%	17%	17%	13%	21%	18%	11%	16%	15%	16%	17%	19%	16%	12%
These types of images have never shocked me	5%	6%	6%	6%	6%	4%	7%	3%	4%	3%	7%	8%	7%	6%	1%	4%	4%	2%	2%
Don't know/ not sure	9%	9%	9%	9%	9%	7%	16%	15%	10%	9%	5%	6%	10%	8%	12%	10%	7%	10%	34%

© 2012 YouGov plc. All Rights Reserved

	Total	Government Region											Social Media (monthly or more)			
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+	Twitter
In general which ONE of the following statements BEST describes how you feel about seeing images of issues in developing or poor countries (e.g. famine, hunger, drought, disease etc.)?																
Unweighted Base	2009	72	221	180	139	172	209	272	315	192	80	157	1293	304	159	529
Base: All GB adults	2009	77	226	191	145	184	193	257	307	153	100	175	1340	252	167	507
These types of images always shock me, and always have	26%	37%	28%	25%	23%	27%	17%	22%	31%	24%	30%	29%	26%	17%	26%	20%
I feel a bit de-sensitised to these types of images, and slightly less shocked by them than I have been in the past	28%	27%	26%	31%	24%	32%	25%	24%	25%	28%	38%	29%	28%	33%	25%	30%
I feel very de-sensitised to these types of images, and much less shocked by them than I have been in the past	17%	11%	16%	15%	19%	15%	24%	23%	17%	20%	8%	9%	18%	18%	13%	20%
I feel completely de-sensitised to these types of images, and I'm no longer shocked by them at all	15%	12%	15%	12%	18%	13%	21%	17%	10%	21%	20%	15%	15%	21%	21%	16%
These types of images have never shocked me	5%	5%	3%	7%	8%	6%	7%	5%	6%	3%	1%	5%	5%	4%	5%	4%
Don't know/ not sure	9%	8%	11%	10%	8%	8%	6%	10%	12%	5%	4%	13%	8%	6%	10%	10%

© 2012 YouGov plc. All Rights Reserved