



U.S. GLOBAL HEALTH POLICY

2010 SURVEY OF AMERICANS ON THE U.S. ROLE
IN GLOBAL HEALTH

September 2010

ACKNOWLEDGEMENT

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INTRODUCTION AND EXECUTIVE SUMMARY

The Kaiser Family Foundation *2010 Survey of Americans on the U.S. Role in Global Health* is the third in a series of surveys that aims to illuminate the American public's views, knowledge, and attitudes about the role of the United States in efforts to improve health for people in developing countries. The Foundation's first major survey on this topic was conducted in early 2009 (January-March), and an update was fielded and released in October 2009. In addition to tracking changes over time, in this latest survey (conducted August 3-16, 2010) we sought to understand more about how engaged people are in global health issues, how much information they get about global health and where they get it, and their awareness of basic facts about U.S. global health efforts.

Overall we find that Americans' opinions on the U.S. role in global health have not changed much over the past year and a half. People continue to support current levels of U.S. global health spending, but the persistently dreary economic situation at home still makes them wary of sending additional dollars in health aid abroad. And, as we found in 2009, health is just one of many priorities the public sees as important when it comes to helping developing countries. The public also continues to favor multilateral efforts over bilateral ones, and to oppose giving money directly to developing country governments (which may not be surprising, as they continue to see corruption as the biggest barrier to progress in improving health outcomes in these countries).

In a series of new questions, we find that about half the public is aware of some basic facts about U.S. spending on global health, including that such spending has increased over the past 10 years (52 percent), that Africa is the region currently receiving the largest share of aid for improving health (47 percent), and that most U.S. funding currently goes towards HIV/AIDS prevention and treatment (44 percent). And at a time when the U.S. government is increasingly focusing its international efforts on women and girls, large shares of Americans seem to be aware of the challenges that women in poorer countries face in health care and other areas.

In terms of information, just about a third of the public (35 percent) say they have seen, heard, or read "a lot" in the past year about global health in general, and even fewer report hearing a lot about U.S. government efforts in this area (21 percent). There seems to be at least some appetite for more media coverage of global health issues, with four in ten saying the media spends too little time covering the topic, compared with just one in ten who say there is too much coverage.

We also looked at the types of global health stories people report hearing in the news, and find that there appears to be an overall balance between positive stories (such as those about a successful global health effort) and negative stories (such as those about corruption and misuse of funds). Overall, equal shares (28 percent each) say they've seen mostly positive stories or mostly negative stories, while about one in five say they've seen about the same number of positive and negative reports. Further, we find a relationship between the types of coverage people report seeing and their attitudes about global health spending; those who report seeing mostly positive stories are more likely to think more spending will lead to meaningful progress, while those who say they've seen mostly negative coverage are more likely to say more spending won't make a difference.

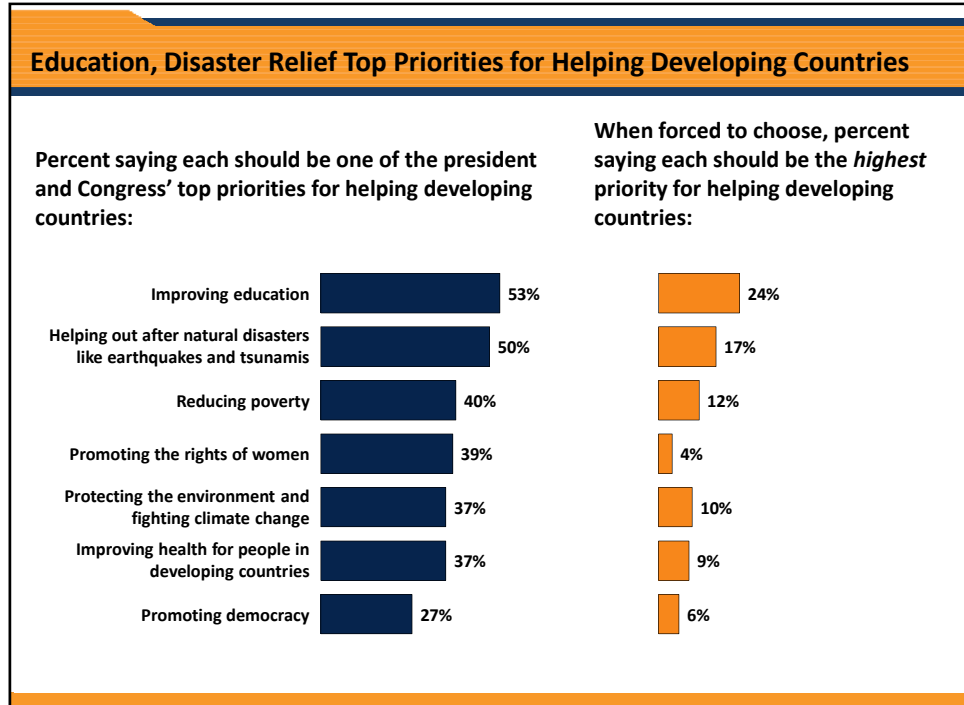
These and other survey findings are presented in detail in the report that follows.

KEY FINDINGS

PRIORITIES FOR HELPING DEVELOPING COUNTRIES

Americans see a variety of priorities for the U.S. when it comes to helping developing countries. At the top of the list, about half the public says improving education (53 percent) and helping out after natural disasters (50 percent) should be “one of the top priorities” for the president and Congress in assisting developing countries. About four in ten see several other areas as top priorities, including reducing poverty (40 percent), promoting the rights of women (39 percent), protecting the environment and fighting climate change (37 percent), and improving health (37 percent). Fewer (27 percent) see promoting democracy as a top priority.

Asked to choose the *highest* priority, education stands out at the top (24 percent), followed by disaster relief (17 percent). About one in ten (9 percent) cite health as the highest priority, roughly similar to the shares who place the highest priority on reducing poverty (12 percent) and protecting the environment (10 percent).



When it comes to the public’s second-ranked priority – disaster relief – most Americans express satisfaction with the U.S. response to a recent disaster: the earthquake in Haiti. Three quarters say the U.S. did an “excellent” (29 percent) or “good” (46 percent) job responding to the earthquake. When asked about the amount of assistance provided to Haiti since the quake, 62 percent say the U.S. has done about the right amount, while 18 percent say the U.S. has done too little and 10 percent say too much.

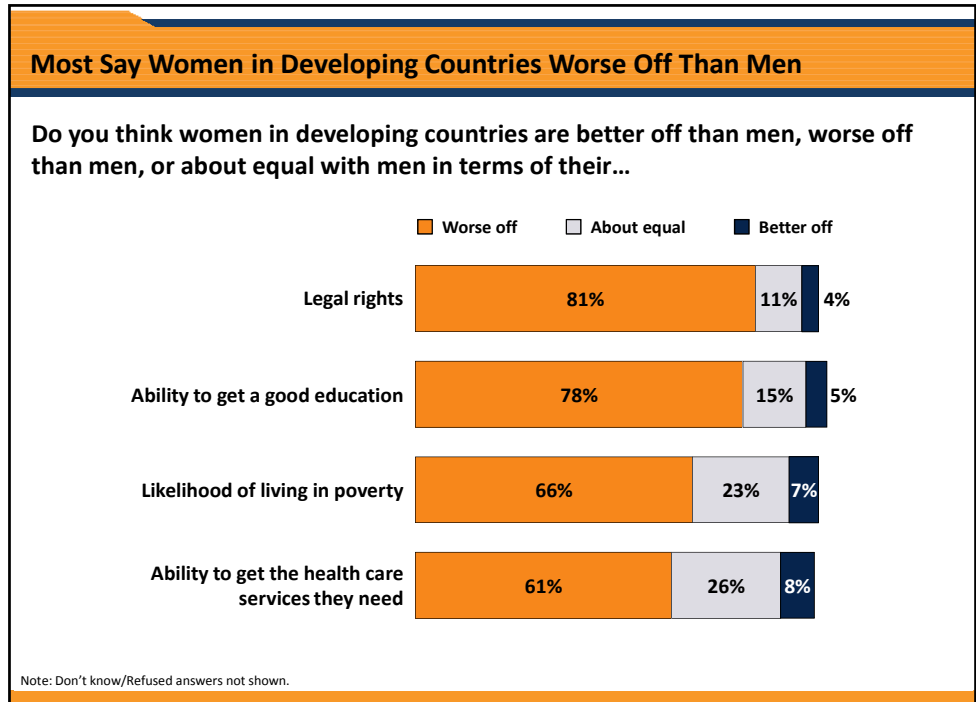
PERCEPTION OF HEALTH AND OTHER PROBLEMS FACING WOMEN IN DEVELOPING COUNTRIES

At a time when the U.S. government is increasingly focusing its international efforts on women and girls, the American public seems to be aware of many of the challenges women in developing countries face.

Eight in ten say that women in developing countries are worse off than men when it comes to their legal rights (81 percent) and ability to get a good education (78 percent). Somewhat fewer, but still more than six in ten, also say women in developing countries are worse off than men in terms of their likelihood of living in poverty (66 percent) and their ability to get needed health care (61 percent).

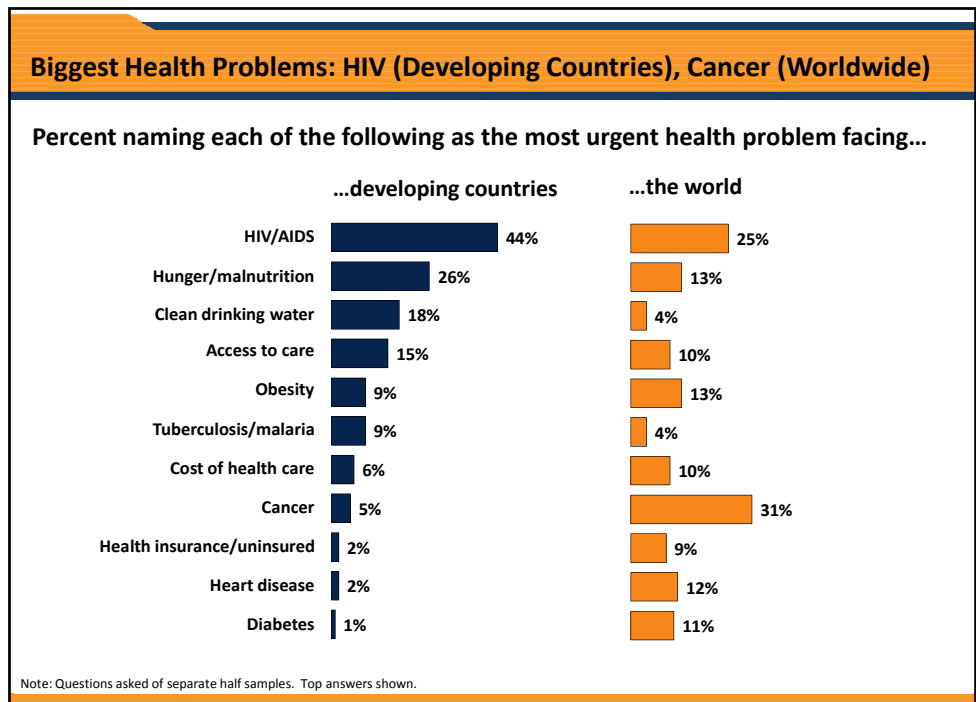
As mentioned above, promoting the rights of women is also among the priorities people see as important in helping developing countries. Nearly four in ten (39

percent) say that promoting women’s rights should be one of the president and Congress’s top priorities for helping developing countries; however, when forced to choose among a list of priorities, just 4 percent say it should be their *highest* priority, ranking behind things like improving education, disaster relief, reducing poverty, protecting the environment, and improving health.



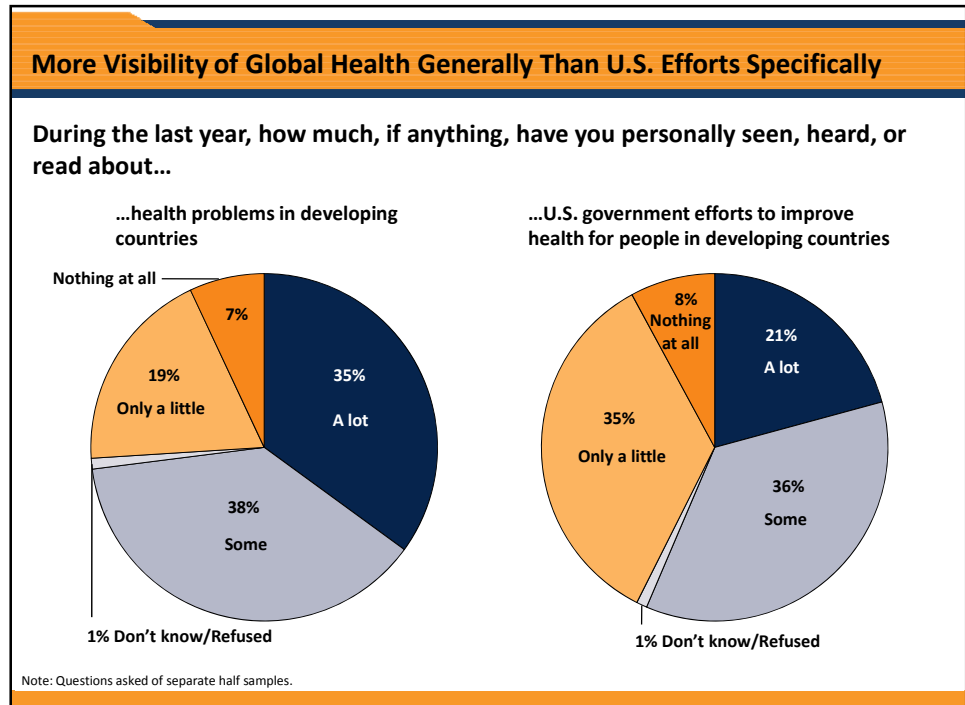
WHAT ARE THE BIGGEST HEALTH PROBLEMS?

Looking at health specifically, when asked to name the most urgent health problem facing the world, Americans most frequently mention cancer (31 percent) and HIV/AIDS (25 percent). Cancer and HIV have consistently been at the top of this list since we began tracking this question in 2000. When asked about health problems facing developing countries in particular, HIV/AIDS rises to the top of the list (named by 44 percent), followed by hunger and malnutrition (26 percent), access to clean drinking water (18 percent), and access to health care (15 percent).

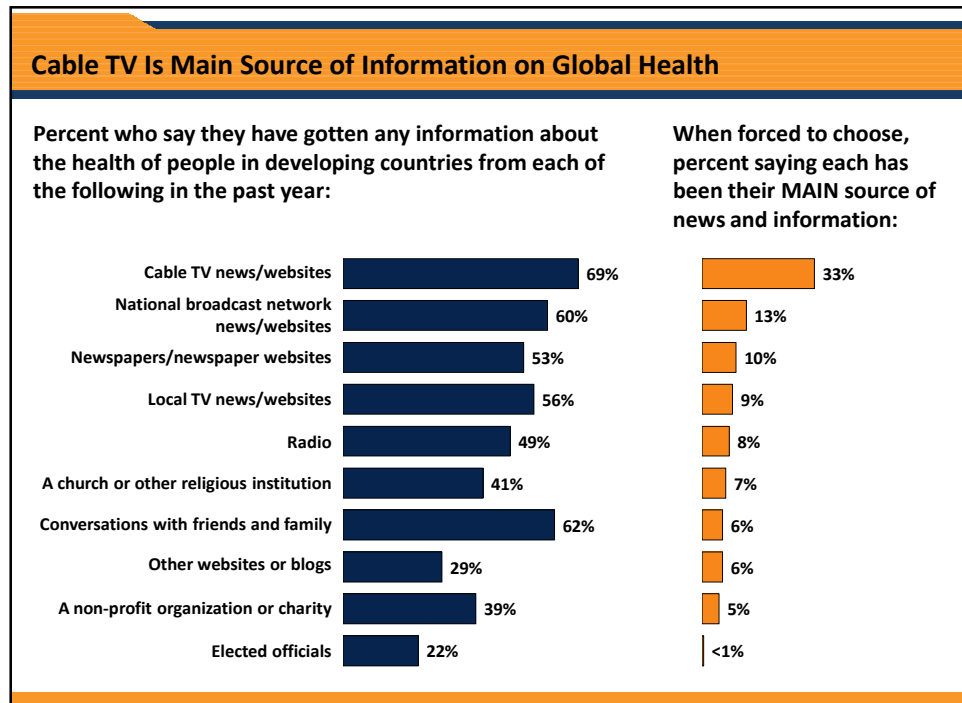


VISIBILITY OF GLOBAL HEALTH AND THE U.S. ROLE

As mentioned above, in this survey we sought to assess the amount of information people are getting about global health and where they are getting it. Overall, we find that visibility is somewhat higher for global health generally than for U.S. government efforts specifically. About three-quarters (73 percent) say they have seen, heard, or read “a lot” (35 percent) or “some” (38 percent) about health problems in developing countries in the past year. Fewer, but still more than half (57 percent) say they have seen “a lot” (21 percent) or “some” (36 percent) information about U.S. government efforts to improve health for people in developing countries.



People report getting news and information about health in developing countries from a variety of sources. Reflecting national trends in where people get their news more generally, cable news stands out as the predominant source for global health information.



About seven in ten (69 percent) say they have obtained information about global health from cable news channels or their websites in the past year, with a third saying cable news is their main source of information on the topic. Among cable news outlets, about a quarter each say they have mainly gotten information on global health from CNN (26 percent) and Fox News (25 percent), while a smaller share (8 percent) cite MSNBC.

National broadcast network news is second behind cable as a source of information, with six in ten saying they have gotten global health information from network news channels or their websites, and 13 percent saying it has been their main source. Next, more than half cite local TV news stations/websites (56 percent) and newspapers/newspaper websites (53 percent) as a source of information, although only one in ten say each of these is their main source. When it comes to print media, local newspapers are most often cited as the place people have mainly gotten information (29 percent), while smaller shares say it has mainly come from national newspapers.

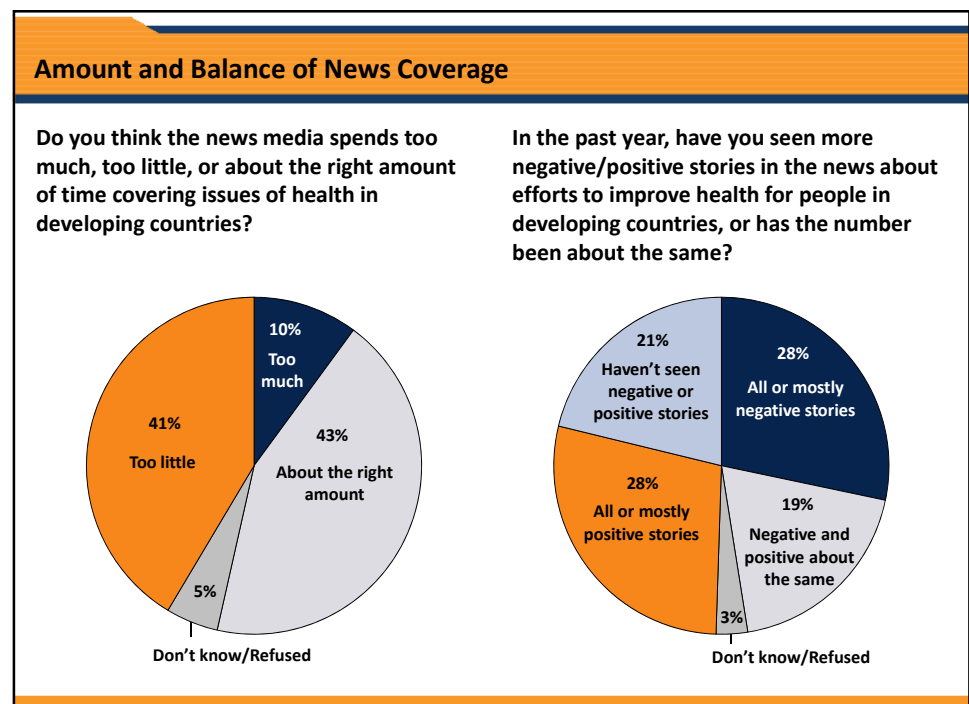
People also cite conversations with friends and family as a source of global health information (62 percent), although, just 6 percent cite this as their main source of information. Four in ten say they have gotten information from a church or other religious institution (41 percent) or a non-profit organization or charity (39 percent), although neither tends to be a main source (7 percent and 5 percent, respectively).

AMOUNT AND BALANCE OF MEDIA COVERAGE

There seems to be at least some appetite among the public for more media coverage of global health issues. While about four in ten (43 percent) say the news media spends about the right amount of time covering issues of health in developing countries, another four in ten (41 percent) say they spend too little time covering the issue, and just one in ten say they spend too much.

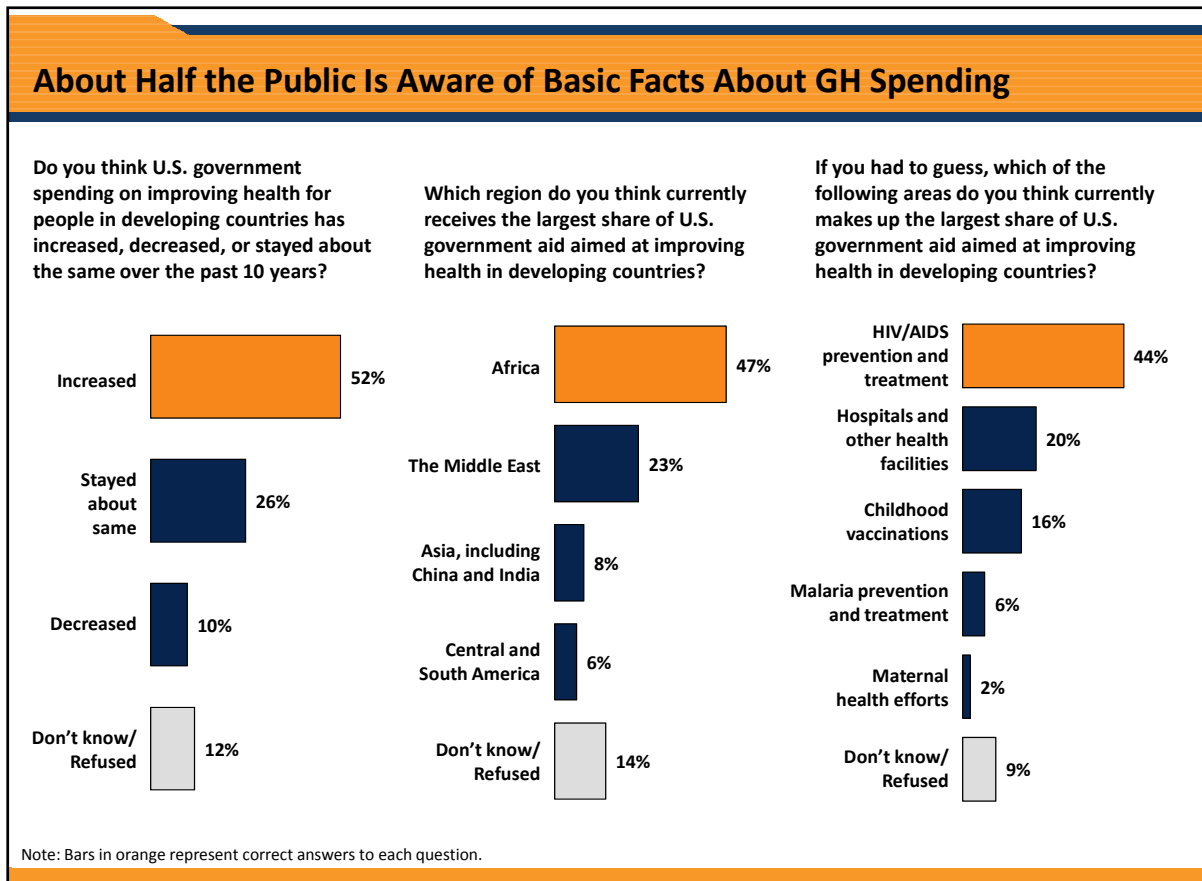
There also appears to be a balance between the number of positive and negative stories about global health that people report seeing in the media. Six in ten Americans (60 percent)

say that they have seen positive stories about global health efforts, such as stories about a successful program, in the past year, and a similar share (58 percent) say they have seen negative stories, such as reports about corruption or misused funds. Overall, nearly three in ten (28 percent) say they have heard only or mostly positive news stories in the past year, and the same share say they have heard only or mostly negative stories.

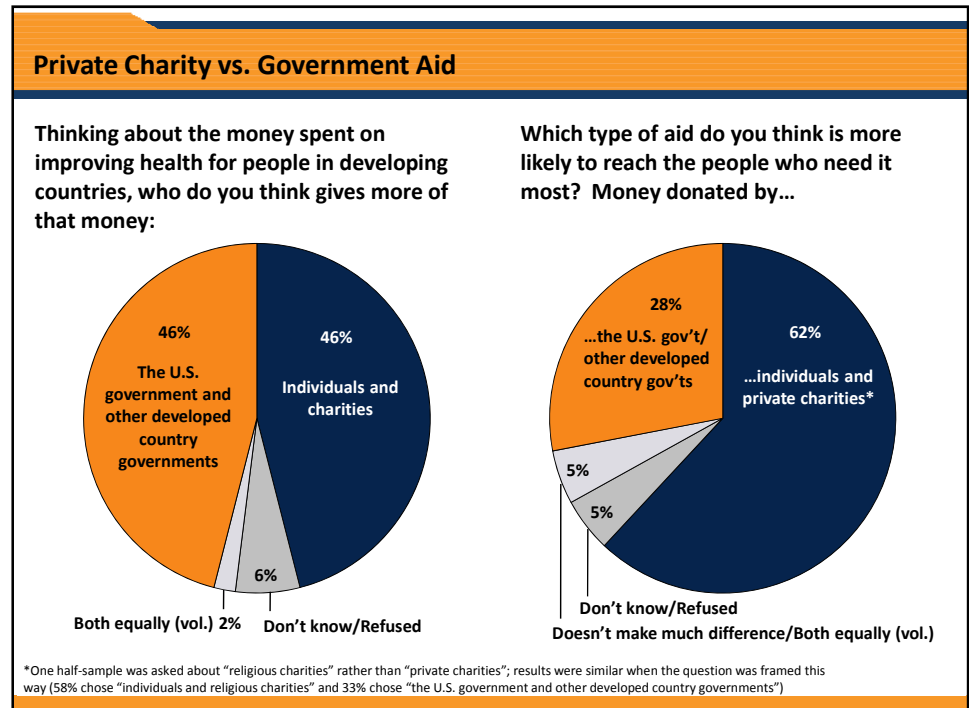


AWARENESS OF SOME BASIC FACTS ABOUT U.S. SPENDING ON HEALTH IN DEVELOPING COUNTRIES

About half the public seems to be aware of some basic facts about U.S. spending on global health. For example, just over half (52 percent) recognize that U.S. government spending on improving health in developing countries has increased over the past 10 years, while 26 percent think it has stayed about the same and 10 percent say it has gone down. Nearly half (47 percent) are aware that Africa currently receives the largest share of U.S. assistance for health, while nearly a quarter (23 percent) incorrectly say the Middle East receives the largest share. More than four in ten (44 percent) know that HIV/AIDS prevention and treatment makes up the largest share of U.S. health aid to developing countries, while about one in five incorrectly believe the largest share of funding goes toward hospitals and other health facilities (20 percent) or childhood vaccinations (16 percent).



While about half the public (46 percent) recognizes that most of the money spent on improving health in developing countries comes from the U.S. government and other developed country governments, the other half (46 percent) mistakenly believe it mostly comes from donations made by individuals and charities. This misperception is important, because by a two-to-one margin, the public thinks that money donated by individuals and charities is more likely than money donated by governments to reach the people who need it most. This is true whether the question is asked about “individuals and private charities” or “individuals and religious charities.”



In fact, those who think most aid currently comes from individuals and charities are much more likely to see this type of aid as most effective (77 percent of this group says private and/or religious charitable aid is more likely to reach those who need it most), while those who recognize that most aid comes from governments are more split in their opinions of which type is most effective (47 percent say charities, 45 percent say governments).

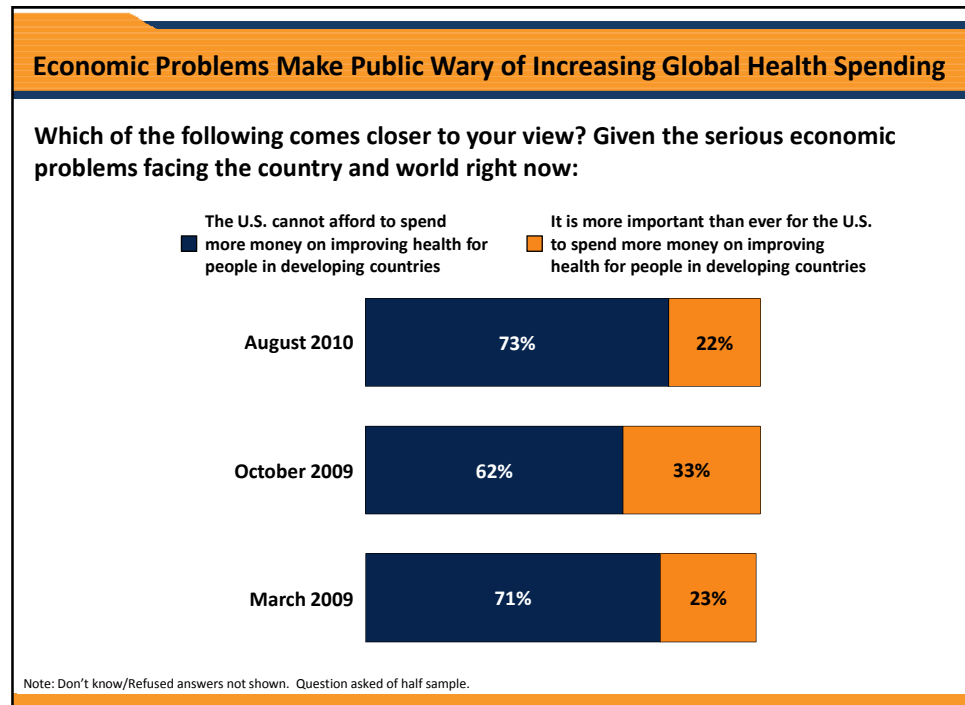
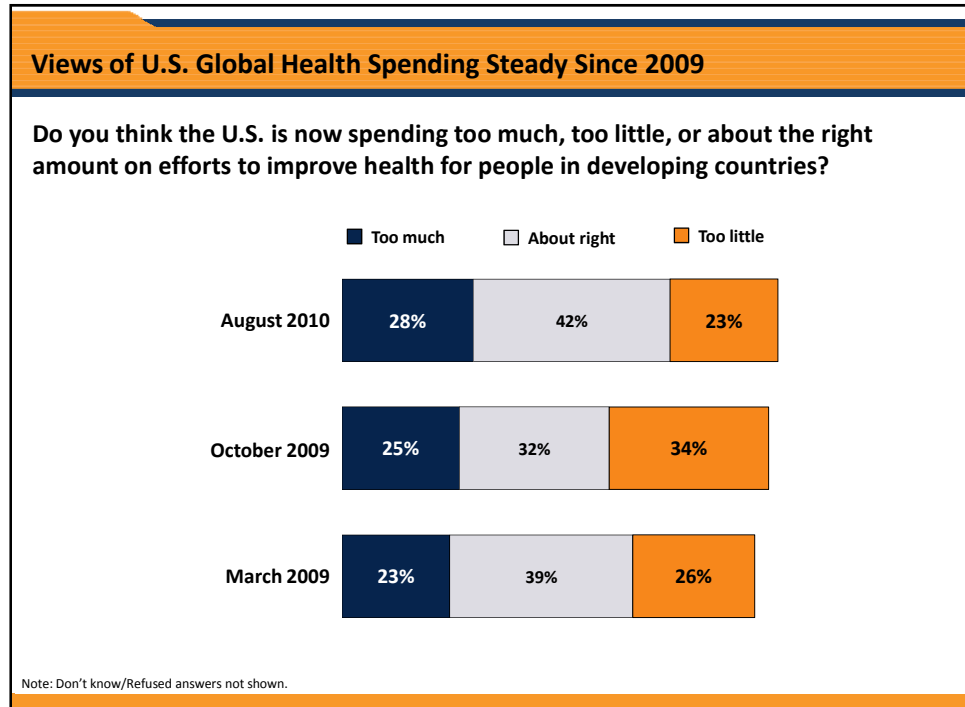
Somewhat surprisingly, many of the relationships we might expect to see between demographics like education level and awareness of basic facts about U.S. global health spending do not appear to hold true. For example, while those who have attended college are somewhat more likely to be aware that Africa receives the largest share of U.S. aid aimed at improving health, there is no relationship between education and awareness on other questions. Similarly, we might expect those who say they pay “a lot” of attention to issues of health in developing countries to be more likely to answer these questions correctly, but again, this is only true when it comes to awareness about which region receives the largest share of funding. Finally, older age is often a significant predictor of political and policy knowledge, and in this survey we find that older Americans are indeed more likely to recognize Africa as the area receiving the most aid. However, we also find that younger adults are more likely than their older counterparts to know that U.S. global health spending has increased in the past ten years.

VIEWS OF U.S. SPENDING ON GLOBAL HEALTH

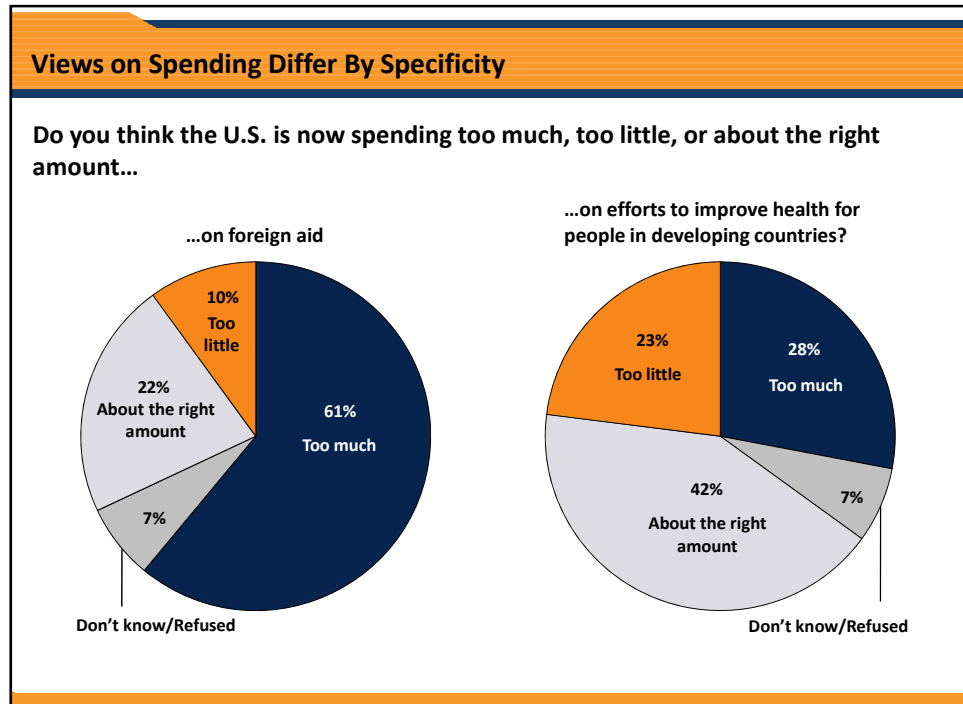
Views on U.S. global health spending have been fairly consistent since we began tracking in 2009. The public continues to support current levels of funding for global health, with two-thirds saying the U.S. now spends about the right amount (42 percent) or too little (23 percent) on efforts to improve health for people in developing countries, while 28 percent say we are spending too much.

The public is more split when asked about tax dollars specifically; half (49 percent) say the U.S. should spend its tax dollars on improving health in the U.S. *and* globally, while the other half (48 percent) say the U.S. should spend its tax dollars on improving health in the U.S. only.

Further, the economic situation at home continues to make Americans leery of increasing spending abroad. Nearly three-quarters (73 percent) say the U.S. can't afford to spend more money on improving health in developing countries right now, while one in five (22 percent) say the current economic situation makes it more important than ever for the U.S. to increase such spending. Again, these views have been fairly consistent since early 2009.



PUBLIC MORE LIKELY TO SUPPORT HEALTH-SPECIFIC AID THAN “FOREIGN AID” IN GENERAL



When it comes to U.S. foreign aid in general, negative views and misperceptions persist. Fully six in ten (61 percent) say the U.S. spends too much on “foreign aid,” and four in ten incorrectly think foreign aid is one of the two biggest areas of spending in the federal budget.¹ Despite these negative views of foreign aid, the public is much more likely to support spending when health is mentioned specifically. Thus, about half as many (28 percent) say we spend too much on “improving health in developing countries” as say we spend too much on foreign aid.

Taking this one step further, we sought to understand which groups of people are most likely to have different opinions of global health spending vs. foreign aid in general. We identified several groups, including the “most frugal” group who say the U.S. spends too much on both foreign aid and global health (24 percent), the “status quo” group who say spending on both is about right (14 percent), and the “big spenders” who say we spend too little on both (6 percent). The largest group (38 percent) are the “global health spenders,” those who express more generous views of U.S. spending on health in developing countries compared with their views on foreign aid, mostly made up of those who say the U.S. spends too much on foreign aid but about the right amount on improving health.

Group	Percent of public
Most frugal (“too much” to FA and GH)	24%
Status quo (“about right” to FA and GH)	14
Big spender (“too little” to FA and GH)	6
Global health spenders (GH response more generous than FA response)	38
All others	18

Perhaps not surprisingly, Republicans and conservatives are more likely to fall into the “most frugal” category, while liberals, moderates, and Democrats are more likely to be “big spenders” or support the status quo. The groups most likely to give more generous responses on health compared with foreign aid include Black Americans, Democrats, and women.

¹ In reality, foreign aid makes up roughly one percent of the federal budget. Source: KFF calculations based on "Budget of the United States Government: Historic Tables Fiscal Year 2011, Table 5.1 — Budget Authority by Function and Subfunction: 1976–2015."

VIEWS ON FOREIGN AID BY AGE

While most political and policy knowledge tends to increase with age, young people (those under age 30) are actually more likely than their older counterparts to recognize that foreign aid is *not* one of the two largest areas of spending in the federal budget (about a quarter of those ages 18-29 hold this misconception, compared with more than four in ten of those ages 30 and over). Perhaps in part due to this difference in knowledge, those under age 30 are the only age group in which fewer than half say the U.S. is currently spending too much on foreign aid.

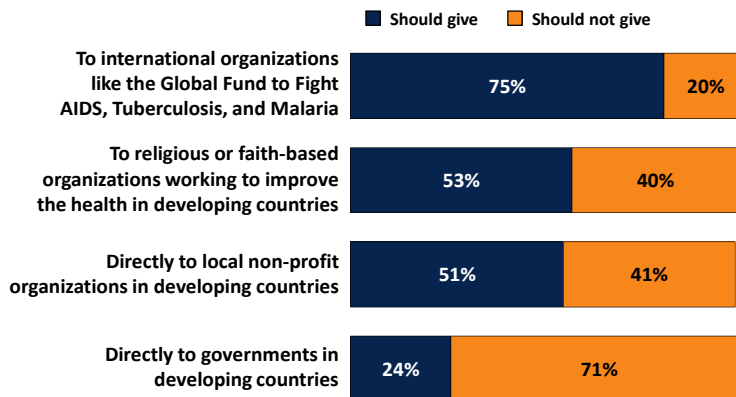
Percent saying each of the following, by age	18-29	30-49	50-64	65+
Foreign aid is one of two largest areas of federal budget	26%	41%	46%	43%
U.S. spends too much on foreign aid	46	59	69	68

HOW TO DISTRIBUTE HEALTH AID

In thinking about how to distribute aid aimed at improving health in developing countries, Americans come down decidedly against giving money directly to developing country governments (71 percent say the U.S. should not do this). Further, a majority (58 percent) thinks that the U.S. government should have the primary role in deciding how U.S. aid is spent in developing countries, while three in ten say the governments of the countries receiving aid should decide, since they know their problems best.

Public: Give to International Efforts & Non-Profits, Not Governments

When it comes to efforts to improve health for people in developing countries, do you think the U.S. should or should not give money:



Note: Don't know/Refused answers not shown.

In terms of other ways of giving aid, the public is strongly in favor of giving money to international organizations like the Global Fund to Fight AIDS, Tuberculosis and Malaria (75 percent), while opinion is more split (but leaning in favor) on giving money to local non-profits (51 percent) and religious organizations (53 percent) working to improve health in developing countries. When asked directly, over half the public (57 percent) favors multilateral efforts, while just over a third (35 percent) think it's better for the U.S. to give aid on its own.

WILL MORE SPENDING ON HEALTH MAKE A DIFFERENCE?

Closely tied to opinions about the current level of U.S. spending are people's perceptions of whether such spending makes a difference. On the question of whether more spending from the U.S. and other developed nations will lead to meaningful progress in improving health for people in developing countries, the public is largely split – 46 percent say it will lead to progress, and 49 percent say it won't make much difference. Not surprisingly, those who think more spending will lead to progress are more likely to support maintaining or increasing current levels of U.S. global health spending.

Percent who say U.S. spending on efforts to improve health for people in developing countries is...	Among the 46% who say more spending will lead to meaningful progress	Among the 49% who say more spending won't make much difference
...too much	12%	43%
...too little	30	17
...about the right amount	50	34

There is also a relationship between the types of media coverage people report seeing and their perceptions of whether spending will lead to progress. Among those who say they have seen mostly positive stories about global health efforts in the news, more than half (57 percent) say that more spending from the U.S. and other developed countries will lead to progress in improving health in developing countries, while the opposite is true among those who say they have seen mostly negative stories (52 percent say more spending won't make much difference). Interestingly, those who say they have seen neither positive nor negative stories in the past year are the most pessimistic group, with 61 percent saying spending won't make a difference.

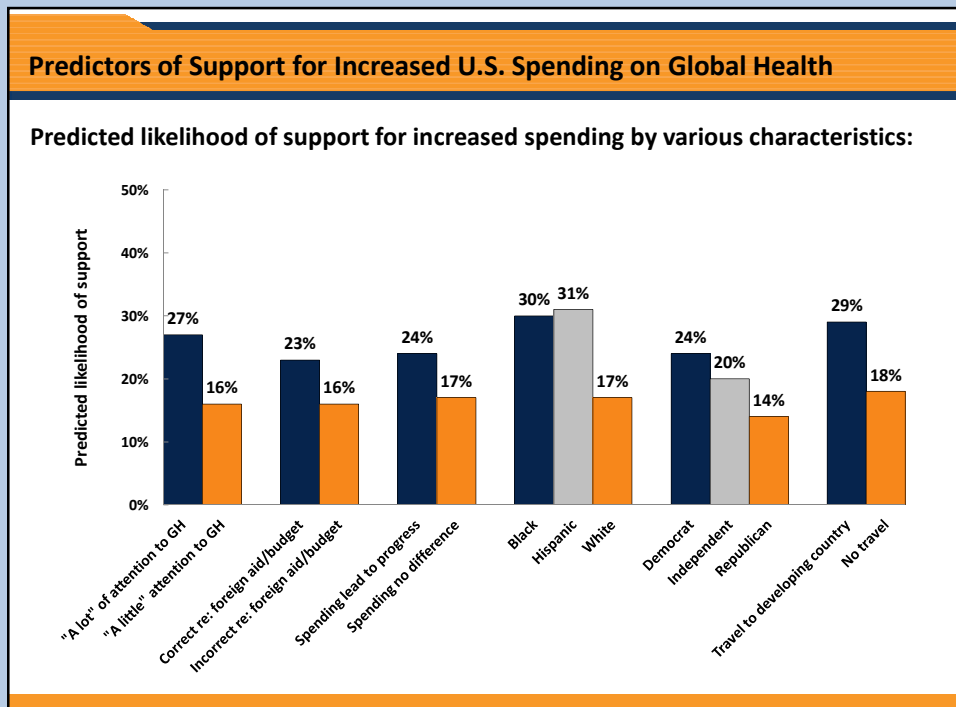
Percent who say more spending from the U.S. and other developed countries...	Those who have seen mostly positive stories	Those who have seen mostly negative stories	Those who have seen positive/negative about equally	Those who haven't seen either type of story
...will lead to meaningful progress	57%	45%	44%	35%
...won't make much difference	37	52	50	61

FACTORS AFFECTING LEVEL OF SUPPORT FOR U.S. SPENDING ON GLOBAL HEALTH

Who are the groups most likely to support increased U.S. spending on improving health in developing countries? To address this question, we performed a multivariate logistic regression analysis to determine which factors are associated with saying the U.S. currently spends “too little” on efforts to improve health for people in developing countries (23 percent of the public overall). The regression model included various demographic factors (age, gender, race/ethnicity, income, education, party identification and ideology), as well as knowledge about foreign aid as a share of the federal budget, awareness of several basic facts about U.S. global health spending, level of attention paid to global health issues, experience traveling to a developing country, and the belief that more spending will lead to meaningful progress.

After controlling for all these factors, we found that increased attention to global health issues, more accurate knowledge about the size of foreign aid, and believing that more spending will lead to meaningful progress are all positively associated with support for increased U.S. spending on global health efforts. To illustrate the impact of these differences, the table below compares the predicted likelihood of support for increased spending on global health for different groups, when all other factors are held constant. So, for example, the “average” person who pays a lot of attention to global health issues is almost twice as likely as the average person who pays just a little attention to support increased spending on global health (27 percent vs. 16 percent). Similarly, the average person who knows foreign aid is *not* one of the largest areas of spending in the federal budget is seven percentage points more likely to support increased spending compared to the average person who holds this misconception (23 percent compared with 16 percent). There is a similar difference between those who believe more spending from developed countries will lead to meaningful progress and those who say more spending won’t make much difference (24 percent vs. 17 percent). This suggests that correcting misperceptions about foreign aid spending, increasing the visibility of health issues in developing countries on the public’s radar screen, and convincing people of the effectiveness of such spending could all be potentially successful strategies to gain broader support for U.S. global health efforts.

We also found that several demographic factors were positively associated with support for increased spending on global health, including being Black or Hispanic, identifying as a Democrat, and experience traveling to a developing country in the past 5 years. Interestingly, when we performed a similar analysis in 2009, younger age and male gender were significant predictors of support for increased spending, but they did not show up as significant factors this time.



PERCEPTIONS OF PROGRESS ON GLOBAL HEALTH TO DATE

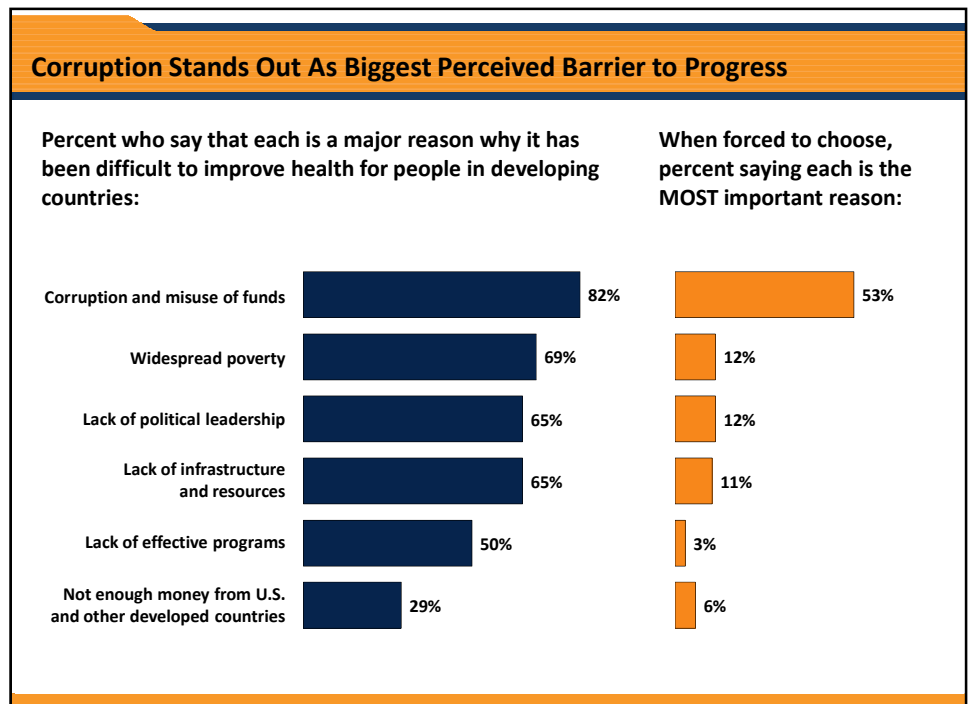
When asked how much progress has been made over the past 5 years broadly on global health, most people think that U.S. spending has made at least a small difference in the lives of individual people (82 percent) and in changing the overall course of disease (79 percent) in developing countries, though fewer say it has made a “big difference” on either dimension (34 percent and 26 percent, respectively).

In terms of specific areas of health, majorities think that U.S. efforts over the past 10 years have led to at least some progress in most areas. At the top of the list, four in ten say U.S.

Percent saying that over the past 10 years, U.S. efforts to improve health for people in developing countries have led to progress in the following areas...	A lot of progress	Some progress	Not much/None
Increasing the number of children who get vaccinated	41%	48%	8%
Improving access to clean water	29	50	18
Fighting HIV/AIDS	27	53	17
Combating global pandemic diseases like swine flu	27	47	22
Reducing deaths from malaria	26	51	15
Reducing the number of women who die during childbirth	22	46	22
Reducing deaths from tuberculosis	21	45	19
Improving access to doctors and other medical professionals	18	59	20
Improving the quality of hospitals and other health care facilities	18	56	18
Reducing hunger and malnutrition	17	57	24
Reducing infant mortality	16	51	23
Improving women’s access to family planning/reproductive health	13	46	32
Reducing deaths from heart disease/other chronic diseases	13	43	35

efforts have led to “a lot of progress” in increasing the number of children who get vaccinated. More than a quarter also perceive a lot of progress in improving access to clean water (29 percent), fighting HIV/AIDS (27 percent), combating global pandemic diseases like swine flu (27 percent), and reducing deaths from malaria (26 percent). At the opposite end of the spectrum, about a third say U.S. efforts have led to little or no progress in reducing deaths from chronic diseases in developing countries (35 percent) and improving women’s access to family planning and other reproductive health services (32 percent).

As we’ve found in the past, corruption stands out as the biggest perceived barrier to progress, with eight in ten saying “corruption and misuse of funds” is a major reason why it has been difficult to improve health for people in developing countries, and over half (53 percent) saying it is the *most* important reason.



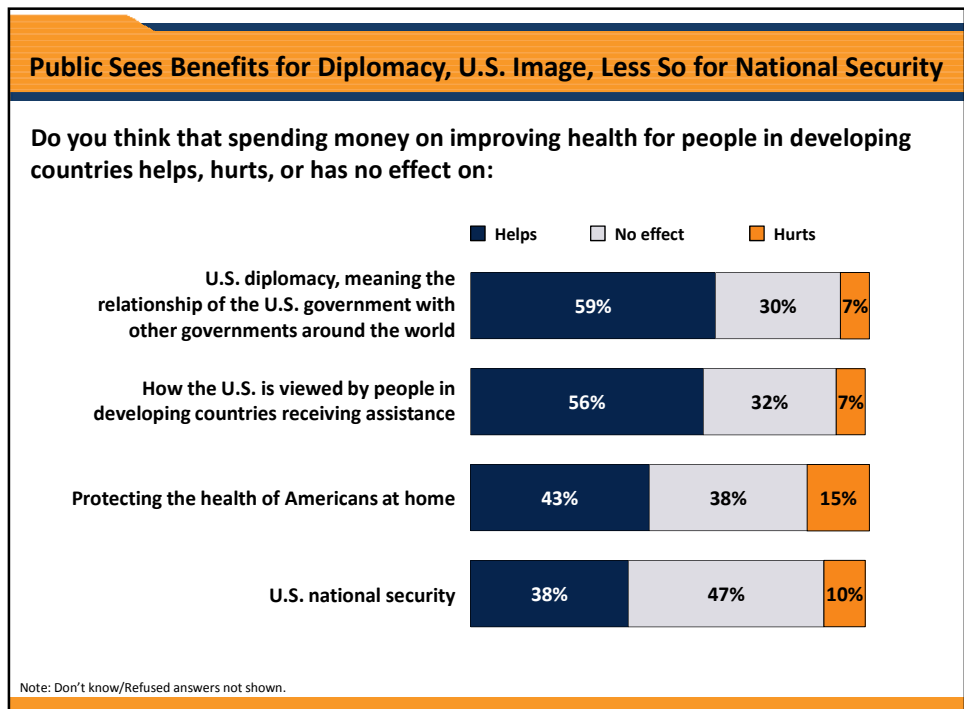
PERCEPTIONS OF PROGRESS AND BENEFITS BY AGE

While younger and older Americans have similar views about current levels of spending, younger people are considerably more optimistic that more spending from the U.S. and other donor countries will lead to meaningful progress in improving health for people in developing countries. More than half of those under age 50 say more spending will lead to progress, while majorities of those ages 50 and over say more spending won't make much difference. Older adults, and seniors in particular, are also less likely to say that U.S. spending on health in developing countries is helpful for U.S. diplomacy, national security, and improving the U.S.'s image in those countries receiving assistance.

Percent giving each response, by age	18-29	30-49	50-64	65+
U.S. spending on health in developing countries is...				
...too much	25%	27%	32%	27%
...about right	43	42	40	42
...too little	27	25	21	20
More spending on health in developing countries...				
...will lead to meaningful progress	52	51	43	33
...won't make much difference	43	44	51	63
Spending on health in developing countries helps...				
...U.S. image	72	59	54	39
...U.S. diplomacy	71	63	56	41
...U.S. national security	39	39	40	30

BENEFITS TO THE U.S./REASONS TO GIVE ON GLOBAL HEALTH

Beyond seeing progress in the countries receiving aid, many Americans also believe that U.S. global health spending has a number of benefits on the home front. As we've found in our previous surveys, more than half the public thinks U.S. spending on health in developing countries is helpful for U.S. diplomacy (59 percent) and for improving America's image in the countries receiving aid (56 percent). The public is less convinced that such spending helps protect the health of Americans at home (43 percent say it helps, 38 percent say it has no effect), and even less so when it



comes to U.S. national security (38 percent say it helps, 47 percent say no effect). Few people, though, think that U.S. global health spending is actually harmful in any of these areas.

While recognizing these potential benefits at home, altruistic reasons appear to rank higher. Americans overwhelmingly say the U.S. should spend money on improving health for people in developing countries “because it’s the right thing to do.” Nearly half (46 percent) say this is the most important reason for the U.S. to give, while smaller shares see the top reason to give as improving our diplomatic relationships (16 percent), helping the U.S. economy (12 percent), improving the U.S.’s image in the world (12 percent), and ensuring U.S. national security (7 percent).

RACIAL DIVIDE IN VIEWS OF GLOBAL HEALTH SPENDING

In general, Black and Hispanic Americans express more generous and optimistic views of U.S. global health spending than their white counterparts. For example, Blacks and Hispanics are about twice as likely as whites to say the U.S. spends too little on improving health in developing countries, and about half as likely as whites to say we currently spend too much in this area. While more than half of Blacks and Hispanics say that more spending on global health will lead to meaningful progress, a majority of whites say more spending won’t make much difference. Hispanics are the most likely to perceive potential benefits in terms of U.S. diplomacy, national security, and image; however, Hispanics are the least likely group to say they have personally donated money to a global health organization in the past year.

Percent giving each response, by race/ethnicity	White	Black	Hisp.
U.S. spending on health in developing countries is...			
...too much	32%	17%	17%
...about right	42	41	40
...too little	17	38	40
More spending on health in developing countries...			
...will lead to meaningful progress	42	56	53
...won’t make much difference	53	42	39
Spending on health in developing countries helps...			
...U.S. image	52	61	75
...U.S. diplomacy	56	58	74
...U.S. national security	32	52	55
Have donated to a global health charity in past year	51	52	33

ENGAGEMENT IN GLOBAL HEALTH ISSUES

In this survey, we measured people's level of engagement in global health issues along three dimensions: (1) level of attention paid to global health issues; (2) having donated money to a global health organization; and (3) having volunteered for a global health organization.

Three-quarters of the public say they generally pay attention to the health of people in developing countries, including about one in five (19 percent) who say they pay "a lot" of attention and over half (56 percent) who say they pay "some" attention. Half the public (49 percent) reports that they have personally donated money to an organization working to improve health for people in developing countries in the past year. This is up from 34 percent who reported the same in October 2009, most likely due to the large number of people who donated to organizations working in Haiti following the earthquake earlier this year. A much smaller share (13 percent) reports a more active level of involvement, saying that in the past year they have volunteered at an organization that works to improve health for people in developing countries.

Combining these three measures (donating, volunteering, and paying attention to global health issues) into a scale allows us to group people according to their level of engagement in global health. At the top are those who are most engaged (19 percent of all adults, who pay close attention and have donated and/or volunteered), while at the bottom are those who are least engaged (18 percent, who pay little to no attention and have not donated or volunteered). The remaining 63 percent are somewhere in the middle, categorized as "somewhat engaged."

Whites, younger adults, Republicans, and those with lower levels of education are more likely to fall into the least engaged category, while those who are highly engaged are more likely to be Black and to have a college degree.

In general, those who are more engaged in global health issues are also more supportive of U.S. spending on health in developing countries, more optimistic that such spending will lead to progress, and more likely to think it is beneficial for U.S. diplomacy, national security, and improving our image in the world. For example, those who are highly engaged in global health are twice as likely as those who are not engaged to say the U.S. spends too little on health in developing countries. And while a solid majority (56 percent) of the highly engaged group believes more spending will lead to progress in improving health, more than seven in ten (72 percent) of the "disengaged" group says more spending won't make much difference. While all groups favor the U.S. participating in international efforts when giving aid to developing countries, those who are highly engaged are even more likely to prefer the multilateral approach (61 percent), while those who are least engaged are more split between multilateralism (49 percent) and the U.S. giving aid on its own (42 percent).

Percent giving each response, by level of global health engagement		High engagement	Somewhat engaged	Low engagement
U.S. spending on health in developing countries is...	...too much	23%	25%	42%
	...about right	41	44	35
	...too little	31	23	14
U.S. tax dollars should be spent on improving health...	...in the U.S. only	36	48	61
	...in the U.S. AND globally	59	49	39
More spending on global health...	... will lead to meaningful progress	56	49	23
	...won't make much difference	41	45	72
Spending on health in developing countries helps...	...U.S. image	62	58	45
	...U.S. diplomacy	68	58	51
	...U.S. national security	41	39	30
When giving aid to improve health in developing countries, it is best...	...for the U.S. to participate in international efforts	61	58	49
	...for the U.S. to do so on its own	32	35	42
Gender	Male	46	47	52
	Female	54	53	48
Age	18-29	19	20	27
	30-49	32	31	34
	50-64	31	30	21
	65+	18	18	16
Political party self-identification	Republican	25	23	31
	Democrat	31	33	24
	Independent	36	33	29
	Other/Refused	9	11	16
Education	High school or less	41	45	57
	Some college	26	24	22
	College graduate	33	28	20
Race/Ethnicity	White	65	66	74
	Black	15	12	6
	Hispanic	12	13	13
	Other/Refused	8	9	7

DIFFERING VIEWS BY PARTY

Like most aspects of U.S. policy, views on efforts to improve health in developing countries differ by political party. Perhaps not surprisingly, this is particularly true for questions of spending. Those who self-identify as Republicans are nearly twenty percentage points more likely than self-identified Democrats to say the U.S. currently spends too much on foreign aid in general, and the same is true when it comes to spending on health in developing countries specifically. When the question is framed in terms of U.S. tax dollars, majorities of Republicans (56 percent) and independents (52 percent) say these dollars should be spent on improving health in the U.S. *only*, while a majority of Democrats (58 percent) say they should be spent on improving health in the U.S. *and* globally.

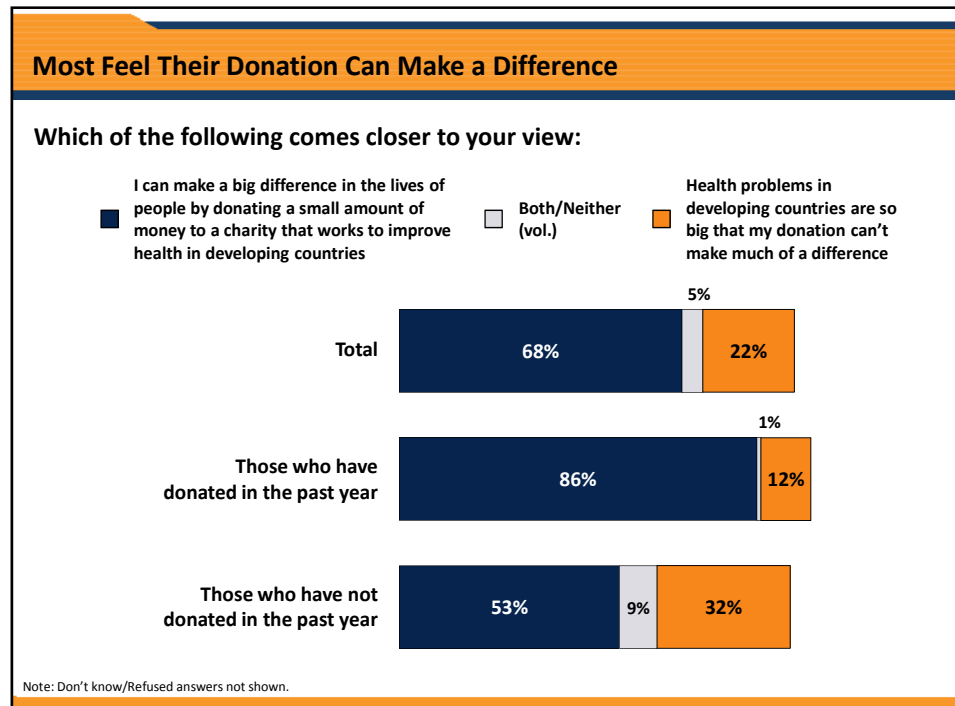
These differing views on spending are reflected in differing views on progress and benefits of U.S. aid. While over half of Democrats (54 percent) say more spending from the U.S. and other developed countries will lead to meaningful progress in improving health in poorer countries, a majority of Republicans (56 percent) disagree, saying that more spending won't make much difference. Democrats are also about 10 percentage points more likely than Republicans to say that U.S. global health spending is helpful for U.S. diplomacy, national security, improving our image in the world, and protecting the health of Americans at home.

Views on how the U.S. channels and controls its health aid also differ by political party. Republicans are more likely than Democrats and independents to prefer greater U.S. control of aid dollars. While clear majorities of Democrats (65 percent) and independents (55 percent) say it is better for the U.S. to participate in international efforts when giving aid to improve health in developing countries, Republicans are evenly split between favoring international efforts (47 percent) and preferring the U.S. to give aid on its own (47 percent). Further, while Americans of all political leanings prefer for the U.S. to have the primary role in determining how U.S. aid is spent in developing countries, this view is more common among Republicans (66 percent) compared to Democrats (51 percent).

Percent giving each response, by political party	Rep	Ind	Dem
U.S. spending on foreign aid is...			
...too much	72%	61%	53%
...about right	19	23	25
...too little	4	9	14
U.S. spending on health in developing countries is...			
...too much	38	26	20
...about right	40	43	43
...too little	13	23	32
U.S. tax dollars should be spent on improving health...			
...in the U.S. only	56	52	38
...in the U.S. AND globally	43	46	58
More spending on health in developing countries...			
...will lead to meaningful progress	37	46	54
...won't make much difference	56	50	42
Spending on health in developing countries helps...			
...U.S. image	53	55	62
...U.S. diplomacy	53	60	64
...U.S. national security	34	35	46
...protect the health of Americans	37	42	49
When giving aid to improve health in developing countries, it is best...			
...for the U.S. to participate in international efforts	47	55	65
...for the U.S. to do so on its own	47	35	29
Primary role in determining how U.S. aid is spent in developing countries should be...			
...U.S. government	66	58	51
...Governments of countries receiving aid	24	32	38

CHARITABLE GIVING

One message many advocates of charitable giving on global health often stress is that a small amount of money can do a lot to save lives in developing countries. We find that this message rings true with a large share of the public. When asked which comes closer to their view, two-thirds (68 percent) say they feel they can make a big difference in the lives of people by donating a small amount to a charity working to improve health in developing countries, while just over one in five (22 percent) feel that health problems in these countries are so big that their donation can't make much difference. Not surprisingly, among those who have donated to a global health charity in the past year, an even higher proportion – 86 percent – say they feel their donation can make a big difference. However, even among those who have not donated in the past year, more than half (53 percent) say they feel this way, while about a third (32 percent) of those who haven't donated feel that the problems are so big that their donation wouldn't do much to help.

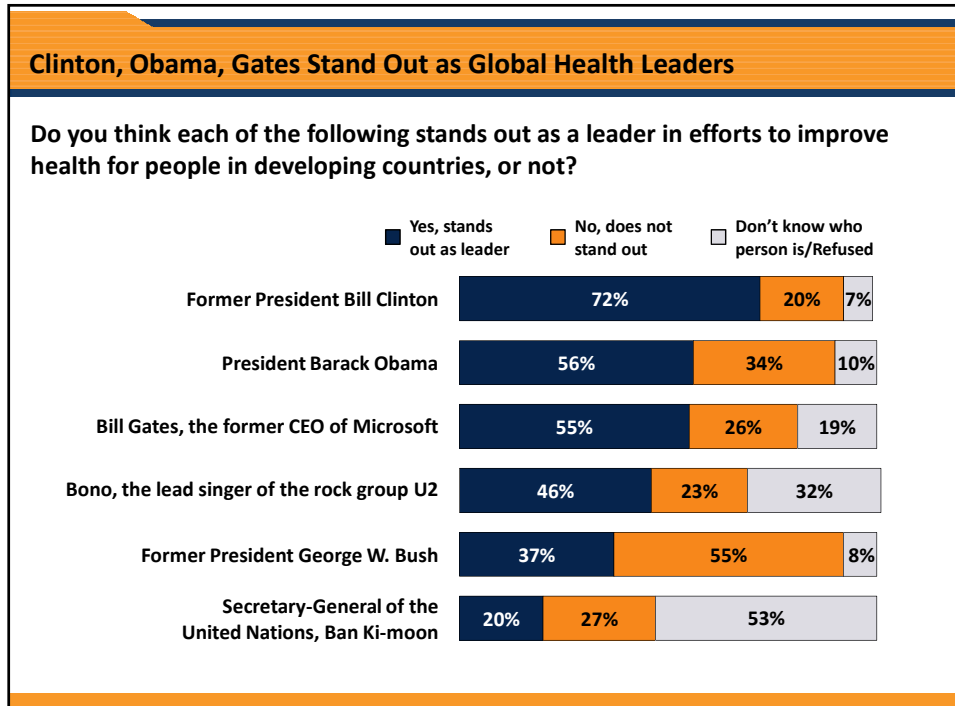


Among the 49 percent who say they have donated to a global health charity in the past year, the most common reason given for doing so is that they felt a small amount of money could do a lot to save lives (67 percent say this was a major reason). Other important reasons include having a religious (39 percent) or personal (37 percent) connection to a particular organizations, and feeling that improving health abroad would help protect Americans' lives at home (30 percent). Over a quarter (27 percent) cite a personal ask from someone they know as a major reason for giving.

Among the 50 percent who say they have not donated in the past year, the biggest reasons given are preferring to give to causes closer to home (58 percent say this is a major reason), and concerns about corruption (51 percent).

WHO ARE THE LEADERS IN GLOBAL HEALTH?

When asked about various people who might be perceived as leaders in efforts to improve health for people in developing countries, Bill Clinton tops the list, with 72 percent saying the former president stands out as a leader in this area. Other standouts are President Barack Obama (56 percent) and philanthropist and former Microsoft CEO Bill Gates (55 percent), followed by Bono, the lead singer of the rock group U2 who is also known for his fundraising and activism efforts in Africa (46 percent). Just over a third (37 percent) say former president George W. Bush stands out as a global health leader, while 55 percent say he does not. Most people don't know enough about Ban Ki-moon, the Secretary-General of the United Nations, to offer an opinion, but more of those offering an opinion say he does not stand out as a leader (27 percent) than say he does (20 percent).



CONCLUSIONS

Despite the recent volatility in the U.S. economy, Americans' views about the country's role in global health have been remarkably stable over the past year and a half. While the public is certainly not clamoring for an increase in health aid to developing countries, most people are supportive of current levels of U.S. spending in this area. The public continues to see some benefits at home to spending on health abroad, but moral arguments still trump self-interest when it comes to reasons for the U.S. to provide aid on global health.

The survey provides new insight into the public's sources of information on global health, and the interaction between people's attention to global health issues, their knowledge of basic facts, and their opinions about U.S. global health efforts. For example, knowledge about the share of the federal budget that goes toward foreign aid continues to be an important predictor of support for U.S. global health spending, even after controlling for other factors usually associated with increased knowledge (such as age and education). People's level of engagement in global health issues also makes a difference in their attitudes, with those who are more engaged being more supportive and more likely to see various benefits of U.S. global health spending, and more likely to favor multilateral vs. bilateral efforts.

When it comes to media coverage, just about one in five say they have heard "a lot" about the U.S. government's global health efforts in the past year, and four in ten say they'd like to see more coverage of global health issues in the news. Those who report seeing mainly negative news coverage express more pessimistic views about whether global health spending can lead to meaningful progress than those who say they've seen mostly positive stories. While we can't be sure of the direction of causality (i.e. whether news coverage shapes people views, or whether people with certain views are more likely to seek out or remember certain types of news stories), this relationship between media coverage and views has important implications for those looking to understand the factors influencing public support for U.S. global health efforts.

APPENDIX A: SURVEY METHODOLOGY

The Kaiser Family Foundation *2010 Survey of Americans on the U.S. Role in Global Health* was designed and analyzed by public opinion researchers at the Foundation led by Mollyann Brodie, Ph.D., including Liz Hamel, Carolina Gutiérrez, and Theresa Boston. The survey was conducted August 3-16, 2010, among a nationally representative random sample of 1,213 adults ages 18 and older. Telephone interviews conducted by landline (812) and cell phone (401, including 185 who had no landline telephone) were carried out in English and Spanish by Princeton Survey Research Associates.

The margin of sampling error for the total sample is plus or minus 3 percentage points. For results based on other subgroups, the margin of sampling error may be higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

APPENDIX B: SURVEY TOPLINE RESULTS

NOTES FOR READING THE TOPLINE:

- Percentages may not always add up to 100 percent due to rounding
- Values less than 0.5 percent are indicated by an asterisk (*)
- “Vol.” indicates a response was volunteered by the respondent, not offered as an explicit choice
- Questions presented in the order asked; question numbers may not be sequential
- Trends in this document come from surveys listed on the last page.

1. What do you think is the MOST urgent health problem facing the world TODAY? (OPEN-ENDED; DO NOT READ RESPONSE CATEGORIES. WAIT FOR REPLY BEFORE PROBE) Is there another health problem you think is almost as urgent?

Based on half sample A

	8/10	3/09	4/06	5/04	6/02	10/00
Cancer	31	31	36	41	35	35
AIDS or HIV	25	21	34	36	33	37
Hunger/Malnutrition	13	6	7	4	11	6
Lack of good nutrition/junk foods/obesity/ weight disorder	13	7	9	13	n/a	n/a
Heart disease	12	13	18	19	9	12
Diabetes	11	8	10	8	5	4
Health care – access	10	10	6	4	6	3
Health care – cost (including cost of Rx drugs)	10	10	8	8	10	7
Health insurance/The uninsured	9	11	6	6	8	5
Tuberculosis/Malaria	4	1	n/a	n/a	n/a	n/a
Clean drinking water	4	1	n/a	n/a	n/a	n/a
Pollution/Global warming/Environment	3	1	3	2	n/a	n/a
Smoking	2	1	3	3	n/a	n/a
Drugs	2	2	2	3	4	3
Other health problem	11	12	16	17	25	20
Don't know/Refused	9	10	7	7	7	9
	(n=622)	(n=1234)	(n=1248)	(n=1432)	(n=720)	(n=1363)

Total exceeds 100% due to multiple responses

SURVEY TOPLINE RESULTS

2. Thinking about developing countries such as those in Africa, Asia, and Latin America... what do you think is the MOST urgent health problem facing developing countries today? (OPEN-ENDED; DO NOT READ RESPONSE CATEGORIES. WAIT FOR REPLY BEFORE PROBE) Is there another health problem facing developing countries you think is almost as urgent?

Based on half sample B (n=591)

	8/10
AIDS or HIV	44
Hunger/Malnutrition	26
Clean drinking water	18
Health care – access	15
Tuberculosis/Malaria	9
Lack of good nutrition/junk foods/obesity/weight disorder	9
Health care – cost (including cost of Rx drugs)	6
Cancer	5
Health insurance/The uninsured	2
Heart disease	2
Pollution/Global warming/Environment	1
Diabetes	1
Drugs	1
Smoking	-
Other health problem	9
Don't know/Refused	13

Total exceeds 100% due to multiple responses

On another topic...

3. Which of the items on this list would you say are the TWO largest areas of spending by the federal government (READ AND RANDOMIZE 1-5) (PROBE, IF NECESSARY: If you had to choose two items from this list, which would you choose?)

	8/10	3/09 ²	5/04	3/97
Defense	49	54	51	56
Foreign aid	40	45	49	64
Medicare	35	33	25	23
Social Security	29	33	32	27
Food stamps	23	17	23	26
Don't know/Refused	3	4	6	1

Total exceeds 100% due to multiple responses

5. Do you think the U.S. is now spending [ROTATE: (too much,)/(too little,)] or about the right amount on foreign aid?

	08/10	10/09	03/09	05/04	06/02
Too much	61	47	52	62	56
Too little	10	15	19	10	8
About the right amount	22	27	17	18	22
Don't know/Refused	7	10	11	11	14

² 3/09 trend based on quarter sample (n=625).

Next, thinking about developing countries such as those in Africa, Asia, and Latin America...

6. I'm going to read you some different things the president and Congress might try to do when it comes to helping developing countries. As I read each one, tell me if you think it should be one of their TOP priorities for helping developing countries, important but not a top priority, or not that important. What about (INSERT ITEMS – RANDOMIZE)? READ IF NECESSARY: Should this be one of their TOP priorities for helping developing countries, important but not a top priority, or not that important?

		Top priority	Important but not a top priority	Not that important	Should not be done (vol.)	DK/Ref.
a. Improving health for people in developing countries	8/10	37	48	13	1	*
	3/09	38	47	12	1	2
b. Reducing poverty	8/10	40	42	16	*	1
	3/09	41	46	11	1	2
c. Promoting democracy	8/10	27	46	24	1	2
	3/09	25	49	19	2	5
d. Promoting the rights of women	8/10	39	47	14	*	1
	3/09	34	51	12	1	3
e. Protecting the environment and fighting climate change	8/10	37	37	25	*	1
	3/09	37	41	18	1	2
f. Improving education	8/10	53	35	11	*	*
	3/09	55	34	9	1	1
g. Helping out after natural disasters like earthquakes and tsunamis	8/10	50	43	6	*	*

SURVEY TOPLINE RESULTS

7. Which of these do you think should be the HIGHEST priority for the president and Congress when it comes to helping developing countries? (READ ITEMS RATED TOP PRIORITY IN SAME ORDER)

Q6/Q7 Combo Table – Top/Highest Priority

Based on total – includes those who said no items or only one item is “top priority”

	8/10
Improving education	24
Helping out after natural disasters like earthquakes and tsunamis	17
Reducing poverty	12
Protecting the environment and fighting climate change	10
Improving health for people in developing countries	9
Promoting democracy	6
Promoting the rights of women	4
None of these is top or highest priority/Something else (VOL.)	16
Don’t know/Refused	1

8. Thinking back to the earthquake in Haiti earlier this year, how would you rate the job the U.S. did in responding to the earthquake and helping those affected? Excellent, good, only fair, or poor?

	8/10
Excellent	29
Good	46
Only fair	15
Poor	5
Don’t know/Refused	5

9. Overall, do you think the U.S. has done [ROTATE: (too much,)/(too little,)] or about the right amount in providing assistance to Haiti since the earthquake?

	8/10
Too much	10
Too little	18
About the right amount	62
Don’t know/Refused	9

Thinking again about developing countries, such as those in Africa, Asia, and Latin America...

12. I'm going to read you a list of people, and I'd like you to tell me for each one whether you think this person stands out as a leader in efforts to improve HEALTH for people in developing countries. If you don't know who the person is, just tell me and I'll go on to the next question. (First/Next), what about (INSERT ITEM, READ AND RANDOMIZE)?

(READ AS NECESSARY: Does this person stand out as a leader in efforts to improve health for people in developing countries, or not?)

		Yes	No	DK/Ref.	
a.	The Secretary-General of the United Nations, Ban Ki-moon	8/10	20	27	53
b.	Former President Bill Clinton	8/10	72	20	7
c.	Former President George W. Bush	8/10	37	55	8
d.	President Barack Obama	8/10	56	34	10
e.	Bill Gates, the former C-E-O of Microsoft	8/10	55	26	19
f.	Bono, the lead singer of the rock group U-2	8/10	46	23	32

13. Do you think the U.S. is now spending ROTATE: (too much), (too little), or about the right amount on efforts to improve health for people in developing countries?

	8/10	10/09	3/09
Too much	28	25	23
Too little	23	34	26
About the right amount	42	32	39
Don't know/Refused	7	9	12

15. Which of the following comes closer to your view? Given the serious economic problems facing the country and the world right now... (READ AND ROTATE)

Based on half sample A (n=622)

	8/10	10/09	03/09
The U.S. cannot afford to spend more money on improving health for people in developing countries	73	62	71
It is more important than ever for the U.S. to spend more money on improving health for people in developing countries	22	33	23
Don't know/Refused	4	5	6

SURVEY TOPLINE RESULTS

16. Some people say the U.S. should spend its tax dollars on improving health in the U.S. only. Other people say the U.S. should spend its tax dollars on improving health in the U.S. AND globally. Which of these statements more closely reflects your opinion?

Based on half sample B (n=591)

	8/10
U.S. should spend its tax dollars on improving health in the U.S. AND globally	49
U.S. should spend its tax dollars on improving health in the U.S. only	48
U.S. tax dollars should not be spent on improving health (VOL.)	1
Don't know/Refused	3

17. When it comes to efforts to improve health for people in developing countries, do you think the U.S. should or should not give money (INSERT AND RANDOMIZE)? [READ FULL STEM FIRST 2 TIMES, FOR THIRD AND FOURTH ITEMS, OK TO JUST READ: And do you think the U.S. should or should not give money (INSERT AND RANDOMIZE)?

		Should give money	Should not give money	DK/Ref.
a. directly to governments in developing countries	8/10	24	71	5
	10/09	29	66	5
b. directly to local non-profit organizations in developing countries	8/10	51	41	7
	10/09	53	42	5
c. to religious or faith-based organizations working to improve health in developing countries	8/10	53	40	6
	10/09	55	40	5
d. to international organizations like the Global Fund to Fight AIDS, Tuberculosis, and Malaria	8/10	75	20	5
	10/09	74	22	4

20. Which comes closer to your opinion? When giving aid to improve health in developing countries... (READ AND ROTATE)

	8/10	10/09
It is best for the U.S. to participate in international efforts, so that other countries will do their fair share and these efforts will be better coordinated (OR)	57	55
It is best for the U.S. to do so on its own, so that the U.S. has more control over how the money is spent and will get more credit and influence in the country receiving aid (OR)	35	39
Both/Neither (VOL.)	6	n/a
Don't know/Refused	2	6

21. Which of the following comes closest to your view (ROTATE):

	8/10
The U.S. government should have the primary role in determining how U.S. aid is spent in developing countries (OR)	58
The governments of the developing countries receiving aid from the U.S. should have the primary role in determining how U.S. aid is spent in their countries, since they know their problems best (OR)	31
Both equally (VOL.)	4
Someone else should have primary role (VOL.)	1
Don't know/Refused	5

23. Do you think U.S. government spending on improving health for people in developing countries has (increased), (decreased), or stayed about the same over the past 10 years? (ROTATE ITEMS IN PARENS)

	8/10
Increased	52
Decreased	10
Stayed about the same	26
Don't know/Refused	12

24. Which region do you think CURRENTLY receives the largest share of U.S. government aid aimed at improving health in developing countries? Is it... (READ AND RANDOMIZE 1-4)?

	8/10
Africa	47
The Middle East	23
Asia, including China and India (or)	8
Central and South America	6
All receive equal shares (VOL.)	1
Don't know/Refused	14

25. If you had to guess, which of the following areas do you think currently makes up the largest share of U.S. government aid aimed at improving health in developing countries. Is it funding for... (READ AND RANDOMIZE 1-5)?

	8/10
HIV/AIDS prevention and treatment	44
Hospitals and other health facilities	20
Childhood vaccinations	16
Malaria prevention and treatment	6
Maternal health efforts	2
All receive equal shares (VOL.)	3
Don't know/Refused	9

SURVEY TOPLINE RESULTS

26. In general, do you think more spending from the U.S. and other developed countries will lead to meaningful progress in improving health for people in developing countries, OR that spending more money won't make much difference?

	8/10	10/09	03/09
Spending will lead to meaningful progress	46	51	40
Spending more money won't make much difference	49	43	51
Depends (VOL.)	n/a	n/a	5
Don't know/Refused	5	6	4

27. Do you think that spending money on improving health for people in developing countries helps, hurts, or has no effect on (INSERT ITEMS – READ IN ORDER)?

		Helps	Hurts	Has no effect	DK/Ref.
a. How the U.S. is viewed by people in developing countries who receive this assistance	8/10	56	7	32	5
	3/09	62	4	27	7
b. U.S. diplomacy, meaning the relationship of the U.S. government with other governments around the world	8/10	59	7	30	5
	3/09	63	4	26	6
c. U.S. national security	8/10	38	10	47	5
	3/09	44	7	43	6
d. Protecting the health of Americans at home	8/10	43	15	38	4

28. Next, I'm going to read you some reasons why the U.S. might spend money on improving health for people in developing countries, and I'd like you to tell me which you think is the MOST important reason. Here's the list... (READ AND RANDOMIZE 1-5. READ NUMBERS WITH THE OPTIONS TO MAKE IT EASIER FOR THE RESPONDENT). READ IF NECESSARY: Which of these do you think is the MOST important reason for the U.S. to spend money on improving health for people in developing countries?

	8/10	3/09
Because it's the right thing to do	46	47
To improve our diplomatic relationships	16	8
To help the U.S. economy by creating new markets for U.S. businesses	12	17
To improve the U.S.'s image around the world	12	9
To help ensure U.S. national security	7	11
Other/None of these (VOL.)	2	3
Don't know/Refused	4	4

29. In the past 5 years, do you think U.S. spending to improve health for people in developing countries has made a big difference, a small difference, or no difference in the lives of individual people in these countries?

Based on half sample A (n=622)

	8/10	3/09
Big difference	34	38
Small difference	48	45
No difference	14	10
Don't know/Refused	4	8

30. In the past 5 years, do you think U.S. spending to improve health for people in developing countries has made a big difference, a small difference, or no difference in changing the overall course of disease in these countries?

Based on half sample B (n=591)

	8/10	3/09
Big difference	26	30
Small difference	53	49
No difference	17	15
Don't know/Refused	3	5

31. Over the past 10 years, do you think U.S. efforts to improve health for people in developing countries have led to a lot of progress, some progress, not much progress, or no progress in each of the following areas? First, (INSERT AND RANDOMIZE)? How about (INSERT NEXT ITEM)? READ AS NECESSARY: Over the past 10 years, have U.S. efforts in developing countries led to a lot of progress, some progress, not much progress, or no progress in this area?

		A lot of progress	Some progress	Not much progress	No progress	DK/Ref.
<i>Items a-f based on half sample A (n=622)</i>						
a. Fighting HIV/AIDS	8/10	27	53	13	4	3
b. Reducing deaths from tuberculosis	8/10	21	45	14	5	15
c. Reducing hunger and malnutrition	8/10	17	57	19	5	3
d. Reducing infant mortality	8/10	16	51	17	6	10
e. Improving the quality of hospitals and other health care facilities	8/10	18	56	15	3	7
f. Improving women's access to family planning and other reproductive health services	8/10	13	46	25	7	10

Q31. continued on the next page

SURVEY TOPLINE RESULTS

Q31. *continued*

		A lot of progress	Some progress	Not much progress	No progress	DK/Ref.	
<i>Items g-m based on half sample B (n=591)</i>							
g.	Combating global pandemic diseases like swine flu	8/10	27	47	15	7	4
h.	Reducing deaths from malaria	8/10	26	51	10	5	8
i.	Improving access to clean water	8/10	29	50	13	5	4
j.	Increasing the number of children who get vaccinated	8/10	41	48	6	2	3
k.	Improving access to doctors and other medical professionals	8/10	18	59	15	5	4
l.	Reducing the number of women who die during childbirth	8/10	22	46	18	4	10
m.	Reducing the number of people who die from heart disease and other chronic diseases	8/10	13	43	24	11	9

33. Thinking about the money spent on improving health for people in developing countries, who do you think gives more of that money: (individuals and charities), or (the U.S. government and other developed country governments)? (ROTATE ITEMS IN PARENS)

	8/10
Individuals and charities	46
The U.S. government and other developed country governments	46
Both equally (VOL.)	2
Don't know/Refused	6

34. Which type of aid do you think is more likely to reach the people who need it most: (money donated by individuals and private charities), OR (money donated by the U.S. government and other developed country governments)? (ROTATE ITEMS IN PARENS)

Based on half sample A (n=622)

	8/10
Money donated by individuals and private charities	62
Money donated by the U.S. government and other developed countries	28
Doesn't make much difference/Both equal (VOL.)	5
Don't know/Refused	5

35. Which type of aid do you think is more likely to reach the people who need it most: (money donated by individuals and religious charities), OR (money donated by the U.S. government and other developed country governments)? (ROTATE ITEMS IN PARENS)

Based on half sample B (n=591)

	8/10
Money donated by individuals and religious charities	58
Money donated by the U.S. government and other developed countries	33
Doesn't make much difference/Both equal (VOL.)	4
Don't know/Refused	4

36. Now I will mention some things that may or may not be reasons why it has been difficult to improve health for people in developing countries. For each, please tell me if you think it is a major reason, a minor reason, or not a reason. (First) what about... (INSERT ITEMS – RANDOMIZE)? READ IF NECESSARY: Is this a major reason, a minor reason, or not a reason (why it has been difficult to improve health for people in developing countries)?

		Major reason	Minor reason	Not a reason	DK/Ref.
a. Not enough money from the U.S. and other developed countries	8/10	29	44	25	3
	3/09	35	39	20	7
b. Corruption and misuse of funds	8/10	82	12	3	2
	3/09	80	12	4	4
c. Lack of infrastructure and resources	8/10	65	24	6	4
	3/09	63	27	6	3
d. Lack of effective programs	8/10	50	35	9	6
	3/09	57	31	8	4
e. Lack of political leadership	8/10	65	22	9	4
	3/09	66	24	8	3
f. Widespread poverty	8/10	69	21	7	3
	3/09	71	19	6	4

SURVEY TOPLINE RESULTS

37. You said the following things were major reasons why it has been difficult to improve health for people in developing countries. Which of these do you think is the MOST important reason? (READ ITEMS RATED MAJOR REASONS IN SAME ORDER)

Q36/Q37 Combo Table – Major/Most Important Reason

Based on total – includes those who said no items or only one item is a “major reason”

	8/10	3/09
Corruption and misuse of funds	53	46
Widespread poverty	12	13
Lack of political leadership	12	11
Lack of infrastructure and resources	11	11
Not enough money from the U.S. and other developed countries	6	8
Lack of effective programs	3	6
None of these is a major reason	3	4
Don't know/Refused	*	2

On another topic...

39. Do you think women in developing countries are (better off) than men, (worse off) than men, or about equal with men in terms of their (INSERT AND RANDOMIZE)? How about in terms of their (INSERT NEXT ITEM)? READ AS NECESSARY: Are women in developing countries (better off) than men, (worse off) than men, or about equal with men? (ROTATE OPTIONS IN PARENS. KEEP ORDER THE SAME FOR EACH RESPONDENT)

		Better off than men	Worse off than men	About equal with men	DK/Ref.
a. Ability to get the health care services they need	8/10	8	61	26	6
b. Ability to get a good education	8/10	5	78	15	3
c. Legal rights	8/10	4	81	11	4
d. Likelihood of living in poverty	8/10	7	66	23	4

40. During the last year, how much, if anything, have you personally seen, heard, or read about health problems in developing countries, such as those in Africa, Asia, and Latin America? Have you heard a lot, some, only a little, or nothing at all?

Based on half sample A (n=622)

	8/10
A lot	35
Some	38
Only a little	19
Nothing at all	7
Don't know/Refused	1

41. During the last year, how much, if anything, have you personally seen, heard, or read about U.S. government efforts to improve health for people in developing countries, such as those in Africa, Asia, and Latin America? Have you heard a lot, some, only a little, or nothing at all?

Based on half sample B (n=591)

	8/10
A lot	21
Some	36
Only a little	35
Nothing at all	8
Don't know/Refused	1

42. In general, how much attention do you pay to issues related to the health of people in developing countries? A lot of attention, some attention, not much attention, or no attention at all?³

	8/10	10/09	03/09
A lot of attention	19	18	22
Some attention	56	54	52
Not much attention or	19	23	19
No attention at all?	6	5	6
Don't know/Refused	1	*	1

43. In the past year, have you gotten any information about the health of people in developing countries from (READ AND RANDOMIZE ITEMS a-d, THEN ASK ITEM e, THEN RANDOMIZE ITEMS f-j), or not? How about (INSERT NEXT ITEM), have you gotten any information about the health of people in developing countries from here, or not?

		Yes, have gotten info. from this source	No, have not gotten info. from this source	DK/Ref.
a. cable TV news channels such as CNN, FOX, or MSNBC, or their websites	8/10	69	30	1
b. national broadcast network news channels such as ABC, NBC, or CBS, or their websites	8/10	60	38	2
c. local TV news stations or their websites	8/10	56	43	1
d. newspapers or newspaper websites	8/10	53	45	1
e. other websites or blogs	8/10	29	70	1
f. conversations with friends and family	8/10	62	38	1
g. listening to the radio	8/10	49	51	1

Q43. continued on next page

³ 10/09 and 3/09 Trend wording read "In general, how much attention do you pay to issues related to global health?"

SURVEY TOPLINE RESULTS

Q43. *continued*

		Yes, have gotten info. from this source	No, have not gotten info. from this source	DK/Ref.	
h.	elected officials	8/10	22	77	1
i.	a non-profit organization or charity	8/10	39	60	1
j.	a church or other religious institution	8/10	41	58	1

43a. In the past year, have you gotten any information about the health of people in developing countries from cable TV news channels such as CNN, FOX, or MSNBC, or their websites, or not?

44. Would you say you have mainly gotten information from (CNN), (FOX News), (MSNBC), or some other cable news channel? [ROTATE ITEMS IN PARENTHESES]

	8/10
Yes, have gotten information from this source	69
Mainly from CNN	26
Mainly from FOX News	25
Mainly from MSNBC	8
Mainly from some other cable news channel	7
Don't know main cable TV news source	3
No, have not gotten information from this source	30
Don't know/Refused	1

43d. In the past year, have you gotten any information about the health of people in developing countries from newspapers or newspaper websites, or not?

45. Would you say you have mainly gotten information from (the New York Times), (the Wall Street Journal), (USA Today), (the Washington Post), (your local newspaper), or some other newspaper? [ROTATE ITEMS IN PARENTHESES]

	8/10
Yes, have gotten information from this source	53
Mainly from the local newspaper	29
Mainly from the New York Times	7
Mainly from USA Today	3
Mainly from the Washington Post	3
Mainly from the Wall Street Journal	2
Mainly from some other newspaper	8
Don't know main newspaper source	2
No, have not gotten information from this source	45
Don't know/Refused	1

46. Of the information sources you named, which would you say has been your MAIN source of news and information about the health of people in developing countries? Would you say [READ ITEMS THAT RECEIVED ‘YES’ RESPONSE IN Q43 IN SAME ORDER]

Q43/Q46 Combo Table – Source/Main Source of News

Based on total – includes those who said yes to only one source of news

	8/10
Cable TV news channels such as CNN, FOX, or MSNBC, or their websites	33
National broadcast network news channels such as ABC, NBC, or CBS, or their websites	13
Newspapers or newspaper websites	10
Local TV news stations or their websites	9
Listening to the radio	8
A church or other religious institution	7
Conversations with friends and family	6
Other websites or blogs	6
A non-profit organization or charity	5
Elected officials	*
None is a source/None or all are a main source (VOL.)	4
Don't know/Refused	*

47. Do you think the news media spends (too much), (too little), or about the right amount of time covering issues of health in developing countries? (ROTATE OPTIONS IN PARENS)

	8/10
Too much	10
Too little	41
About the right amount	43
Don't know/Refused	5

Q48 and Q49 order rotated

48. In the past year, do you recall hearing any POSITIVE stories in the news about efforts to improve health for people in developing countries, such as stories about a program that was successful at improving health, or not?

	8/10
Yes	60
No	37
Don't know/Refused	2

49. In the past year, do you recall hearing any NEGATIVE stories in the news about efforts to improve health for people in developing countries, such as stories about corruption or misused funds, or not?

	8/10
Yes	58
No	40
Don't know/Refused	2

SURVEY TOPLINE RESULTS

49a. In the past year, have you seen more (negative) stories or more (positive) stories in the news about efforts to improve health for people in developing countries, or has the number of (negative) and (positive) stories been about the same?

Based on those who have seen both positive and negative news stories (n=544)

	8/10
More positive stories	24
More negative stories	29
Negative and positive about the same	45
Don't know/Refused	2

Q48/Q49/49a Summary Table – Positive/Negative Stories in the News

Based on total

	8/10
Heard only/mostly positive stories	28
Heard only/mostly negative stories	28
Heard both about the same	19
Haven't heard either	21
Don't know/Refused	3

50. In the past five years, have you traveled to a developing country, such as those in Africa, Asia, and Latin America, or not?

	8/10	10/09
Yes	16	15
No	83	85
Don't know/Refused	1	*

51. In the past year, have you personally donated money to an organization that works to improve health for people in developing countries, or not?

	8/10	10/09
Yes	49	34
No	50	65
Don't know/Refused	1	1

52. And in the past year, have you personally volunteered at an organization that works to improve health for people in developing countries, or not?

	8/10	10/09
Yes	13	11
No	86	88
Don't know/Refused	1	1

53. Please tell me if each of the following is a major reason, a minor reason, or not a reason why you decided to give money to an organization working on health in developing countries. (First/Next,... (INSERT AND RANDOMIZE)? READ AS NECESSARY: Is this a major reason, a minor reason, or not a reason (why you decided to give money to an organization working on health in developing countries)?

Based on those who donated money in the past year (n=629)

		Major reason	Minor reason	Not a reason	DK/Ref.	
a.	You felt a small amount of money could do a lot to save lives	8/10	67	20	11	1
b.	You had a personal connection to that particular organization	8/10	37	20	43	*
c.	You had a religious connection to the organization	8/10	39	16	45	*
d.	You felt that improving health abroad would help protect Americans' lives at home	8/10	30	23	46	1
e.	Someone you know asked you to give	8/10	27	21	52	1

54. Please tell me if each of the following is a major reason, a minor reason, or not a reason why you have not given money to an organization working on health in developing countries. (First/Next,... (INSERT AND RANDOMIZE)? READ AS NECESSARY: Is this a major reason, a minor reason, or not a reason (why you have not given money to an organization working on health in developing countries)?

Based on those who have NOT donated money in the past year (n=564)

		Major reason	Minor reason	Not a reason	DK/Ref.	
a.	You'd rather give to causes closer to home	8/10	58	15	25	2
b.	You don't give to charity in general	8/10	19	18	60	3
c.	You just haven't considered it	8/10	25	21	52	2
d.	You're concerned about corruption	8/10	51	19	28	2
e.	You feel that the problems of global health are just too big to be solved	8/10	23	20	54	3
f.	No one ever asked you to donate to this type of organization	8/10	22	19	57	2

SURVEY TOPLINE RESULTS

55. Which of the following comes closer to your view (READ AND ROTATE 1-2):

	8/10
I can make a big difference in the lives of people by donating a small amount of money to a charity that works to improve health in developing countries (or)	68
Health problems in developing countries are so big that my donation can't make much of a difference (or)	22
Both/Neither (VOL.)	5
Don't know/Refused	4

DEMOGRAPHICS

Finally, I have just a few questions we will use to describe the people who took part in our survey...

D1. RESPONDENT’S SEX (Recorded by interviewer)

Male	48
Female	52

D2. What is your age? [ENTER AGE] / ASK IF REFUSED:
D2a. Could you please tell me if you are between the ages of (READ)

18-29	21
30-49	31
50-64	29
65 and older	17
Undesignated	1

D3. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

Married	52
Living with a partner	8
Widowed	6
Divorced	9
Separated	2
Never been married	22
Don’t know/Refused	2

D4. In politics today, do you consider yourself a [ROTATE: Republican, Democrat/Democrat, Republican], an Independent, or what?

Republican	25
Democratic	31
Independent	33
Or What? (includes Other and None)	6
Don’t know/Refused	5

D5. Would you say your views in most political matters are liberal, moderate, or conservative?

Liberal	21
Moderate	34
Conservative	39
Don’t know/Refused	7

SURVEY TOPLINE RESULTS

D6. What is the LAST grade or class that you COMPLETED in school? (DO NOT READ)

None, or grade 1-8	3
High School incomplete (grade 9-11)	9
High School graduate (grade 12 or GED certificate)	31
Technical, trade or vocational school AFTER high school	3
Some college, no four-year degree (includes associate degree)	24
College graduate (B.S., B.A., or other four-year degree)	17
Post-graduate or professional schooling after college (e.g., towards a Master's degree or Ph.D; law or medical school)	11
Don't know/Refused	2

D6a. How important is religion in your everyday life? Is it the most important thing in your life, very important, but not the most important thing, somewhat important, or not too important?

Based on interviews from August 5-16 (n=1056)

The most important thing in your life	24
Very important, but not the most important	35
Somewhat important	18
Not too important	20
Don't know/Refused	3

D6b. Do you consider yourself a Christian, or some other religion?

Based on interviews from August 5-16 (n=1056)

Christian	76
Some other religion	13
No religion (VOL.)	8
Don't know/Refused	3

D6c. Would you consider yourself a born-again or Evangelical Christian, or not?

Based on Christians interviewed from August 5-16 (n=815)

Yes, born-again or Evangelical	41
No, not born-again or Evangelical	52
Don't know/Refused	7

QD6b/QD6c Combo Table

Based on interviews from August 5-16 (n=1056)

Christian	76
Born-again or Evangelical	31
Not born-again or Evangelical	39
Don't know	5
Some other religion	13
No religion (VOL.)	8
Don't know/Refused	3

- D7. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?
 D8. What is your race? Are you white, black, Asian, or some other race?

White, non-Hispanic	67
Total non-White	30
Black or African-American	11
Hispanic	13
Asian	3
Other/mixed race	2
Undesignated	3

- D9. Last year, that is in 2009, what was your total family income from all sources, BEFORE taxes? Just stop me when I get to the right category. (READ)

Less than \$20,000	18
\$20,000 to under \$30,000	13
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	12
\$75,000 to under \$100,000	9
\$100,000 to under \$150,000	6
\$150,000 or more	5
Don't know	6
Refused	11

END OF INTERVIEW: That's all the questions I have. Thanks for your time.

Trend Information:

- 10/09: Kaiser Family Foundation *Views on the U.S. Role in Global Health Update* (Oct. 21-28, 2009), n=1,205 national adults
- 3/09: Kaiser Family Foundation *2009 Survey of Americans on the U.S. Role in Global Health* (Jan. 26-Mar. 8, 2009), n=2,554 national adults
- 4/06: Kaiser Family Foundation *2006 Survey of Americans on HIV/AIDS* (Mar. 24-Apr. 18, 2006), n=2,517 national adults
- 5/04: Kaiser Family Foundation *2004 Survey of Americans on HIV/AIDS* (Mar. 15-May 11, 2004), n=2,902 national adults
- 6/02: Kaiser Family Foundation *2002 Survey of Americans on HIV/AIDS* (Jun. 13-23, 2002), n=1,402 national adults
- 10/00: Kaiser Family Foundation *2000 Survey of Americans on HIV/AIDS* (Aug. 14-Oct. 26, 2000), n=2,683 national adults
- 3/97: *Washington Post/Kaiser Family Foundation/Harvard University Entitlements Survey* (Mar. 13-23, 1997), n=1,309 national adults



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