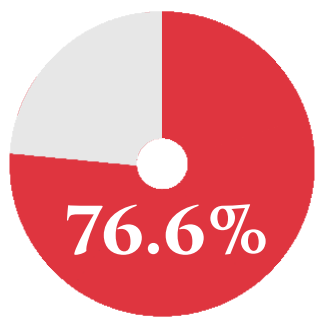


# PERCEPTIONS OF POVERTY

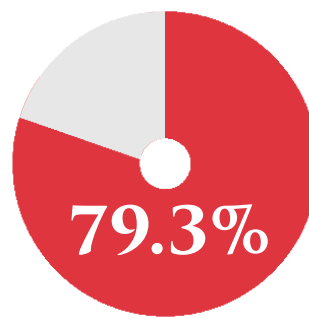
In March 2016, The Salvation Army commissioned a poll to gain insights into the American public's perception of poverty. The poll was conducted by Research Now, a global leader in data collection, and canvassed 1,226 people (18+) in every state in the country, with a +/- 3 percent margin of error.



MORE THAN HALF OF AMERICANS BELIEVE NONPROFITS AND SOCIAL SERVICE PROVIDERS SHOULD HELP PEOPLE LIVING IN POVERTY.



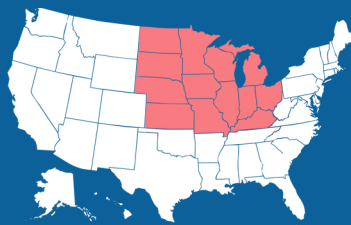
More than 3/4 of Americans believe there are **more or the same** amount of people living in poverty as compared with four years ago.



The majority of Americans want **presidential candidates** to have specific plans to **combat poverty**.

## 55.2%




More than half of Americans personally know someone they consider to be poor or living in poverty.



Above the national average, **60.8%** of respondents in the Midwest personally know someone they consider to be poor or living in poverty.

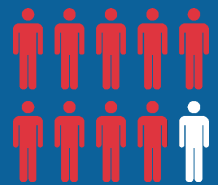
## 30.7%

of Americans have received financial assistance.  
*(A meal or groceries; help paying medical bills, energy bills, rent or mortgage)*

-  **42.1%** of people ages 25-34
-  **37.7%** of women
-  **35.2%** of people who make between \$25K and \$49.9K

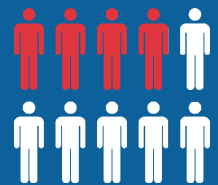
## 89.5%

believe it is difficult or somewhat difficult to escape poverty.



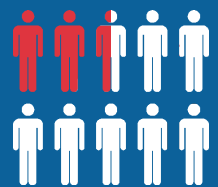
## 39.9%

believe poverty is a generational issue.



## 25.0%

believe the main cause of poverty is laziness and a lack of work ethic.



“WE ARE DELIGHTED TO SUPPORT THE SALVATION ARMY’S EFFORT TO COMBAT NEED BY PROVIDING RESEARCH TO BETTER UNDERSTAND AMERICANS’ PERCEPTIONS ABOUT POVERTY.”

– John Rothwell, *Research Now, President and COO*

