

A stylized world map in a light tan color, overlaid on a grid pattern. The map is centered and occupies the upper half of the page. Below the map, a white wavy line separates it from a solid teal background.

# 2011 SOCIAL CHANGE

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## IMPACT REPORT

**WALDEN UNIVERSITY**

*A higher degree. A higher purpose.*

[www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport)

Historically, educational institutions have played an important role in social change—providing knowledge creation and equipping individuals with the tools and practical knowledge needed to address some of society’s greatest needs.

The survey results are now available in the first-ever **Social Change Impact Report**. Visit [WaldenU.edu/impactreport](https://WaldenU.edu/impactreport) to learn more.

At Walden University, we believe knowledge is most valuable when put to use for the greater good, and we’re deeply committed to improving human and social conditions by creating and applying ideas in order to advance society as a whole. Effecting positive social change is at the heart of our mission and has been since our founding in 1970.

In 2011, Walden commissioned Harris Interactive, a global research firm, to conduct an online survey of adults around the world on the topic of social change—defined as involvement in activities that make improvements in the lives of individuals and communities locally and around the world. Designed to provide a barometer of who is engaged in social change, what is important to them and how they work together to advance social change issues of interest now and in the future, the survey explores attitudes, behaviors and motivations of Americans as well as the international community.

The research first examined the current state of social change engagement in America, revealing Americans’ beliefs about social change, the issues they care about, the motivations behind their engagement, the actions they take to further social change and the tools they use.

The research was then expanded to include the international views of more than 12,000 adults from Brazil, Canada, China, France, Germany, Great Britain, India, Japan, Mexico and Spain as well as the United States. The global survey similarly gauged adults’ perceptions on the importance of social change, the top issues in their country and the future of social change from a global perspective.

Our hope is that the Social Change Impact Report will spur local, national and global discussions about the advancement of social change among business and government leaders, educators, healthcare workers, nonprofit organization employees and those who simply care about making a difference.

# Social Change Impact Report

## Executive Summary of Results

The Social Change Impact Report provides a detailed picture of the state of social change engagement in America, including: Americans' beliefs about social change, the issues they care about, the motivations behind their engagement, the actions they are taking to further social change and the tools they use.

### High Levels of Engagement



In the past 12 months, nine in 10 Americans have engaged in positive social change.

### Impact of Digital Technology



Four in five adults (81%) believe technology has created a fundamental shift in how social change occurs.

### Social change is important to Americans and they are taking action.

Americans believe they can make the world a better place with their own actions (85%) and nearly all adults (92%) have taken action to engage in positive social change in the past year.

- 91% say it is important to society as a whole that individuals are involved in positive social change.
- 77% say it is important to them personally to be involved in positive social change.

### Individuals and digital technology are the future of positive social change.

Americans have a strong belief in their own power to effect change. Digital technology empowers individuals to engage in social change, making it easier and faster to get involved.

- Americans say they are most likely to get involved in social change in the future as individuals acting on their own or in informal groups (52%), and 43% believe that individuals will play a larger role in social change in the future.
- Nine out of 10 Americans (88%) agree that digital technology can turn interest in a cause into a movement more quickly than anything else.
- Americans believe that digital technology enhances social change by making it easier to do many things, particularly following news and events related to social change (79%) and increasing awareness about issues or needs (77%).

### Education is the most important social change issue.

Not only is education important, it's also a pathway for individuals to engage in positive social change. Educational institutions will continue to have an important role impacting individuals' perspectives and experiences related to social change.

- Adults find education to be the most important social change issue right now (40%), followed by health issues (35%) and poverty issues (33%).
- Adults who have a graduate or college degree are more likely to say that positive social change is important to them personally (83% v. 70% of those with a high school degree or less).
- Many adults who find social change important to them say this is because of what they learned in elementary, middle or high school (60%) or while at college or university (46%).

### Social Change Issues of Importance

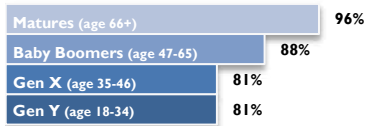
	Now	Future
Education	40%	63%
Health issues	35%	53%
Poverty	33%	52%
Children or youth	29%	56%
Social justice	27%	41%
Availability of clean water and food	25%	60%
The environment and "green" issues	25%	47%
The elderly or aging	24%	50%
Conflict, war and terrorism	23%	55%
Public safety	17%	41%

(% who say each is most/very important)

**Social Change  
Impact Report**  
Summary of Results

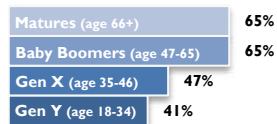
**Generational Differences in  
Social Change Engagement**

Made Donations



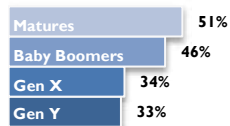
Past 12 months

Written To or Called Any Politician



Past 12 months

Expressed an Opinion on Positive Social Change by Writing to an Editor of a Newspaper or Magazine or Calling Into a Radio or TV Show



Past 12 months

**Social change issues of the future will be both local and global.**

Americans believe global change starts locally and most adults believe the world will become more connected in the future.

- 83% agree that the world will continue to become more integrated in terms of economies, trade, competition and cultures.
- Most adults (88%) agree that the best way to have an impact on the world is to make a change at the local level.
- Three in four Americans (77%) agree that what happens to communities in other parts of the world affects their local community.

**Baby Boomer and Mature generations are more engaged in social change in America.**

While all generations are engaged in positive social change, the older generations are more likely than younger generations to get involved.

- Older generations are also more likely than younger generations to regularly follow news or events related to social change in the media (33% of Matures and 29% of Baby Boomers do this very often vs. 15% of Gen X and 12% of Gen Y).
- The top ways for Generation Y to get involved still focus on more traditional methods, rather than through digital technology. In the past 12 months, young adults were most likely to have engaged in positive social change by making donations (81%), educating others (70%) and volunteering (68%).

**About the Social Change Impact Report**

Dedicated to its mission of effecting positive social change, Walden University commissioned this study to assess the impact of social change and to learn more about the individuals creating and applying ideas, strategies and actions to promote the worth, dignity and development of society. The Social Change Impact Report was designed to provide a barometer of who is engaged in social change, what is important to them and how they work together to advance social change issues of interest now and in the future. [www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport)

This summary of results highlights the major conclusions from a national survey conducted online within the United States of 2,148 U.S. adults (age 18 and over). The Social Change Impact Report was conducted by Harris Interactive between March 16 and March 24, 2011 on behalf of Walden University. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. A complete survey methodology is available upon request.

For more information on the Social Change Impact Report, including the methodology and a questionnaire providing answers to each survey question, please contact Jen Raider at 1-443-627-7452 or [jen.raider@waldenu.edu](mailto:jen.raider@waldenu.edu).



# Social Change Impact Report

2011

## Introduction: Why Social Change Matters

In today's world, global issues such as economic uncertainties, political uprisings, changing climate conditions, poverty, health issues and more are constantly at the forefront of societal concerns. Positive social change, however, gives individuals and organizations the power to improve the world around them.

Positive social change refers to involvement in activities that make improvements in the lives of individuals and communities locally and around the world. It can include a range of activities, such as volunteering or service; donating money, goods or services; and educating others about a particular issue or cause.

Since its founding in 1970, Walden University has attracted students and scholars committed to leveraging knowledge to address challenges in their communities, professions and the world around them. Dedicated to its mission of effecting positive social change, Walden commissioned this study to assess the impact of social change and to learn more about the individuals who are creating and applying ideas, strategies and actions to promote the worth, dignity and development of society.

In 2011, several events related to social change have occurred, including protests in Egypt leading to the resignation of President Mubarak, protests in Libya that developed into armed conflicts and a massive earthquake in Japan that triggered a tsunami.

The Social Change Impact Report was designed to provide a barometer of who is engaged in social change, what is important to them and how they work together to advance social change issues of interest now and in the future.

The Social Change Impact Report explores the key findings from a national survey conducted online within the United States of 2,148 adults (ages 18 and older). The survey was conducted by Harris Interactive on behalf of Walden University between March 16 and March 24, 2011.

### **The Social Change Impact Report provides a detailed picture of the state of social change engagement in America, including:**

- Americans' beliefs about social change
- The issues they care about
- The motivations behind their engagement
- The actions they are taking to further social change
- The tools they use

## Americans Believe in the Importance of Positive Social Change

**Americans believe that social change is important—for themselves and for society in general.** Three-quarters of Americans (77%) say it is important to them personally to be involved in positive social change, including 28% who say it is very important. Even more Americans (91%) say it is important to society as a whole that individuals are involved in positive social change, including 47% who say it is very important. With all the challenges that continue to face the U.S. and other nations around the world, the Social Change Impact Report reveals that Americans, through their beliefs and actions, are engaged in their local and global community.

**The belief in the importance of social change is grounded in people’s earliest experiences.** More than half of adults (58%) say that a major reason why positive social change is important to them today is because of what their parents taught them and how they were raised. This sentiment is significantly stronger among older generations, who are more likely to say that a major reason why social change is important to them is because of their parents and how they were raised (Matures, age 66+: 67%; Baby Boomers, age 47-65: 62%; Gen X, age 35-46: 52%; Gen Y, age 18-34: 51%) and their faith or religious beliefs (Matures: 43%; Baby Boomers: 41%; Gen X: 38%; Gen Y: 30%).



**Americans believe that the future of social change lives in the power of one individual.** Looking toward the future of positive social change as a whole, Americans suggest that the “power of one” will grow even stronger than it is today. A plurality of Americans (43%) believes that individuals acting on their own or in informal groups will play a larger role in positive social change in the future, more than the number who believe individuals will either play the same or a smaller role in the future. An important role still exists for nonprofit organizations; one-third (35%) say that nonprofit organizations will have a larger role in social change in the future and half (49%) say that, in the future, they personally are most likely to get involved through a nonprofit. Three in 10 adults believe that elementary, middle or high schools (31%), or colleges and universities (31%) will have a larger role in positive social change in the future. Government, however, is predicted to have an increasingly smaller role in the years to come; more than a third of Americans say that government will have a smaller role in social change the future (34%), and less than 15% say they are most likely to get involved through government in the future.

92% of adults in the U.S. have taken action to engage in positive social change in the past year.

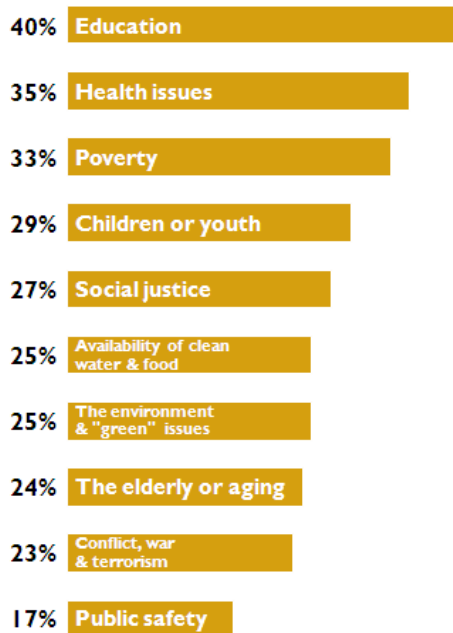
**Americans have a strong belief in their own power to effect change.** Nearly nine in 10 (85%) agree that they can make the world a better place by their actions, including a third of respondents (32%) who strongly agree. Adults with higher levels of education feel more empowered to make change than those with less education. The more education adults have, the more likely they are to agree they can make the world a better place with their actions (92% of those with at least some graduate education v. 86% of those with some college or a four-year degree v. 80% of those with a high school diploma or less). Americans are most likely to say that the top way they personally will get involved in social change in the future is as individuals acting on their own or in informal groups (52%).

## Education Is the Pathway to Social Change—Now and in the Future

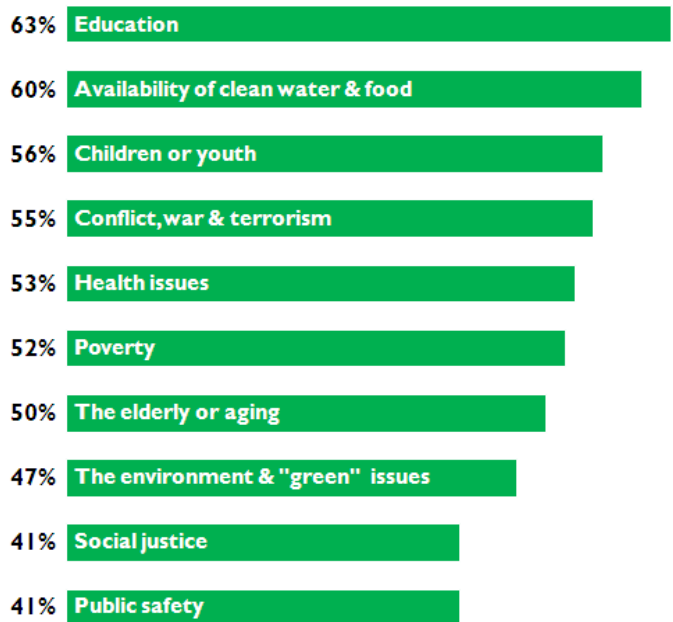
**Overall, education is the most important issue on Americans’ minds today when it comes to positive social change.** When asked which issues matter the most, more Americans say education is the most important positive social change issue to them (40%) than any other issue. Health issues (35%) and poverty (33%) are in second and third place on the list of most important issues. Interestingly, more men than women say education is the most important issue (45% vs. 36%), although education is among the top three issues for both men and women. Men’s top three issues are education, health and social justice, while women’s top three issues are health, poverty and education.

**Americans say education will remain in the forefront of social change issues in the future.** Education is most frequently cited as the most important area that positive social change should address in the future, with more than six in 10 (63%) saying education will be very important to address. Those adults who have a graduate degree or higher education are more likely to find the issue of education very important for social change to address in the future than those with a four-year degree or less, indicating that gaining additional education may drive an understanding of its importance (74% of those with some graduate education or more v. 59% of those with a four-year degree; 63% of those with some college education; 62% of those with a high school diploma or less).

**NOW:**  
What areas or topics of positive social change are most important to you?



**FUTURE:**  
5-10 years from now, how important will it be that positive social change addresses each of the following areas? (% Very Important)



## Social Change Engagement Is Motivated by Personal Benefits and Concern for the Global Community

### Educational institutions have a strong role in laying the foundation for a society of change-makers.

More than half of adults who find it personally important to be involved in social change report that a reason they feel this way is due to what they learned or activities they did in elementary, middle or high school (60%) or what they learned or activities they did in college (46%). The role of education and schools is expected to be critical in the future as well. Most adults believe that elementary, middle or high schools (80%) and colleges or universities (80%) will have the same or larger role in social change in the future.

### Younger generations are more likely to engage in positive social change to help get ahead in their careers.

Younger adults are more likely than older adults to say that their experiences in college or university (19% of Gen Y and 16% of Gen X v. 9% of Baby Boomers and 12% of Matures) are a major reason why positive social change is important to them. Members of Generations Y and X are more likely than older adults to say that a major reason they are involved in social change activities is to find a job or build their resume (11% of Gen Y and 7% of Gen X v. 2% of Baby Boomers and 0% of Matures) or because their job required it (7% of Gen Y and 5% of Gen X v. 2% of Baby Boomers and 0% of Matures). Younger generations are also more likely to credit the role of schools, particularly higher education, in fostering their belief in the importance of social change.

While it is clear that education is laying a foundation for social change to occur, much debate exists as to where the greatest change efforts should be focused: Should Americans help others before helping themselves or vice versa? In fact, when it comes to where social change should focus, today's adults appear to believe this is a false dichotomy and **that local is global and global is local.**

More than three-quarters of Americans (77%) agree that what happens to communities in other parts of the world affects their own local community. Furthermore, Americans believe that many events in other parts of the world have an impact on the United States. A majority of adults believe that in the next few years, conflict, war and terrorism (75%); natural disasters (58%); and the environment and "green" issues (56%) in other parts of the world will have a major impact on life here in the U.S.

**Most adults believe that the world will become more globally connected in the future.** More than eight in 10 Americans (83%) agree that the world will continue to become more integrated in terms of economies, trade, competition and cultures. This sense of interconnectedness may be why a majority of adults (66%) agree that to make a positive social change, it is most important to focus on the area of greatest need, no matter where it is in the world.

**Americans believe the best way to positively impact the world is to make a change at the local level.** Americans appear to support the motto, **"think globally, act locally."** Nearly nine in 10 (88%) agree that making change on the local level is the best way to have an impact on the world, with a third of those adults (34%) strongly agreeing.



agree that the world will continue to become more integrated in terms of economies, trade, competition and cultures.

## All Generations Are Taking Action on Social Change, with Digital Technology Leading the Future

While the belief in the importance of engaging in social change is strong across the current generations of American adults, it is interesting that **older adults are engaging in positive social change at the highest levels.** Members of the Mature and Baby Boomer generations are more likely than those in Generation X or Generation Y to have participated in activities to engage in social change in the past 12 months (99% vs. 93% vs. 89% vs. 90%, respectively).

**The Baby Boomer and Mature generations are more likely than younger generations to have engaged in a variety of actions to further social change in the past year,** including donating money, goods or services (Matures: 96%; Baby Boomers: 88%; Gen Y: 81%; Gen X: 81%); signing an online or written petition (77%; 69%; 64%; 60%); writing to or calling a politician at the local, state or federal level (65%; 65%; 47%; 41%); or expressing an opinion on positive social change by writing to an editor of a newspaper or magazine or calling into a radio or TV show (51%; 46%; 34%; 33%).

**Still, using digital technology to engage in social change has yet to supersede more traditional methods—even among Generation Y.** Young adults (age 18–34) are not engaging in social change primarily through the use of digital technology; instead, they are turning to traditional methods of getting involved, like making donations, educating others, volunteering, signing a petition or fundraising for a cause more often than blogging about it or joining or creating a group for a cause on a social networking site.

**Digital technology as a conduit for social change is making headway across the generations.** Eight in 10 adults, from the youngest to the oldest generations, agree that thanks to digital technology, people are getting involved in positive social change issues faster and more frequently than ever before, and this belief is even stronger among the older generations (Matures: 85%; Baby Boomers: 86%; Gen X: 84%; Gen Y: 80%). Sizable numbers of Americans have engaged in social change through digital means, such as expressing an opinion on a social change issue on a blog or Web site (36%; 49%; 47%; 52%); joining or creating a group on a social networking site that was dedicated to an issue (30%; 35%; 43%; 49%); or texting to make donations, vote, organize a demonstration, etc. (36%; 33%; 37%; 35%)

### The percentage of Generation Y (age 18–34) who have done each of these activities to engage in positive social change in the past 12 months:

81%	Donated money, goods or services
70%	Educated others about a cause or issue
68%	Participated in volunteer work or service
60%	Signed an online or written petition
56%	Fundraised for a cause
52%	Expressed an opinion on positive social change issue by posting a comment on a blog or other Web site
49%	Joined or created a group on a social networking site that was dedicated to a positive social change issue
45%	Organized or united friends or neighbors to work together for a particular cause or issue
43%	Provided leadership skills to a cause or organization related to positive social change
41%	Wrote to or called a politician
36%	Attended a political rally, speech or protest of any kind
35%	Texted to make donations, voted, organized a demonstration, etc., related to a specific cause or issue
33%	Expressed an opinion on positive social change by writing to the editor of a newspaper/magazine or calling a radio/TV show

**Digital technology is laying a foundation for individuals to empower themselves and create positive social change.** Americans are pointing toward individuals as key agents of positive social change in the future, and digital technology is the reason. Four in five adults (84%) agree that thanks to digital technology, people are getting involved in positive social change issues faster and more frequently than ever before.

**Digital technology is a game-changer in the world of positive social change.** More than four in five people agree that digital technology has created a fundamental shift in how positive social change occurs (81%). Underlying this shift are the improvements digital technology has made in simplifying and enhancing the communication required to get social change moving. Nine in 10 adults (88%) agree that digital technology can turn interest in a cause into a movement more quickly than anything else, and most adults (65%) do not believe that using social media to get involved in positive social change is ‘just a fad,’ indicating that Americans believe that the social change and social media connection are here to stay.

Number of Americans who have engaged in social change in the past year through digital technology:

- **110 million** expressed an opinion on an issue by posting a comment on a blog or Web site.
- **93.8 million** joined or created a group on a social networking site devoted to a cause.
- **82.1 million** texted to make donations, voted, organized a demonstration, etc. related to a specific cause or issue.

A majority of Americans (82%) agree that digital technology has made it easier for them to connect with others who are interested in the same causes or issues that they are. Adults believe that digital technology makes it easier to accomplish a variety of activities integral to positive social change, particularly following news and events related to positive social change (79%) and increasing awareness about a positive social change issue or need (77%). Interestingly, the notion that digital technology makes it easier to accomplish a variety of social change activities is not driven by younger, arguably more “tech savvy” adults, but by older generations. Baby Boomers and Matures are significantly more likely than Gen Y and Gen X to believe digital technology makes it easier to follow news and events related to social change, give direct help to those in need and make a positive change in local areas.

**The percent of adults who say digital technology makes it easier to:**

	Total	Gen Y (age 18 – 34) (A)	Gen X (age 35 – 46) (B)	Baby Boomers (age 47 – 65) (C)	Matures (age 66+) (D)
Follow news and events related to positive social change	79%	74%	73%	84% <sup>AB</sup>	84% <sup>AB</sup>
Increase awareness about a positive social change issue or need	77%	74%	71%	81% <sup>AB</sup>	78%
Get people involved in positive social change	69%	67%	64%	73% <sup>B</sup>	70%
Give direct help to those in need	65%	60%	58%	69% <sup>AB</sup>	71% <sup>AB</sup>
Make a positive change in another part of the world	63%	64%	62%	66%	60%
Make a positive change in local areas	63%	55%	60%	71% <sup>AB</sup>	67% <sup>A</sup>

*Superscript letters and boxes used in the chart above indicate significant differences at the 95% confidence level.*

When asked how methods of getting involved in positive social change will evolve over the next five to 10 years, adults believe that those methods backed by digital technology are the ones that will be used more often in the future than they are today. More specifically, a plurality of adults say that, in the future, joining or creating a group on a social networking site that is dedicated to an issue (44%); expressing opinions on social change via a blog or Web site (44%); or texting to make a donation, voting, or organizing a demonstration (42%) will be used more often—more than the number who say these methods of getting involved will have either the same or a smaller role in the future.

## Conclusion: Positive Social Change Looking Forward

A solid foundation has been laid for the future of social change and change-makers in America in both the strong belief in the importance of positive social change and the established pathways for getting engaged. As the world becomes increasingly connected and digital technology becomes ubiquitous, individuals will have more and more opportunities to connect with others interested in the same causes or issues that they are, whether within their local community or across time zones. It will become easier to learn about critical issues for social change that occur at home and around the world, increase awareness about any particular issue or cause a change-maker is interested in, or give direct help to those in need wherever they may live.

### Walden University Contacts:

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### Methodology:

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Harris Interactive conducted a national survey online within the United States of 2,148 U.S. adults (age 18 and over) between March 16 and March 24, 2011. The study was commissioned by Walden University. Data were weighted to be representative of the U.S. general population of adults age 18+ using targets obtained from the U.S. Census. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with the proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. A full methodology is available upon request.

# Social Change Impact Report: Global Survey

## Executive Summary of Results

The **Social Change Impact Report: Global Survey** is a continuation of the Social Change Impact Report, which surveyed U.S. adults and provided a detailed picture of the state of social change engagement in America. The Global Survey includes the views of more than 12,000 adults in Brazil, Canada, China, France, Germany, Great Britain, India, Japan, Mexico, Spain and the United States and gauges their perceptions on the importance of social change, the top issues in their country and the future of social change.

### Personal Importance of Social Change



On average, eight in 10 adults say involvement in positive social change is important to them personally.

### Future Interest in Social Action Around the World



Around the world, four in five adults (81%, on average) agree with the statement "I would like to be more involved in positive social change in the future," especially in China (93%), Brazil (91%) and Mexico (89%).

### Social Change Issues With Greatest Gender Differences, by Country

		Women	Men
Poverty	France	46%	38%
	Canada	41%	31%
	U.S.	41%	27%
	Germany	36%	28%
Children or youth	Canada	35%	25%
	Great Britain	35%	22%
	Spain	25%	16%
The elderly or aging	Canada	35%	25%
	Great Britain	30%	20%
	India	16%	7%
Conflict, war and terrorism	Great Britain	14%	25%
	U.S.	17%	24%
	Canada	10%	16%
Public safety	Germany	18%	28%
	Canada	13%	22%
	U.S.	14%	21%

### Social change is a global phenomenon.

Social change is important to people around the world, and they are taking action. While the level of engagement and importance vary by country, most adults agree they want to be more involved in positive social change in the future.

- Personal involvement in positive social change is important to a majority of adults, and adults in Mexico (95%), Brazil (93%), China (91%) and India (91%) are most likely to say it is very or somewhat important to be involved in positive social change.
- On average, 75% of adults have engaged in positive social change during the past six months through a range of activities, which vary in popularity by country.
  - Donating money, goods or services is the most common form of action in seven out of 11 countries: Canada (66%), China (51%), India (50%), Great Britain (49%), the U.S. (45%), Germany (31%) and Japan (30%).
  - Signing a written or online petition is the top way adults have been involved in Brazil (47%), France (39%) and Spain (30%).
  - In Mexico, educating others about a cause or issue is the most common way to take action (52%).

### Social change issues of greatest importance are as diverse as the countries themselves.

Where people live impacts their beliefs on social change issues. On average, education (37%) is the most important issue for positive social change to address.

- The importance of particular issues varies by country and gender.
  - Education is the most important social change issue in Brazil (63%), India (56%) and the U.S. (40%).
  - Health issues are the most important for adults in France (46%), China (46%), Canada (43%) and Great Britain (36%).
  - Public safety is the most important issue in Mexico (51%).
  - Poverty is most important in Spain (49%).
  - The environment and "green" issues are the most important for people in Japan (48%).
  - Social justice is the most important issue for German adults (42%).
- In many countries, women are more likely than men to find poverty, children or youth, and the elderly or aging to be important issues.
- In some countries, men are more likely than women to find social justice; conflict, war and terrorism; the availability of clean food and water; and public safety to be important issues.

## Social Change Impact Report: Global Survey

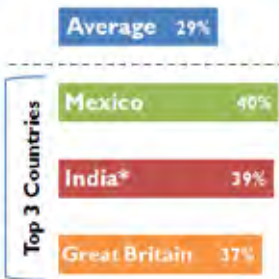
### Summary of Results

#### Young Adults Around the World Are Focused on the Environment

Among Young Adults In...	% Major Impact
Mexico	80%
France	79%
Brazil	73%
China	72%
Canada	70%
Spain	64%
Great Britain	61%
U.S.*	58%
Germany	58%
India**	58%
Japan	45%

% of 18–24-year-olds who say environment in other countries will have a major impact on life in their own country in the next few years.  
 \*18–34-year-olds  
 \*\*18–25-year-olds

#### Young Adults Use Social Networking to Engage in Social Change



% of 18–24-year-olds who have used social networking sites to engage in social change in the past six months.  
 \*18–25-year-olds

## About the Social Change Impact Report

Dedicated to its mission of effecting positive social change, Walden University commissioned this study to assess the impact of social change and to learn more about the individuals creating and applying ideas, strategies and actions to promote the worth, dignity and development of society. The Social Change Impact Report was designed to provide a barometer of who is engaged in social change, what is important to them and how they work together to advance social change issues of interest now and in the future.

[www.WaldenU.edu/impactreport](http://www.WaldenU.edu/impactreport)

The Social Change Impact Report: Global Survey was conducted online by Harris Interactive on behalf of Walden University between Sept. 12 and Sept. 21, 2011, among a total of 12,208 adults within Brazil (1,007 adults ages 18–59), Canada (1,013 adults ages 18 and older), China (1,011 adults ages 18–60), France (1,010 adults ages 16 and older), Germany (1,013 adults ages 16 and older), Great Britain (1,077 adults ages 16 and older), India (1,010 adults ages 18–64), Japan (1,017 adults ages 18–64), Mexico (1,010 adults ages 18–64), Spain (1,012 adults ages 16 and older) and the U.S. (2,028 adults ages 18 and older) via Harris Interactive’s QuickQuery and Global Omnibus. Data for each country were weighted to the general or online population within each country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative. This online survey is not based on a probability sample, and therefore, no estimate of theoretical sampling error can be calculated. A complete survey methodology is available upon request.

For more information on the Social Change Impact Report, including the methodology, per country results for findings included in this summary and a questionnaire providing answers to each survey question, please contact Jen Raider at 1-443-627-7452 or [jen.raider@waldenu.edu](mailto:jen.raider@waldenu.edu).

## The impact of social change is global and interconnected.

“Think globally, act locally” has become a worldwide mentality, with a majority of adults in countries around the world (73%, on average) agreeing that what happens to communities in other parts of the world affects their local community, most commonly in Spain (82%), Japan (81%), Germany (75%), Canada (74%) and France (74%).

- Thinking about the future, half or more of adults in each of the countries (66%, on average) say that the environment and “green” issues in other parts of the world will have a major impact on life in their own country in the next few years, particularly those in Mexico (83%) and Brazil (77%).
  - This view is particularly strong among young adults. In nearly all of the countries, the environment in other parts of the world is the top issue most likely to have a major impact on life in their own country (65%, on average). The sole exception is in the U.S., where conflict, war and terrorism in other parts of the world is the issue that is most likely to have a major impact at home (71%).

## Digital technology is a global game-changer with young adults leading the way.

Most adults in countries around the world (89%, on average) agree that technology can turn a cause into a movement faster than anything else can, particularly those in Spain (93%), Canada (91%), Brazil (91%), Great Britain (91%) and China (91%). Young adults around the globe are leveraging digital technology to get involved in positive social change.

- Social networking is more common than using blogs or texting to engage in social change among young adults in nearly all of the countries. In China (50%) and Japan (12%), blogging is the top digital way of engaging in social change among young adults.
- Texting to engage in social change is particularly common in India (38% of 18–25-year-olds).

In many countries, men are leading the way in using mobile devices to get involved, as they are more likely than women to have texted messages related to a positive social change issue, specifically in Mexico (23% v. 16%), the U.S. (7% v. 4%), France (7% v. 1%), Japan (5% v. 2%) and Germany (4% v. 1%).

# Social Change Impact Report: Global Survey

## APPENDIX – Individual Country Results

**DATA SET 1 - Social change is important to people around the world and they are taking action.**

**BASE: ALL QUALIFIED RESPONDENTS**

**QX05** We’d like to ask you a few questions about your views on and experiences with positive social change. Positive social change or social action refers to involvement in activities that make improvements in the lives of individuals and communities, locally and around the world. It can include a range of activities, such as volunteering or service; donating money, goods or services; educating others about a particular issue or cause; etc.

How important is it to you personally to be involved in positive social change?

	The Americas				Europe				Asia			Average Result*
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
VERY / SOMEWHAT IMPORTANT (NET)	73%	85%	95%	93%	65%	72%	74%	84%	68%	91%	91%	<b>81%</b>
Very Important	23%	36%	55%	48%	14%	21%	19%	36%	12%	45%	45%	<b>32%</b>
Somewhat Important	50%	50%	40%	45%	50%	51%	55%	47%	56%	46%	46%	<b>49%</b>
NOT TOO / NOT AT ALL IMPORTANT (NET)	27%	15%	5%	7%	35%	28%	26%	16%	32%	9%	9%	<b>19%</b>
Not Too Important	21%	13%	3%	6%	28%	24%	22%	12%	25%	8%	6%	<b>15%</b>
Not At All Important	5%	2%	2%	1%	8%	4%	4%	4%	6%	1%	3%	<b>4%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX15** In the past six months, have you done any of the following activities to engage in positive social change? Please select all that apply.

	The Americas				Europe				Asia			Average Result*
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
ENGAGED IN POSITIVE SOCIAL CHANGE IN PAST 6 MONTHS [NET]	70%	85%	90%	88%	70%	62%	69%	65%	53%	89%	86%	<b>75%</b>
Donated money, goods or services	45%	66%	29%	39%	49%	31%	32%	30%	30%	51%	50%	<b>41%</b>
Signed an online or written petition	27%	36%	33%	47%	34%	22%	39%	30%	7%	26%	21%	<b>29%</b>
Participated in volunteer work or service	26%	36%	36%	32%	19%	16%	20%	11%	15%	39%	37%	<b>26%</b>
Educated others about a cause or issue	21%	35%	52%	46%	16%	19%	10%	7%	11%	31%	41%	<b>26%</b>
Wrote to or called any politician or government official	19%	20%	14%	12%	11%	6%	6%	8%	3%	9%	13%	<b>11%</b>
Participated in a social networking site group (e.g., Facebook, Twitter, etc.) dedicated to a positive social change issue (e.g., sent messages, shared pictures/videos, joined or created a group, etc.)	17%	25%	35%	33%	18%	12%	15%	24%	5%	36%	40%	<b>24%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**QX15** In the past six months, have you done any of the following activities to engage in positive social change? Please select all that apply.

	The Americas				Europe				Asia			Average Result*
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	
<i>Base</i>	<i>2028</i>	<i>1013</i>	<i>1010</i>	<i>1007</i>	<i>1077</i>	<i>1013</i>	<i>1010</i>	<i>1012</i>	<i>1017</i>	<i>1011</i>	<i>1010</i>	-
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	14%	19%	30%	28%	13%	11%	12%	12%	11%	49%	25%	<b>20%</b>
Fundraised for a cause	11%	25%	12%	14%	16%	4%	4%	5%	12%	17%	15%	<b>12%</b>
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	5%	8%	20%	20%	8%	3%	4%	18%	4%	29%	36%	<b>14%</b>
Engaged in positive social change in some <u>other way</u>	9%	14%	28%	19%	6%	17%	8%	15%	3%	20%	21%	<b>15%</b>
I have not done anything to engage in positive social change in the past six months	30%	15%	10%	12%	30%	38%	31%	35%	47%	11%	14%	<b>25%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX25** How much do you agree or disagree with the following statements?

5. I want to be more involved in positive social change in the future.

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
STRONGLY / SOMEWHAT AGREE [NET]	77%	84%	89%	91%	70%	73%	69%	86%	77%	93%	87%	<b>81%</b>
Strongly agree	22%	25%	60%	51%	12%	12%	14%	28%	11%	42%	47%	<b>29%</b>
Somewhat agree	55%	60%	29%	40%	58%	61%	55%	58%	66%	51%	40%	<b>52%</b>
STRONGLY / SOMEWHAT DISAGREE [NET]	23%	16%	11%	9%	30%	27%	31%	14%	23%	7%	13%	<b>19%</b>
Somewhat disagree	17%	13%	6%	6%	25%	22%	24%	11%	19%	5%	7%	<b>14%</b>
Strongly disagree	5%	3%	5%	3%	5%	5%	6%	3%	3%	2%	6%	<b>4%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**Data Set 2 – The social change issue of most importance to adults depends on where they live.**

**BASE: ALL QUALIFIED RESPONDENTS**

**QX10** When it comes to positive social change, what are the areas or topics that are most important to you? Please select up to 3 responses.

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
Education	40%	33%	16%	63%	31%	31%	31%	44%	23%	38%	56%	<b>37%</b>
Health Issues	36%	43%	29%	28%	36%	24%	46%	32%	37%	46%	23%	<b>35%</b>
Poverty	34%	36%	46%	41%	27%	32%	42%	49%	24%	26%	34%	<b>36%</b>
Children or youth	32%	30%	32%	26%	29%	32%	21%	20%	22%	12%	20%	<b>25%</b>
The elderly or aging	27%	23%	8%	11%	25%	18%	16%	10%	20%	10%	9%	<b>16%</b>
Social Justice	24%	29%	30%	31%	30%	42%	29%	33%	26%	42%	31%	<b>32%</b>
The environment and green Issues	22%	32%	48%	32%	26%	29%	32%	30%	48%	44%	38%	<b>35%</b>
Conflict, war and terrorism	20%	13%	13%	7%	19%	19%	19%	27%	15%	10%	14%	<b>16%</b>
Availability of clean water and food	19%	20%	18%	14%	19%	21%	23%	20%	20%	27%	26%	<b>21%</b>
Public safety	17%	18%	51%	34%	27%	23%	27%	20%	21%	34%	28%	<b>27%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX10** When it comes to positive social change, what are the areas or topics that are most important to you? Please select up to 3 responses.

**AMONG MEN**

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
Education	43%	37%	16%	61%	31%	34%	32%	44%	25%	34%	56%	<b>38%</b>
Health Issues	32%	41%	29%	26%	33%	22%	47%	26%	33%	45%	23%	<b>32%</b>
Poverty	27%	31%	45%	39%	24%	28%	38%	49%	23%	26%	33%	<b>33%</b>
Children or youth	29%	25%	31%	28%	22%	25%	20%	16%	19%	12%	20%	<b>22%</b>
The elderly or aging	23%	19%	6%	10%	20%	16%	13%	10%	18%	10%	7%	<b>14%</b>
Social Justice	24%	30%	30%	32%	34%	44%	31%	35%	27%	47%	32%	<b>33%</b>
The environment and green Issues	23%	30%	48%	29%	27%	30%	30%	34%	44%	45%	36%	<b>34%</b>
Conflict, war and terrorism	24%	16%	15%	8%	25%	20%	19%	22%	15%	10%	15%	<b>17%</b>
Availability of clean water and food	20%	21%	19%	15%	21%	22%	23%	25%	21%	26%	25%	<b>22%</b>
Public safety	21%	22%	50%	37%	28%	28%	30%	22%	22%	35%	29%	<b>29%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX10** When it comes to positive social change, what are the areas or topics that are most important to you? Please select up to 3 responses.

**AMONG WOMEN**

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
Education	38%	30%	16%	66%	31%	28%	30%	44%	22%	42%	56%	<b>37%</b>
Health Issues	41%	46%	29%	31%	39%	26%	46%	38%	41%	49%	22%	<b>37%</b>
Poverty	41%	41%	47%	44%	29%	36%	46%	49%	25%	27%	37%	<b>38%</b>
Children or youth	35%	35%	32%	24%	35%	25%	22%	25%	25%	13%	22%	<b>28%</b>
The elderly or aging	30%	28%	10%	13%	30%	16%	20%	10%	22%	9%	16%	<b>19%</b>
Social Justice	24%	27%	30%	30%	28%	40%	27%	31%	25%	36%	27%	<b>30%</b>
The environment and green Issues	21%	33%	47%	36%	24%	27%	35%	27%	52%	43%	43%	<b>35%</b>
Conflict, war and terrorism	17%	10%	10%	5%	14%	18%	18%	22%	14%	9%	12%	<b>14%</b>
Availability of clean water and food	19%	19%	17%	11%	17%	20%	23%	15%	20%	28%	28%	<b>20%</b>
Public safety	14%	13%	52%	29%	27%	18%	24%	17%	20%	34%	25%	<b>25%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**Data Set 3 – The impact of social change issues is global and interconnected.**

**QX25** How much do you agree or disagree with the following statements?

1. What happens to communities in other parts of the world affects my local community.

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
STRONGLY / SOMEWHAT AGREE [NET]	66%	74%	73%	75%	57%	78%	74%	82%	81%	72%	69%	<b>73%</b>
Strongly agree	15%	15%	27%	21%	10%	22%	19%	30%	14%	19%	18%	<b>19%</b>
Somewhat agree	50%	58%	46%	54%	47%	56%	54%	52%	68%	54%	51%	<b>54%</b>
STRONGLY / SOMEWHAT DISAGREE [NET]	34%	26%	27%	25%	43%	22%	26%	18%	19%	28%	31%	<b>27%</b>
Somewhat disagree	28%	22%	20%	18%	34%	18%	19%	15%	15%	22%	22%	<b>21%</b>
Strongly disagree	7%	4%	7%	8%	9%	4%	7%	3%	4%	6%	9%	<b>6%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**QX20** How will issues that take place in other parts of the world affect life in [INSERT COUNTRY OF RESIDENCE]? In the next few years, how much of an impact do you think that each of these issues will have on life in [INSERT COUNTRY OF RESIDENCE]?

1. The environment and “green” issues (e.g., global warming, climate change, pollution, etc.) in other parts of the world

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2028</i>	<i>1013</i>	<i>1010</i>	<i>1007</i>	<i>1077</i>	<i>1013</i>	<i>1010</i>	<i>1012</i>	<i>1017</i>	<i>1011</i>	<i>1010</i>	-
ANY IMPACT [NET]	91%	96%	97%	95%	94%	95%	94%	94%	95%	91%	93%	<b>94%</b>
A major impact on life in my country	54%	65%	83%	77%	49%	65%	69%	66%	59%	74%	62%	<b>66%</b>
A minor impact on life in my country	37%	31%	14%	18%	44%	30%	25%	28%	36%	16%	31%	<b>28%</b>
No impact on life in my country	9%	4%	3%	5%	6%	5%	6%	6%	5%	9%	7%	<b>6%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**QX20** How will issues that take place in other parts of the world affect life in [INSERT COUNTRY OF RESIDENCE]? In the next few years, how much of an impact do you think that each of these issues will have on life in [INSERT COUNTRY OF RESIDENCE]?

SUMMARY OF MAJOR IMPACT ON LIFE IN MY COUNTRY

**AMONG YOUNG ADULTS AGE 18-24**

(Note: Defined as 18-24 year olds, except in US (18-34 year olds) and India (18-25 year olds))

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	547	45	332	387	145	106	114	156	140	432	539	-
Conflict, war and terrorism in other parts of the world	71%	37%	50%	28%	48%	46%	50%	47%	30%	34%	51%	<b>45%</b>
The environment and green issues in other parts of the world	58%	70%	80%	73%	61%	58%	79%	64%	45%	72%	58%	<b>65%</b>
Health Issues in other parts of the world	56%	44%	65%	58%	51%	41%	49%	61%	26%	47%	48%	<b>50%</b>
Poverty in other parts of the world	47%	39%	70%	55%	28%	34%	34%	48%	24%	33%	53%	<b>43%</b>
Social justice in other parts of the world	39%	36%	59%	51%	35%	34%	37%	51%	19%	41%	41%	<b>41%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**Data Set 4 - Digital technology is a global game-changer with young adults leading the way.**

**QX30** How much do you agree or disagree with the following statements about digital technology?

1. Digital technology can turn interest in a cause into a movement more quickly than anything else can.

	The Americas				Europe				Asia			Average Result*
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	
<i>Base</i>	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
STRONGLY / SOMEWHAT AGREE [NET]	88%	91%	89%	91%	91%	86%	89%	93%	89%	91%	83%	<b>89%</b>
Strongly agree	37%	42%	58%	60%	33%	27%	38%	50%	22%	34%	46%	<b>41%</b>
Somewhat agree	51%	50%	31%	31%	59%	59%	52%	43%	67%	57%	38%	<b>49%</b>
STRONGLY / SOMEWHAT DISAGREE [NET]	12%	9%	11%	9%	9%	14%	11%	7%	11%	9%	17%	<b>11%</b>
Somewhat disagree	10%	7%	7%	6%	7%	11%	8%	6%	10%	8%	10%	<b>8%</b>
Strongly disagree	3%	2%	4%	3%	1%	3%	3%	1%	1%	1%	7%	<b>3%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX15** In the past six months, have you done any of the following activities to engage in positive social change? Please select all that apply.

**DIGITAL RESPONSE OPTIONS: AMONG YOUNG ADULTS AGE 18-24**

*(Note: Defined as 18-24 year olds, except in US (18-34 year olds) and India (18-25 year olds)*

	The Americas				Europe				Asia			Average Result*
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	
<i>Base</i>	547	45	332	387	145	106	114	156	140	432	539	-
Participated in a social networking site group (e.g., on Facebook, Twitter, etc.) dedicated to a positive social change issue (e.g., sent messages, shared pictures/videos, joined or created a group, etc.)	22%	29%	40%	31%	37%	28%	24%	30%	9%	35%	39%	<b>29%</b>
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	16%	24%	31%	30%	20%	19%	17%	6%	12%	50%	22%	<b>22%</b>
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	6%	11%	13%	14%	14%	3%	7%	17%	10%	31%	38%	<b>16%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX15** In the past six months, have you done any of the following activities to engage in positive social change? Please select all that apply.

**DIGITAL RESPONSE OPTIONS: AMONG MEN**

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1014	510	543	578	504	489	494	477	527	590	763	-
Participated in a social networking site group (e.g., on Facebook, Twitter, etc.) dedicated to a positive social change issue (e.g., sent messages, shared pictures/videos, joined or created a group, etc.)	14%	23%	33%	29%	17%	14%	15%	25%	5%	37%	39%	<b>23%</b>
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	15%	23%	28%	26%	15%	14%	15%	13%	12%	50%	25%	<b>21%</b>
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	7%	8%	23%	19%	8%	4%	7%	19%	5%	31%	36%	<b>15%</b>

\*Note: Data for each individual country is representative of that country. The “Average Result” is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.

**BASE: ALL QUALIFIED RESPONDENTS**

**QX15** In the past six months, have you done any of the following activities to engage in positive social change? Please select all that apply.

**DIGITAL RESPONSE OPTIONS: AMONG WOMEN**

	The Americas				Europe				Asia			Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	<u>Germany</u>	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1014	503	467	429	573	524	516	535	490	421	247	-
Participated in a social networking site group (e.g., on Facebook, Twitter, etc.) dedicated to a positive social change issue (e.g., sent messages, shared pictures/videos, joined or created a group, etc.)	21%	27%	37%	37%	19%	11%	15%	24%	5%	35%	41%	<b>25%</b>
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	12%	16%	31%	31%	11%	7%	10%	12%	9%	49%	23%	<b>19%</b>
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	4%	8%	16%	22%	9%	1%	1%	17%	2%	27%	36%	<b>13%</b>

\*Note: Data for each individual country is representative of that country. The "Average Result" is the arithmetic average across all 11 countries. This measure does not account for differences in population size and thus is not representative.



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