

2012 SOCIAL CHANGE IMPACT REPORT APPENDIX

Data Set I - Personal Importance of Positive Social Change Over Time

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?

% OF ADULTS WHO SAY VERY/SOMEWHAT IMPORTANT [NET]:TWO-YEAR TREND											
	The Americas				The Americas Europe Middle East						
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India			
2012 Base	2211	1034	1020	1025	1004	612	1024	1023			
2012	73%	74%	94%	91%	72%	90%	90%	89%			
2011 Base	2028	1013	1010	1007	1013	n/a	1011	1010			
2011	73%	85%	95%	93%	72%	n/a	91%	91%			

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

Data Set 2 - Age Group Differences Among Social Change Perceptions and Actions

QX10 You indicated that being involved in positive social change is somewhat or very important to you. Which of the following are the main reasons why being involved in positive social change is important to you? Please select all that apply. (Top response for each country in **bold**)

			Αl	MONG Y	OUNG AE	OULTS!			
		The A	mericas		Europe	Middle East	A	sia	Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	446	179	256	324	76	167	287	403	_
TO BENEFIT OTHERS [NET]	87%	89%	82%	82%	78%	77%	85%	82%	83%
To help people who are less fortunate than I am	61%	63%	38%	43%	49%	43%	43%	44%	48%
To help people in my community	59%	63%	49%	38%	28%	48%	34%	41%	45%
I want to be part of the solution and not just benefit from the actions of others	51%	65%	54%	49%	37%	47%	54%	41%	50%
I have received help in my life and now I want to help others	29%	27%	30%	24%	18%	24%	47%	35%	29%
To help people in other parts of the world	33%	45%	34%	32%	38%	28%	43%	34%	36%
TO BENEFIT SELF [NET]	73%	78%	79%	78%	65%	63%	81%	79%	75%
It makes me feel good	59%	61%	62%	64%	53%	47%	66%	68%	59%
To improve life for me and my family	48%	56%	56%	52%	36%	44%	48%	41%	48%
It is a moral responsibility	54%	62%	48%	54%	52%	53%	80%	63%	58%
Because of my faith or religious beliefs	30%	26%	18%	32%	13%	54%	27%	34%	29%
Because of my political beliefs	18%	20%	12%	23%	20%	8%	25%	11%	17%
EDUCATION [NET]	28%	22%	39%	37%	24%	31%	57%	40%	35%
Because of what I learned or activities I did in primary or secondary school (e.g., elementary, middle or high school)	23%	15%	13%	22%	19%	28%	28%	23%	21%
Because of what I learned or activities I did in college or university	13%	16%	35%	22%	9%	31%	49%	32%	26%
Other	6%	8%	6%	5%	5%	7%	5%	6%	6%

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





QX10 You indicated that being involved in positive social change is somewhat or very important to you. Which of the following are the main reasons why being involved in positive social change is important to you? Please select all that apply. (Top response for each country in **bold**)

		1 208 142 160 129 94 83 92 % 92% 90% 91% 79% 90% 88% 93% % 75% 69% 70% 56% 63% 40% 70% % 71% 60% 55% 26% 75% 56% 51% % 60% 76% 66% 38% 66% 45% 46%											
		The A	mericas		Europe	Middle East	A	sia	Average				
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*				
Base	611	208	142	160	129	94	83	92	_				
TO BENEFIT OTHERS [NET]	91%	92%	90%	91%	79%	90%	88%	93%	89%				
To help people who are less fortunate than I am	71%	75%	69%	70%	56%	63%	40%	70%	64%				
To help people in my community	61%	71%	60%	55%	26%	75%	56%	51%	57%				
I want to be part of the solution and not just benefit from the actions of others	58%	60%	76%	66%	38%	66%	45%	46%	57%				
I have received help in my life and now I want to help others	29%	31%	41%	34%	22%	33%	39%	41%	34%				
To help people in other parts of the world	19%	27%	31%	33%	33%	37%	34%	35%	31%				
TO BENEFIT SELF [NET]	76%	82%	77%	85%	61%	73%	84%	85%	78%				
It makes me feel good	56%	58%	59%	76%	39%	65%	61%	85%	62%				
To improve life for me and my family	48%	53%	59%	54%	41%	48%	59%	55%	52%				
It is a moral responsibility	65%	66%	73%	65%	66%	77%	81%	80%	72%				
Because of my faith or religious beliefs	45%	23%	32%	49%	16%	67%	28%	40%	38%				
Because of my political beliefs	27%	16%	10%	30%	33%	18%	22%	9%	21%				
EDUCATION [NET]	16%	13%	32%	39%	24%	37%	35%	33%	29%				
Because of what I learned or activities I did in primary or secondary school (e.g., elementary, middle or high school)	11%	8%	13%	25%	16%	28%	27%	22%	19%				
Because of what I learned or activities I did in college or university	8%	9%	29%	27%	14%	37%	21%	21%	21%				
Other	4%	7%	1%	5%	8%	11%	0%	8%	6%				

²Note: Definitions of age groups vary by country. Older adult groups for each country are defined as follows: U.S.: ages 55+; Canada: ages 50–64; Mexico: ages 45–64; Brazil: ages 45–64; Germany: ages 55–64; Jordan: ages 46+; China: ages 41–64; India: ages 45–64.





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

Note: Definitions of age groups vary by country. Young adult groups for each country are defined as follows: U.S.: ages 18–34; Canada: ages 18–29; Mexico: ages 18–24; Brazil: ages 18–24; Germany: ages 18–24; Jordan: ages 18–25; China: ages 18–24; India: ages 18–25.

QX30_5 How much do you agree or disagree with the following statements?

"The media in my country are neutral and impartial on social change issues."

			Al	MONGY	OUNG AD	ULTS			
		The A	nericas		Europe	Middle East	Asia		Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	579	219	276	374	102	183	326	450	_
STRONGLY / SOMEWHAT AGREE [NET]	39%	42%	43%	45%	46%	58%	47%	60%	48%
Strongly agree	5%	9%	10%	10%	3%	21%	8%	17%	10%
Somewhat agree	35%	32%	33%	35%	42%	37%	39%	43%	37%
STRONGLY / SOMEWHAT DISAGREE [NET]	61%	58%	57%	55%	54%	42%	53%	40%	53%
Somewhat disagree	35%	43%	33%	31%	40%	25%	38%	28%	34%
Strongly disagree	26%	15%	24%	24%	14%	17%	14%	12%	18%

			Α	MONG (DLDER AD	ULTS ²			
	The Americas				Europe	Middle East	Asia		Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	835	275	149	176	184	98	94	101	_
STRONGLY / SOMEWHAT AGREE [NET]	20%	29%	35%	50%	26%	47%	45%	55%	38%
Strongly agree	2%	2%	7%	10%	2%	12%	6%	16%	7%
Somewhat agree	18%	27%	27%	40%	25%	35%	39%	38%	31%
STRONGLY / SOMEWHAT DISAGREE [NET]	80%	71%	65%	50%	74%	53%	55%	45%	62%
Somewhat disagree	38%	51%	28%	31%	53%	29%	43%	34%	38%
Strongly disagree	42%	20%	38%	19%	20%	24%	13%	11%	23%

²Note: Definitions of age groups vary by country. Older adult groups for each country are defined as follows: U.S.: ages 55+; Canada: ages 50–64; Mexico: ages 45–64; Brazil: ages 45–64; Germany: ages 55–64; Jordan: ages 46+; China: ages 41–64; India: ages 45–64.





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

Note: Definitions of age groups vary by country. Young adult groups for each country are defined as follows: U.S.: ages 18–34; Canada: ages 18–29; Mexico: ages 18–24; Brazil: ages 18–24; Germany: ages 18–24; Jordan: ages 18–25; China: ages 18–24; India: ages 18–25.

QX35 During the next six months, which of the following digital technology activities are you most likely to do to engage in positive social change? Please select all that apply. (Top response for each country in **bold**)

			Α	MONGY	OUNG AD	ULTS'			
		The A	mericas		Europe	Middle East	A	sia	Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	579	219	276	374	102	184	326	450	_
ANY LISTED [NET]	62%	68%	91%	94%	59%	92%	95%	89%	81%
Contributors (Sub-Net)	55%	63%	82%	83%	46%	71%	86%	75%	70%
Sign an online petition for a cause or issue	35%	47%	41%	52%	33%	28%	40%	21%	37%
Comment on other people's websites about a cause or issue	28%	36%	45%	45%	17%	49%	48%	37%	38%
Post information about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	29%	32%	50%	53%	25%	42%	43%	47%	40%
Participate in a real-time, online chat about a cause or issue	9%	17%	34%	36%	13%	34%	56%	43%	30%
Initiators (Sub-Net)	33%	33%	70%	71%	30%	68%	75%	79%	57%
Text messages related to a positive social change issue using a mobile device (e.g., make a donation, vote, organize a demonstration, etc.)	15%	10%	25%	29%	10%	28%	41%	44%	25%
Upload videos or other media content about a cause or issue to the web	11%	13%	33%	40%	5%	32%	26%	33%	24%
Create or update your own blog or website about a cause or issue	12%	13%	22%	31%	6%	24%	29%	28%	21%
Create a group or page about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	9%	9%	31%	32%	5%	33%	37%	39%	24%
Start an online petition about a cause or issue	7%	8%	25%	23%	11%	16%	29%	26%	18%
None of these	38%	32%	9%	6%	41%	8%	5%	11%	19%

Note: Definitions of age groups vary by country. Young adult groups for each country are defined as follows: U.S.: ages 18–34; Canada: ages 18–29; Mexico: ages 18–24; Brazil: ages 18–24; Germany: ages 18–24; Jordan: ages 18–25; China: ages 18–24; India: ages 18–25.





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

QX35 During the next six months, which of the following digital technology activities are you most likely to do to engage in positive social change? Please select all that apply. (Top response for each country in **bold**)

			А	MONG	OLDER AD	ULTS ²			
		The A	mericas		Europe	Middle East	A	sia	Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	835	275	149	176	184	98	94	101	_
ANY LISTED [NET]	53%	52%	90%	91%	32%	94%	94%	81%	73%
Contributors (Sub-Net)	51%	50%	87%	79%	32%	94%	87%	74%	69%
Sign an online petition for a cause or issue	42%	42%	55%	60%	26%	46%	33%	38%	43%
Comment on other people's websites about a cause or issue	23%	30%	57%	52%	12%	78%	55%	44%	44%
Post information about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	18%	22%	65%	42%	7%	63%	27%	40%	36%
Participate in a real-time, online chat about a cause or issue	7%	11%	34%	39%	2%	42%	66%	37%	30%
Initiators (Sub-Net)	20%	18%	72%	72%	8%	69%	64%	64%	48%
Text messages related to a positive social change issue using a mobile device (e.g., make a donation, vote, organize a demonstration, etc.)	9%	6%	48%	46%	2%	40%	35%	46%	29%
Upload videos or other media content about a cause or issue to the web	9%	8%	25%	33%	1%	39%	15%	18%	19%
Create or update your own blog or website about a cause or issue	4%	8%	29%	22%	3%	38%	18%	24%	18%
Create a group or page about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	2%	3%	24%	23%	3%	40%	29%	29%	19%
Start an online petition about a cause or issue	3%	1%	41%	23%	3%	24%	13%	23%	16%
None of these	47%	48%	10%	10%	68%	6%	6%	19%	27%

²Note: Definitions of age groups vary by country. Older adult groups for each country are defined as follows: U.S.: ages 55+; Canada: ages 50–64; Mexico: ages 45–64; Brazil: ages 45–64; Germany: ages 55–64; Jordan: ages 46+; China: ages 41–64; India: ages 45–64.





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Data Set 3 - Perceptions of Nonprofit Organizations by Education Level

QX40 Which of the following things are true about nonprofit organizations that are involved in positive social change? Please select all that apply. (Top response for each country in **bold**)

		AMONO	ADULT	s WITH	LESS THA	N A 4-YEAR I	DEGREE		
		The A	mericas		Europe	Middle East	Asia		Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	1117	618	475	826	717	310	256	190	_
STRENGTHS [NET]	59%	64%	75%	78%	53%	66%	79%	78%	69%
They make it easy for people to be involved in social change.	39%	47%	51%	57%	33%	39%	44%	55%	46%
They have the resources and influence necessary to make social change happen in a way that individuals cannot.	39%	39%	39%	39%	34%	35%	51%	38%	39%
Getting involved in a cause or issue through an organization is the most effective way to make social change happen.	28%	33%	42%	41%	28%	32%	47%	40%	36%
WEAKNESSES [NET]	48%	56%	58%	53%	42%	56%	55%	69%	55%
Too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen.	42%	47%	31%	33%	30%	27%	37%	37%	36%
They move too slowly to make change happen.	13%	18%	31%	27%	17%	34%	24%	47%	26%
They do not allow individuals to feel that their voices are being heard.	13%	13%	23%	14%	12%	14%	31%	30%	19%
None of these	18%	14%	7%	8%	26%	4%	6%	8%	11%

QX40 Which of the following things are true about nonprofit organizations that are involved in positive social change? Please select all that apply. (Top response for each country in **bold**)

		AMON	G ADULT	rs WITH	A 4-YEAR	DEGREE OR	MORE		
		The A	mericas		Europe	Middle East	A:	sia	Average
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	Result*
Base	1094	416	545	199	287	302	768	833	_
STRENGTHS [NET]	71%	74%	80%	77%	63%	75%	80%	75%	74%
They make it easy for people to be involved in social change.	52%	54%	59%	58%	36%	55%	44%	53%	52%
They have the resources and influence necessary to make social change happen in a way that individuals cannot.	48%	44%	38%	31%	42%	45%	55%	44%	43%
Getting involved in a cause or issue through an organization is the most effective way to make social change happen.	35%	41%	47%	39%	32%	42%	47%	45%	41%
WEAKNESSES [NET]	44%	54%	60%	56%	51%	55%	60%	58%	55%
Too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen.	38%	47%	35%	32%	42%	35%	38%	31%	37%
They move too slowly to make change happen.	14%	24%	32%	31%	19%	33%	23%	36%	27%
They do not allow individuals to feel that their voices are being heard.	13%	18%	19%	21%	11%	14%	29%	25%	19%
None of these	12%	9%	3%	7%	17%	8%	3%	9%	9%





Data Set 4 - Social Change Perceptions and Actions by U.S. Political Party Affiliation and Ideology

BASE: U.S. ADULTS ONLY

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?

		Politic	Political Party Affiliation Political Ide				ology		
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal		
Base	2211	614	727	681	634	1104	473		
VERY / SOMEWHAT IMPORTANT [NET]	73%	63%	82%	73%	66%	75%	77%		
Very important	26%	20%	31%	28%	24%	25%	33%		
Somewhat important	46%	43%	50%	45%	42%	50%	44%		
NOTTOO / NOT AT ALL IMPORTANT [NET]	27%	37%	18%	27%	34%	25%	23%		
Not too important	20%	28%	15%	20%	22%	21%	15%		
Not at all important	7%	9%	4%	7%	11%	5%	8%		

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





BASE: U.S. ADULTS WHO SAID BEING INVOLVED IN SOCIAL CHANGE IS SOMEWHAT OR VERY IMPORTANT PERSONALLY

QX10 You indicated that being involved in positive social change is somewhat or very important to you. Which of the following are the main reasons why being involved in positive social change is important to you? Please select all that apply.

		Politi	cal Party Affi	liation	Po	olitical Ideolo	gy
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal
Base	1665	416	607	506	446	831	388
TO BENEFIT OTHERS [NET]	87%	83%	90%	89%	82%	88%	91%
To help people who are less fortunate than I am	64%	57%	69%	65%	56%	66%	67%
To help people in my community	59%	51%	65%	61%	52%	62%	63%
I want to be part of the solution and not just benefit from the actions of others	53%	50%	53%	54%	47%	55%	56%
I have received help in my life and now I want to help others	32%	28%	36%	27%	30%	31%	34%
To help people in other parts of the world	25%	20%	29%	25%	16%	27%	34%
TO BENEFIT SELF [NET]	73%	66%	77%	74%	66%	77%	74%
It makes me feel good	57%	49%	63%	54%	46%	61%	61%
To improve life for me and my family	49%	45%	51%	47%	45%	50%	50%
It is a moral responsibility	57%	55%	61%	55%	53%	59%	57%
Because of my faith or religious beliefs	37%	52%	34%	29%	52%	35%	19%
Because of my political beliefs	20%	25%	25%	14%	21%	16%	29%
EDUCATION [NET]	19%	17%	23%	18%	13%	19%	29%
Because of what I learned or activities I did in primary or secondary school (e.g., elementary, middle or high school)	15%	13%	18%	12%	10%	15%	22%
Because of what I learned or activities I did in college or university	10%	8%	12%	7%	7%	9%	15%
Other	5%	5%	6%	5%	4%	7%	5%

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





BASE: U.S. ADULTS ONLY

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.

		Politic	cal Party Affil	liation	Pol	itical Ideolo	gy
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal
Base	2211	614	727	681	634	1104	473
ENGAGED IN POSITIVE SOCIAL CHANGE IN PAST SIX MONTHS [NET]	79%	79%	81%	80%	76%	81%	78%
Donated money, goods or services	56%	59%	58%	54%	53%	59%	54%
Participated in volunteer work or service	32%	31%	32%	31%	28%	35%	28%
Engaged in Social Change Through Digital Technology [Sub-Net]	31%	24%	35%	32%	26%	31%	39%
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%	15%	24%	22%	18%	21%	28%
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	16%	14%	17%	17%	13%	15%	24%
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	9%	7%	10%	8%	9%	9%	10%
Signed an online or written petition	30%	28%	34%	29%	26%	29%	40%
Educated others about a cause or issue	24%	21%	25%	26%	22%	22%	32%
Wrote to or called any politician or government official	20%	23%	20%	18%	2%	17%	23%
Fundraised for a cause	16%	17%	17%	17%	16%	16%	18%
Engaged in positive social change in some other way	11%	9%	11%	10%	9%	11%	14%
I have not done anything to engage in positive social change in the past six months.	21%	21%	19%	20%	24%	19%	22%

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





BASE: U.S. ADULTS ONLY

QX30 How much do you agree or disagree with the following statements?

3. When economic conditions are bad, it is more important to be involved in social change than when economic conditions are good.

		Political Party Affiliation			Political Ideology		
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal
Base	2211	614	727	681	634	1104	473
STRONGLY / SOMEWHAT AGREE [NET]	63%	54%	72%	61%	59%	62%	68%
Strongly agree	14%	9%	18%	13%	14%	12%	17%
Somewhat agree	49%	44%	53%	48%	45%	51%	52%
STRONGLY / SOMEWHAT DISAGREE [NET]	37%	46%	28%	39%	41%	38%	32%
Somewhat disagree	28%	33%	24%	29%	28%	29%	25%
Strongly disagree	9%	14%	4%	10%	13%	9%	7%

5. The media in my country are neutral and impartial on social change issues.

		Political Party Affiliation			Political Ideology		
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal
Base	2211	614	727	681	634	1104	473
STRONGLY / SOMEWHAT AGREE [NET]	29%	19%	36%	29%	28%	28%	35%
Strongly agree	4%	4%	3%	5%	4%	3%	5%
Somewhat agree	26%	16%	33%	24%	23%	25%	30%
STRONGLY / SOMEWHAT DISAGREE [NET]	71%	81%	64%	71%	72%	72%	65%
Somewhat disagree	37%	30%	43%	42%	28%	42%	41%
Strongly disagree	33%	51%	21%	29%	44%	30%	24%

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





BASE: U.S. ADULTS ONLY

QX40 Which of the following things are true about nonprofit organizations that are involved in positive social change? Please select all that apply.

		Political Party Affiliation			Political Ideology		
	Total	Republican	Democrat	Independent	Conservative	Moderate	Liberal
Base	2211	614	727	681	634	1104	473
STRENGTHS [NET]	62%	57%	69%	65%	55%	65%	68%
They make it easy for people to be involved in social change.	43%	37%	50%	43%	36%	43%	54%
They have the resources and influence necessary to make social change happen in a way that individuals cannot.	41%	37%	44%	45%	34%	43%	48%
Getting involved in a cause or issue through an organization is the most effective way to make social change happen.	30%	29%	39%	25%	27%	30%	37%
WEAKNESSES [NET]	47%	56%	40%	50%	51%	49%	35%
Too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen.	41%	51%	33%	43%	47%	42%	28%
They move too slowly to make change happen.	14%	16%	10%	16%	14%	15%	10%
They do not allow individuals to feel that their voices are being heard.	13%	15%	12%	14%	17%	13%	7%
None of these	16%	12%	14%	14%	18%	13%	19%

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



