

# 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 <u>positive social change</u>. 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 An	nericas			Euro	ре			Asia		Average
	<u>U.S.</u>	<u>Canada</u>	Mexico	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	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%	81%
Very Important	23%	36%	55%	48%	14%	21%	19%	36%	12%	45%	45%	32%
Somewhat Important	50%	50%	40%	45%	50%	51%	55%	47%	56%	46%	46%	49%
NOT TOO / NOT AT ALL IMPORTANT (NET)	27%	15%	5%	7%	35%	28%	26%	16%	32%	9%	9%	19%
Not Too Important	21%	13%	3%	6%	28%	24%	22%	12%	25%	8%	6%	15%
Not At All Important	5%	2%	2%	1%	8%	4%	4%	4%	6%	1%	3%	4%

<sup>\*</sup>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 An	nericas			Euro	pe			Asia		Average
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	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%	75%
Donated money, goods or services	45%	66%	29%	39%	49%	31%	32%	30%	30%	51%	50%	41%
Signed an online or written petition	27%	36%	33%	47%	34%	22%	39%	30%	7%	26%	21%	29%
Participated in volunteer work or service	26%	36%	36%	32%	19%	16%	20%	11%	15%	39%	37%	26%
Educated others about a cause or issue	21%	35%	52%	46%	16%	19%	10%	7%	11%	31%	41%	26%
Wrote to or called any politician or government official	19%	20%	14%	12%	11%	6%	6%	8%	3%	9%	13%	11%
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%	24%

<sup>\*</sup>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 Ar	nericas			Euro	ре			Asia		Average
	U.S.	Canada	Mexico	Brazil	G.B.	Germany	France	Spain	Japan	China	India	Result*
Base	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
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%	20%
Fundraised for a cause	11%	25%	12%	14%	16%	4%	4%	5%	12%	17%	15%	12%
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%	14%
Engaged in positive social change in some other way	9%	14%	28%	19%	6%	17%	8%	15%	3%	20%	21%	15%
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%	25%

<sup>\*</sup>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.

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

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

<sup>\*</sup>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.

**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 An	nericas			Euro	ре			Asia		Average
	<u>U.S.</u>	<u>Canada</u>	Mexico	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
Education	43%	37%	16%	61%	31%	34%	32%	44%	25%	34%	56%	38%
Health Issues	32%	41%	29%	26%	33%	22%	47%	26%	33%	45%	23%	32%
Poverty	27%	31%	45%	39%	24%	28%	38%	49%	23%	26%	33%	33%
Children or youth	29%	25%	31%	28%	22%	25%	20%	16%	19%	12%	20%	22%
The elderly or aging	23%	19%	6%	10%	20%	16%	13%	10%	18%	10%	7%	14%
Social Justice	24%	30%	30%	32%	34%	44%	31%	35%	27%	47%	32%	33%
The environment and	23%	30%	48%	29%	27%	30%	30%	34%	44%	45%	36%	34%
green Issues	23/0	3070	4670	23/0	27/0	30%	30%	3470	44/0	43/0	30%	34/0
Conflict, war and	24%	16%	15%	8%	25%	20%	19%	22%	15%	10%	15%	17%
terrorism	24/0	10/0	13/0	0 /0	23/0	20%	1970	22/0	13/0	10/0	13/0	17/0
Availability of clean	20%	21%	19%	15%	21%	22%	23%	25%	21%	26%	25%	22%
water and food	2070	21/0	13/0	13/0	21/0	22/0	23/0	23/0	21/0	20/0	23/0	22/0
Public safety	21%	22%	50%	37%	28%	28%	30%	22%	22%	35%	29%	29%

<sup>\*</sup>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.

**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 An	nericas			Euro	ре			Asia		Average
	<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>	Result*
Base	2028	1013	1010	1007	1077	1013	1010	1012	1017	1011	1010	-
Education	38%	30%	16%	66%	31%	28%	30%	44%	22%	42%	56%	37%
Health Issues	41%	46%	29%	31%	39%	26%	46%	38%	41%	49%	22%	37%
Poverty	41%	41%	47%	44%	29%	36%	46%	49%	25%	27%	37%	38%
Children or youth	35%	35%	32%	24%	35%	25%	22%	25%	25%	13%	22%	28%
The elderly or aging	30%	28%	10%	13%	30%	16%	20%	10%	22%	9%	16%	19%
Social Justice	24%	27%	30%	30%	28%	40%	27%	31%	25%	36%	27%	30%
The environment and green Issues	21%	33%	47%	36%	24%	27%	35%	27%	52%	43%	43%	35%
Conflict, war and terrorism	17%	10%	10%	5%	14%	18%	18%	22%	14%	9%	12%	14%
Availability of clean water and food	19%	19%	17%	11%	17%	20%	23%	15%	20%	28%	28%	20%
Public safety	14%	13%	52%	29%	27%	18%	24%	17%	20%	34%	25%	25%

<sup>\*</sup>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 An	nericas			Euro	ре			Asia		Average
	<u>U.S.</u>	<u>Canada</u>	Mexico	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	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%	73%
Strongly agree	15%	15%	27%	21%	10%	22%	19%	30%	14%	19%	18%	19%
Somewhat agree	50%	58%	46%	54%	47%	56%	54%	52%	68%	54%	51%	54%
STRONGLY / SOMEWHAT DISAGREE [NET]	34%	26%	27%	25%	43%	22%	26%	18%	19%	28%	31%	27%
Somewhat disagree	28%	22%	20%	18%	34%	18%	19%	15%	15%	22%	22%	21%
Strongly disagree	7%	4%	7%	8%	9%	4%	7%	3%	4%	6%	9%	6%

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

<sup>\*</sup>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 <a href="life">life</a> 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 An	nericas			Euro	ре			Asia		Average
	<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>	Result*
Base	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%	45%
The environment and green issues in other parts of the world	58%	70%	80%	73%	61%	58%	79%	64%	45%	72%	58%	65%
Health Issues in other parts of the world	56%	44%	65%	58%	51%	41%	49%	61%	26%	47%	48%	50%
Poverty in other parts of the world	47%	39%	70%	55%	28%	34%	34%	48%	24%	33%	53%	43%
Social justice in other parts of the world	39%	36%	59%	51%	35%	34%	37%	51%	19%	41%	41%	41%

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

<sup>\*</sup>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.

## **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 Ar	nericas			Euro	ре			Asia		Average
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	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%	29%
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%	22%
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%	16%

<sup>\*</sup>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.

# **DIGITAL RESPONSE OPTIONS: AMONG MEN**

		The Ar	nericas		Europe				Asia			Average
	<u>U.S.</u>	<u>Canada</u>	Mexico	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	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%	23%
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%	21%
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%	15%

<sup>\*</sup>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.

# **DIGITAL RESPONSE OPTIONS: AMONG WOMEN**

		The Ar	nericas		Europe				Asia			Average
	<u>U.S.</u>	<u>Canada</u>	Mexico	<u>Brazil</u>	<u>G.B.</u>	Germany	<u>France</u>	<u>Spain</u>	<u>Japan</u>	<u>China</u>	<u>India</u>	Result*
Base	1014	503	467	429	<i>573</i>	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%	25%
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%	19%
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%	13%

<sup>\*</sup>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.