

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.

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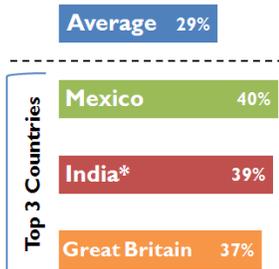
Summary of Results

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

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.

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%).