

## 2013 Social Change Impact Report

### Appendix I: Results on Total per Country

- The 2013 Social Change Impact survey was conducted online by Harris Interactive on behalf of Walden University between April 9 and May 8, 2013 among a total of 9,097 adults within Brazil (1,010 adults ages 18-59), Canada (1,010 adults ages 18 and older), China (1,010 adults ages 18-60), Germany (1,013 adults ages 16 and older), India (1,008 adults ages 18-64), Jordan (1,005 adults ages 18 and older), Mexico (1,021 adults ages 18-64), and the U.S. (2,020 adults ages 18 and older). Data for each country were weighted to the general or online population within each country. 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.

Notes on reading the results
The percentage of respondents has been included for each item. A dash represents a value of zero. An asterisk represents a value greater than zero but less than one. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

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

**Section 700: Personal Characteristics**

**Q705**

Which of the following best describe you? Please select up to *five* characteristics.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
Caring	38%	38%	18%	26%	39%	14%	37%	36%	31%
Creative	22%	27%	38%	31%	22%	19%	20%	30%	26%
Curious	20%	25%	21%	30%	36%	9%	23%	15%	22%
Daring	3%	5%	10%	7%	4%	5%	15%	15%	8%
Dreamer	13%	18%	23%	25%	13%	12%	9%	20%	17%
Easygoing	35%	36%	18%	25%	24%	39%	37%	16%	29%
Energetic	11%	13%	11%	20%	8%	29%	17%	26%	17%
Honest	51%	58%	59%	60%	57%	49%	47%	58%	55%
Independent	35%	34%	31%	21%	18%	19%	35%	30%	28%
Joiner	1%	2%	1%	5%	7%	12%	4%	2%	4%
Leader	14%	14%	31%	23%	7%	18%	10%	21%	17%
Optimistic	22%	21%	28%	31%	30%	28%	37%	21%	27%
Passionate	18%	20%	20%	16%	13%	21%	20%	16%	18%
Persistent	14%	13%	24%	30%	16%	22%	20%	4%	18%
Practical	35%	29%	22%	22%	33%	42%	26%	32%	30%
Responsible	53%	49%	58%	54%	51%	27%	58%	44%	49%
Role model	5%	5%	3%	5%	8%	5%	6%	6%	5%
Shy	16%	18%	8%	16%	16%	17%	10%	10%	14%
Social	13%	19%	25%	19%	35%	41%	18%	25%	24%
Successful	10%	8%	19%	9%	7%	22%	5%	22%	13%
Traditional	22%	15%	8%	8%	13%	9%	18%	14%	13%
Unique	15%	17%	4%	4%	9%	4%	12%	16%	10%
None of these	2%	*	*	*	*	*	*	*	-

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

**Q710**

How well does each of the following describe you?

1. Religion or faith is an important part of my life.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	25%	13%	21%	45%	6%	55%	4%	25%	24%
Describes me very well	17%	11%	17%	19%	11%	23%	8%	21%	16%
Describes me well	16%	15%	25%	15%	12%	12%	14%	21%	16%
Somewhat describes me	20%	23%	21%	11%	24%	6%	25%	20%	19%
Does not describe me at all	22%	37%	17%	10%	47%	3%	48%	13%	25%

2. I like to learn new things.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	33%	32%	61%	56%	22%	57%	30%	46%	42%
Describes me very well	29%	32%	24%	27%	38%	28%	35%	30%	30%
Describes me well	25%	24%	9%	13%	25%	11%	27%	17%	19%
Somewhat describes me	11%	10%	5%	3%	13%	3%	7%	5%	7%
Does not describe me at all	3%	1%	1%	*	1%	1%	1%	1%	1%

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

3. I like to meet new people.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	17%	16%	37%	42%	15%	30%	21%	29%	26%
Describes me very well	21%	22%	30%	23%	29%	27%	32%	28%	27%
Describes me well	28%	31%	20%	22%	30%	23%	29%	24%	26%
Somewhat describes me	26%	25%	11%	11%	20%	16%	16%	15%	18%
Does not describe me at all	8%	6%	2%	3%	7%	4%	3%	4%	5%

4. I like new and exciting experiences, even if I have to break the rules.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	9%	9%	22%	14%	5%	30%	18%	18%	16%
Describes me very well	13%	13%	24%	11%	17%	26%	28%	22%	19%
Describes me well	21%	22%	21%	15%	22%	23%	27%	21%	22%
Somewhat describes me	28%	32%	23%	25%	32%	15%	21%	21%	25%
Does not describe me at all	30%	24%	9%	35%	25%	7%	6%	18%	19%

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

5. I have a lot of friends.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	9%	10%	26%	30%	5%	21%	17%	26%	18%
Describes me very well	15%	13%	25%	22%	21%	24%	28%	23%	21%
Describes me well	25%	28%	28%	24%	27%	27%	33%	26%	27%
Somewhat describes me	31%	32%	16%	18%	34%	21%	18%	17%	23%
Does not describe me at all	19%	17%	5%	6%	13%	7%	4%	8%	10%

6. I believe that if I work hard and apply my abilities and talents, I will be successful.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	28%	25%	52%	52%	14%	52%	25%	49%	37%
Describes me very well	31%	32%	30%	27%	32%	30%	38%	28%	31%
Describes me well	25%	30%	10%	15%	31%	13%	25%	16%	21%
Somewhat describes me	13%	11%	5%	5%	14%	4%	11%	4%	8%
Does not describe me at all	3%	3%	2%	2%	8%	2%	1%	2%	3%

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

7. I prefer to work alone.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	17%	12%	11%	18%	10%	13%	8%	11%	13%
Describes me very well	20%	20%	14%	20%	18%	14%	16%	15%	17%
Describes me well	26%	29%	20%	24%	24%	22%	25%	21%	24%
Somewhat describes me	26%	29%	35%	26%	29%	27%	31%	27%	29%
Does not describe me at all	12%	11%	19%	12%	19%	24%	20%	25%	18%

8. I prefer to work as part of a group.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	7%	6%	20%	20%	6%	19%	17%	21%	15%
Describes me very well	12%	15%	26%	28%	20%	23%	30%	28%	23%
Describes me well	25%	26%	28%	27%	32%	27%	28%	25%	27%
Somewhat describes me	35%	38%	20%	21%	30%	21%	19%	19%	25%
Does not describe me at all	21%	15%	6%	5%	12%	10%	6%	7%	10%

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

9. I am not interested in organized religion.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	21%	31%	17%	17%	36%	8%	16%	14%	20%
Describes me very well	12%	14%	13%	11%	15%	9%	16%	14%	13%
Describes me well	11%	13%	16%	14%	14%	18%	23%	21%	16%
Somewhat describes me	18%	20%	26%	23%	14%	15%	25%	24%	21%
Does not describe me at all	38%	23%	28%	35%	21%	50%	21%	27%	30%

10. I can make [COUNTRY OF RESIDENCE] a better place by my actions.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Describes me completely	14%	13%	32%	28%	5%	30%	13%	27%	20%
Describes me very well	21%	22%	29%	28%	16%	28%	24%	26%	24%
Describes me well	30%	32%	24%	27%	26%	22%	32%	27%	28%
Somewhat describes me	26%	24%	14%	14%	28%	13%	22%	15%	20%
Does not describe me at all	9%	9%	1%	3%	25%	6%	9%	4%	8%

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

**Q715**

How much do you agree or disagree with the following statement?

I can make the world a better place by my actions.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	82%	79%	79%	91%	54%	89%	82%	86%	80%
Strongly agree	27%	25%	48%	49%	9%	36%	29%	40%	33%
Somewhat agree	54%	54%	31%	43%	45%	53%	53%	47%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	18%	21%	21%	9%	46%	11%	18%	14%	20%
Somewhat disagree	13%	14%	6%	5%	36%	9%	14%	6%	13%
Strongly disagree	6%	7%	15%	4%	10%	2%	4%	8%	7%

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



**Section 800: Positive Social Change Attitudes**

**Q800**

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	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
VERY / SOMEWHAT IMPORTANT [NET]	77%	80%	96%	96%	66%	85%	85%	93%	85%
Very important	25%	26%	53%	53%	14%	36%	37%	54%	37%
Somewhat important	52%	54%	44%	42%	51%	49%	49%	39%	48%
NOT TOO / NOT AT ALL IMPORTANT [NET]	23%	20%	4%	4%	34%	15%	15%	7%	15%
Not too important	17%	16%	4%	3%	31%	13%	14%	6%	13%
Not at all important	6%	3%	*	1%	3%	2%	1%	1%	2%

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

**Q805**

Positive social change can have many different goals. In your opinion, what are the most important goals of positive social changes? Please select up to **two** responses.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Promoting fairness	22%	24%	35%	26%	48%	42%	38%	10%	31%
Promoting equality	24%	28%	30%	25%	31%	22%	32%	29%	28%
Empowering people	22%	19%	3%	28%	15%	9%	10%	24%	16%
Creating a better world for everyone to live in	42%	48%	32%	30%	37%	34%	43%	43%	39%
Improving the lives of individuals in a community	34%	35%	39%	37%	25%	43%	19%	22%	32%
Changing social structures and systems in a country	10%	10%	28%	33%	10%	13%	20%	27%	19%
Changing people's attitudes and beliefs	24%	24%	23%	16%	16%	32%	32%	37%	26%
None of these	6%	3%	1%	1%	4%	*	*	1%	2%

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

**Q810**

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

1. The most important agents of positive social change are individual people acting on their own, not organizations or companies.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	61%	56%	60%	46%	53%	68%	53%	73%	59%
Strongly agree	17%	11%	16%	11%	9%	22%	11%	28%	16%
Somewhat agree	45%	45%	44%	35%	44%	46%	41%	45%	43%
STRONGLY / SOMEWHAT DISAGREE [NET]	39%	44%	40%	54%	47%	32%	47%	27%	41%
Somewhat disagree	32%	36%	28%	31%	43%	26%	38%	22%	32%
Strongly disagree	7%	8%	12%	22%	4%	7%	9%	5%	9%

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

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	63%	63%	54%	84%	63%	68%	76%	80%	69%
Strongly agree	15%	12%	13%	34%	11%	27%	20%	32%	21%
Somewhat agree	48%	50%	41%	50%	53%	41%	56%	48%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	37%	37%	46%	16%	37%	32%	24%	20%	31%
Somewhat disagree	28%	31%	32%	13%	31%	25%	22%	15%	25%
Strongly disagree	9%	6%	14%	3%	6%	7%	2%	5%	7%

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

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

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	72%	73%	73%	76%	49%	85%	80%	68%	72%
Strongly agree	15%	15%	21%	22%	7%	30%	12%	17%	17%
Somewhat agree	57%	57%	52%	54%	42%	55%	68%	51%	55%
STRONGLY / SOMEWHAT DISAGREE [NET]	28%	27%	27%	24%	51%	15%	20%	32%	28%
Somewhat disagree	23%	24%	21%	19%	42%	13%	18%	25%	23%
Strongly disagree	5%	4%	6%	5%	8%	2%	1%	7%	5%

4. When purchasing a product or service, I make an effort to choose a company that supports good causes.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	70%	70%	84%	87%	64%	77%	92%	87%	79%
Strongly agree	17%	15%	31%	41%	10%	26%	38%	40%	27%
Somewhat agree	52%	55%	53%	46%	54%	50%	54%	46%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	30%	30%	16%	13%	36%	23%	8%	13%	21%
Somewhat disagree	22%	25%	12%	10%	30%	19%	7%	11%	17%
Strongly disagree	8%	5%	4%	3%	6%	4%	1%	3%	4%

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

5. When purchasing a product or service, I make an effort to choose a company that behaves responsibly towards the people and environment in the communities where it operates.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	71%	72%	87%	88%	71%	77%	94%	84%	81%
Strongly agree	17%	17%	35%	46%	12%	32%	40%	39%	30%
Somewhat agree	53%	56%	52%	42%	59%	45%	54%	44%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	29%	28%	13%	12%	29%	23%	6%	16%	20%
Somewhat disagree	20%	23%	11%	10%	24%	18%	5%	12%	15%
Strongly disagree	9%	5%	2%	2%	5%	5%	1%	5%	4%

6. It is important that schools provide opportunities for young people to be involved in positive social change activities.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	86%	93%	94%	96%	93%	96%	94%	88%	93%
Strongly agree	42%	47%	66%	73%	47%	65%	49%	54%	55%
Somewhat agree	44%	46%	28%	23%	46%	31%	45%	33%	37%
STRONGLY / SOMEWHAT DISAGREE [NET]	14%	7%	6%	4%	7%	4%	6%	12%	8%
Somewhat disagree	10%	4%	5%	4%	5%	3%	6%	9%	6%
Strongly disagree	4%	3%	1%	1%	2%	2%	*	3%	2%

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

7. Being involved in positive social change as a child or teenager inspires people to be involved in positive social change as adults.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	88%	91%	92%	90%	87%	86%	88%	87%	89%
Strongly agree	36%	37%	49%	49%	27%	39%	32%	40%	39%
Somewhat agree	52%	54%	43%	41%	60%	47%	56%	47%	50%
STRONGLY / SOMEWHAT DISAGREE [NET]	12%	9%	8%	10%	13%	14%	12%	13%	11%
Somewhat disagree	8%	7%	6%	9%	10%	11%	10%	10%	9%
Strongly disagree	3%	2%	2%	1%	3%	3%	2%	3%	2%

8. Most people in [INSERT COUNTRY OF RESIDENCE] share my views on the importance of positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	53%	63%	64%	61%	60%	69%	77%	74%	65%
Strongly agree	7%	6%	18%	13%	6%	15%	12%	21%	12%
Somewhat agree	46%	57%	46%	48%	54%	54%	65%	53%	53%
STRONGLY / SOMEWHAT DISAGREE [NET]	47%	37%	36%	39%	40%	31%	23%	26%	35%
Somewhat disagree	38%	32%	28%	29%	35%	25%	20%	21%	29%
Strongly disagree	9%	5%	9%	10%	5%	5%	2%	5%	6%

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

9. Government organizations are helpful in promoting positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	44%	55%	67%	84%	54%	56%	91%	68%	65%
Strongly agree	8%	7%	23%	31%	7%	14%	39%	19%	19%
Somewhat agree	36%	48%	43%	53%	47%	42%	52%	49%	46%
STRONGLY / SOMEWHAT DISAGREE [NET]	56%	45%	33%	16%	46%	44%	9%	32%	35%
Somewhat disagree	34%	34%	25%	12%	37%	31%	8%	23%	26%
Strongly disagree	22%	11%	8%	4%	9%	14%	1%	9%	10%

10. To truly change things you have to break some rules.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	49%	52%	66%	46%	51%	60%	95%	76%	62%
Strongly agree	11%	10%	22%	12%	10%	14%	46%	30%	19%
Somewhat agree	38%	42%	44%	34%	41%	46%	49%	47%	43%
STRONGLY / SOMEWHAT DISAGREE [NET]	51%	48%	34%	54%	49%	40%	5%	24%	38%
Somewhat disagree	35%	36%	24%	27%	38%	30%	5%	17%	27%
Strongly disagree	16%	12%	10%	27%	11%	9%	*	6%	11%

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

11. Changing a few things for the better locally is all I can realistically achieve.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	68%	64%	68%	66%	68%	84%	94%	80%	74%
Strongly agree	11%	12%	16%	13%	6%	21%	32%	22%	17%
Somewhat agree	56%	53%	52%	53%	61%	63%	62%	57%	57%
STRONGLY / SOMEWHAT DISAGREE [NET]	32%	36%	32%	34%	32%	16%	6%	20%	26%
Somewhat disagree	26%	31%	23%	25%	25%	13%	5%	17%	21%
Strongly disagree	6%	5%	9%	10%	7%	3%	1%	4%	6%

12. Human beings are basically good.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	77%	79%	81%	69%	49%	82%	89%	85%	76%
Strongly agree	18%	18%	36%	12%	8%	39%	40%	39%	26%
Somewhat agree	59%	60%	45%	56%	41%	44%	48%	46%	50%
STRONGLY / SOMEWHAT DISAGREE [NET]	23%	21%	19%	31%	51%	18%	11%	15%	24%
Somewhat disagree	16%	17%	14%	24%	37%	13%	10%	12%	18%
Strongly disagree	7%	4%	5%	7%	13%	5%	1%	3%	6%

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



13. Most people resist change.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	83%	82%	80%	84%	84%	73%	49%	78%	77%
Strongly agree	29%	22%	31%	34%	18%	25%	9%	25%	24%
Somewhat agree	54%	60%	49%	50%	66%	48%	40%	53%	53%
STRONGLY / SOMEWHAT DISAGREE [NET]	17%	18%	20%	16%	16%	27%	51%	22%	23%
Somewhat disagree	14%	16%	16%	15%	14%	24%	44%	17%	20%
Strongly disagree	3%	1%	5%	1%	2%	3%	7%	5%	3%

14. Engaging in positive social change is a waste of time.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	19%	15%	17%	18%	15%	11%	13%	27%	17%
Strongly agree	6%	3%	5%	5%	4%	3%	3%	7%	5%
Somewhat agree	14%	11%	13%	13%	12%	9%	11%	20%	13%
STRONGLY / SOMEWHAT DISAGREE [NET]	81%	85%	83%	82%	85%	89%	87%	73%	83%
Somewhat disagree	33%	36%	20%	11%	36%	26%	35%	24%	28%
Strongly disagree	47%	50%	63%	71%	48%	63%	52%	49%	55%

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

**Q815**

When it comes to positive social change, what are the areas or topics that are most important to you? Please select **all** that apply.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Education	62%	68%	81%	89%	62%	65%	69%	86%	73%
Public safety	45%	55%	66%	79%	48%	51%	61%	74%	60%
Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.)	49%	64%	66%	75%	71%	82%	76%	74%	70%
Poverty (including hunger, homelessness, other social welfare issues, etc.)	59%	63%	74%	73%	64%	77%	62%	68%	68%
Health issues (e.g., obesity, cancer, HIV/AIDS, infectious diseases, etc.)	56%	66%	54%	68%	44%	59%	63%	62%	59%
Children or youth	55%	60%	62%	67%	55%	67%	45%	65%	60%
Availability of clean water and food	53%	61%	56%	63%	57%	61%	44%	68%	58%
The environment and "green" issues (e.g., global warming, climate change, pollution, etc.)	40%	60%	66%	60%	60%	48%	71%	67%	59%
Honest business practices	51%	51%	37%	54%	24%	54%	56%	58%	48%
Women's rights	35%	46%	49%	52%	33%	45%	36%	73%	46%
The elderly or aging	50%	55%	45%	50%	43%	38%	37%	44%	45%
Conflict, war and terrorism	39%	49%	35%	30%	49%	46%	27%	45%	40%
Other	5%	3%	4%	3%	2%	4%	1%	5%	3%

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

**Q820**

When it comes to positive social change, what area or topic is **most** important to you? Please select **one**.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
Education	13%	9%	30%	39%	12%	10%	14%	30%	20%
Poverty (including hunger, homelessness, other social welfare issues, etc.)	14%	15%	18%	23%	16%	23%	9%	9%	16%
Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.)	12%	15%	12%	15%	20%	34%	34%	17%	20%
Children or youth	13%	11%	9%	7%	10%	8%	3%	3%	8%
Public safety	5%	4%	12%	5%	6%	2%	5%	8%	6%
Health issues (e.g., obesity, cancer, HIV/AIDS, infectious diseases, etc.)	9%	11%	3%	3%	2%	3%	9%	2%	5%
Availability of clean water and food	5%	4%	2%	2%	7%	4%	5%	5%	4%
The environment and "green" issues (e.g., global warming, climate change, pollution, etc.)	7%	11%	8%	2%	11%	2%	15%	7%	8%
Honest business practices	6%	5%	1%	2%	1%	3%	4%	5%	3%
Conflict, war and terrorism	6%	6%	2%	1%	9%	6%	1%	4%	4%
Government/Political issues (e.g., over spending, regulations, involvement, size, etc.)	1%	*	*	*	*	*	*	*	*
Women's rights	2%	2%	1%	*	1%	2%	*	8%	2%
Other	3%	2%	1%	1%	1%	2%	*	1%	1%

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

**Section 900: Personal Involvement with Positive Social Change**

**Q900**

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	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
Engaged In Positive Social Change In Past 6 Months [Net]	76%	82%	90%	90%	65%	78%	91%	89%	83%
Engaged In Social Change Through Digital Technology [Sub-Net]	31%	32%	58%	63%	19%	55%	60%	62%	48%
Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website	18%	18%	32%	38%	10%	34%	42%	30%	28%
Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)	9%	9%	20%	26%	5%	13%	26%	34%	18%
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.)	20%	21%	38%	38%	11%	40%	31%	43%	30%
Educated others about a cause or issue	24%	26%	39%	47%	21%	43%	29%	48%	35%
Participated in volunteer work or service	29%	34%	35%	39%	23%	33%	49%	43%	36%
Wrote to or called any politician or government official	18%	13%	13%	16%	6%	9%	6%	16%	12%
Signed an online or written petition	32%	33%	29%	54%	26%	17%	19%	25%	29%
Donated money, goods or services	49%	53%	35%	44%	38%	45%	58%	55%	47%
Fundraised for a cause	14%	21%	14%	17%	7%	17%	12%	21%	15%

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

Engaged in positive social change in some other way	15%	19%	28%	20%	14%	26%	21%	33%	22%
I have not done anything to engage in positive social change in the past six months	24%	18%	10%	10%	35%	22%	9%	11%	17%

**Q905**

Overall, how often do you do something to engage in positive social change?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
More often than once a week	9%	6%	9%	11%	4%	10%	4%	6%	7%
3-4 times a month	10%	10%	9%	12%	5%	9%	5%	7%	8%
1-2 times a month	10%	12%	14%	12%	7%	14%	11%	15%	12%
7-11 times a year	9%	8%	7%	10%	7%	9%	7%	9%	8%
4-6 times a year	16%	15%	15%	13%	14%	12%	19%	16%	15%
2-3 times a year	20%	27%	26%	23%	26%	20%	34%	27%	25%
Once a year or less often	14%	15%	17%	14%	17%	15%	17%	16%	16%
Never	12%	8%	4%	4%	19%	11%	3%	5%	8%

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

**Q908**

*Base: Ever engaged in positive social change*

During the past four weeks, how many hours in total have you spent engaged in positive social change activities?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
0	22%	27%	11%	13%	27%	17%	10%	9%	17%
1-4 (NET)	42%	38%	36%	39%	40%	37%	42%	37%	39%
1	15%	14%	11%	12%	16%	13%	13%	10%	13%
2	13%	13%	11%	13%	13%	10%	16%	13%	13%
3	6%	4%	6%	6%	6%	6%	7%	6%	6%
4	9%	8%	8%	9%	5%	7%	6%	8%	8%
5-8 (NET)	13%	14%	19%	18%	13%	20%	17%	18%	17%
5	6%	6%	7%	8%	6%	8%	9%	8%	7%
6	3%	4%	5%	4%	4%	6%	3%	3%	4%
7	1%	1%	1%	1%	1%	1%	1%	2%	1%
8	4%	3%	6%	5%	3%	5%	4%	5%	4%
9-12	8%	9%	11%	10%	10%	9%	12%	13%	10%
13-16	3%	2%	5%	3%	3%	3%	2%	5%	3%
17-20	4%	4%	4%	4%	3%	4%	8%	5%	5%
More than 20	8%	6%	14%	13%	4%	10%	10%	13%	10%
Mean	9.6	6.7	12.3	14	5.4	10.9	11.2	13.9	10.5

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

**Q910**

*Base: Ever engaged in positive social change*

How old were you when you first did something to engage in positive social change?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
5-9	13%	12%	5%	3%	4%	4%	0	7%	6%
10-12	16%	16%	9%	8%	7%	9%	1%	9%	9%
13-17	28%	26%	32%	39%	33%	31%	13%	34%	30%
18	9%	7%	12%	14%	11%	9%	15%	11%	11%
19	2%	2%	7%	3%	1%	6%	4%	5%	4%
20	5%	8%	7%	8%	9%	12%	14%	7%	9%
21	5%	2%	3%	4%	2%	2%	5%	4%	3%
OLDER THAN 21 (NET)	23%	26%	25%	22%	34%	27%	48%	23%	29%
22-24	3%	4%	7%	6%	3%	11%	12%	7%	7%
25-40	15%	18%	17%	14%	22%	15%	33%	14%	19%
41+	6%	4%	1%	2%	9%	1%	3%	2%	4%
MEAN	18.8	18.9	19.0	18.7	22.5	19.1	23.6	18.5	19.9

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

**Q915**

*Base: Ever engaged in positive social change*

How well does each of these reasons describe why you have done something to engage in positive social change?

I have engaged in positive social change because...

1. It makes me feel empowered

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	12%	8%	24%	34%	8%	21%	19%	23%	19%
Describes me very well	19%	18%	30%	26%	28%	30%	31%	31%	27%
Describes me well	28%	29%	30%	26%	37%	30%	32%	29%	30%
Somewhat describes me	25%	28%	11%	9%	19%	14%	14%	13%	17%
Does not describe me at all	16%	17%	5%	5%	8%	6%	4%	4%	8%

2. It makes me feel happy

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	19%	17%	36%	47%	11%	40%	23%	36%	29%
Describes me very well	29%	26%	29%	25%	28%	29%	31%	31%	29%
Describes me well	28%	33%	25%	23%	33%	21%	29%	22%	27%
Somewhat describes me	19%	19%	7%	5%	23%	8%	14%	8%	13%
Does not describe me at all	4%	5%	2%	1%	5%	2%	2%	2%	3%

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



3. It enables me to meet new people

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	12%	9%	25%	29%	9%	28%	17%	25%	19%
Describes me very well	19%	16%	26%	27%	26%	28%	27%	25%	24%
Describes me well	27%	31%	25%	23%	29%	25%	30%	26%	27%
Somewhat describes me	26%	26%	18%	15%	23%	13%	22%	18%	20%
Does not describe me at all	16%	18%	7%	6%	13%	7%	4%	6%	10%

4. It enables me to keep learning new things

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	16%	14%	34%	39%	10%	37%	21%	29%	25%
Describes me very well	27%	24%	34%	30%	25%	31%	33%	30%	29%
Describes me well	29%	33%	24%	22%	35%	21%	33%	23%	28%
Somewhat describes me	21%	22%	5%	7%	21%	10%	11%	14%	14%
Does not describe me at all	7%	7%	2%	2%	10%	2%	2%	3%	4%

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

5. It energizes and refreshes me

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	14%	10%	26%	31%	8%	29%	18%	24%	20%
Describes me very well	23%	23%	30%	32%	24%	28%	30%	33%	28%
Describes me well	30%	34%	28%	23%	26%	27%	31%	27%	28%
Somewhat describes me	24%	24%	12%	10%	27%	13%	18%	13%	18%
Does not describe me at all	9%	10%	4%	4%	15%	3%	3%	4%	7%

6. It is part of my faith or religious beliefs

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	17%	10%	17%	31%	7%	48%	9%	23%	20%
Describes me very well	19%	12%	19%	23%	15%	24%	17%	25%	19%
Describes me well	19%	16%	23%	19%	19%	16%	23%	22%	20%
Somewhat describes me	18%	19%	17%	16%	19%	9%	25%	19%	18%
Does not describe me at all	27%	43%	24%	11%	40%	4%	26%	11%	23%

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

7. It is a moral responsibility

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	23%	18%	32%	36%	15%	44%	23%	33%	28%
Describes me very well	29%	26%	35%	33%	33%	30%	31%	33%	31%
Describes me well	27%	32%	22%	22%	32%	19%	31%	23%	26%
Somewhat describes me	18%	20%	8%	7%	16%	6%	12%	9%	12%
Does not describe me at all	4%	4%	2%	2%	4%	2%	3%	2%	3%

8. It is a lifelong commitment

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	17%	13%	27%	35%	15%	21%	14%	23%	21%
Describes me very well	21%	18%	27%	27%	27%	25%	22%	31%	25%
Describes me well	27%	28%	28%	23%	30%	27%	34%	26%	28%
Somewhat describes me	24%	26%	12%	12%	21%	17%	23%	15%	19%
Does not describe me at all	11%	15%	6%	4%	7%	10%	8%	6%	8%

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

9. It is how my parents and family raised me to be

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	16%	13%	24%	29%	8%	31%	14%	25%	20%
Describes me very well	23%	21%	28%	24%	27%	31%	23%	28%	26%
Describes me well	25%	31%	28%	26%	29%	22%	27%	27%	27%
Somewhat describes me	21%	20%	13%	14%	20%	12%	26%	14%	18%
Does not describe me at all	15%	16%	7%	6%	16%	4%	10%	6%	10%

10. Being involved in positive social change is part of what it means to be [RESIDENT OF COUNTRY]

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	17%	12%	25%	30%	7%	27%	25%	28%	21%
Describes me very well	24%	20%	27%	27%	21%	25%	30%	30%	26%
Describes me well	28%	34%	26%	25%	30%	25%	29%	26%	28%
Somewhat describes me	21%	23%	15%	12%	24%	15%	14%	14%	17%
Does not describe me at all	10%	9%	7%	6%	18%	8%	2%	3%	8%

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

11. It is the most important activity in my life

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	8%	6%	10%	15%	4%	11%	12%	22%	11%
Describes me very well	14%	12%	22%	22%	16%	20%	23%	26%	19%
Describes me well	22%	23%	31%	29%	22%	32%	27%	30%	27%
Somewhat describes me	28%	31%	25%	23%	32%	24%	27%	17%	26%
Does not describe me at all	28%	28%	12%	11%	26%	12%	10%	6%	17%

12. I believe it is necessary to give my life meaning

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Describes me completely	17%	13%	23%	32%	8%	33%	26%	31%	23%
Describes me very well	21%	23%	28%	24%	28%	32%	32%	30%	27%
Describes me well	28%	27%	29%	25%	33%	22%	29%	24%	27%
Somewhat describes me	23%	26%	11%	14%	21%	11%	11%	12%	16%
Does not describe me at all	11%	11%	8%	5%	10%	2%	1%	2%	6%

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

**Q920**

*Base: Ever engaged in positive social change*

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?

1. I liked when I got a “thank you” and the people I helped appreciated my efforts

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	69%	62%	80%	85%	48%	69%	77%	75%	71%
Strongly agree	21%	17%	36%	45%	7%	20%	27%	26%	25%
Somewhat agree	48%	44%	44%	40%	41%	49%	50%	49%	46%
STRONGLY / SOMEWHAT DISAGREE [NET]	31%	38%	20%	15%	52%	31%	23%	25%	29%
Somewhat disagree	19%	22%	12%	10%	24%	20%	19%	16%	18%
Strongly disagree	12%	16%	8%	5%	28%	11%	4%	9%	12%

2. It was important for my resume or applying for a job

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	26%	25%	31%	31%	20%	34%	39%	38%	31%
Strongly agree	7%	6%	8%	10%	4%	9%	6%	11%	8%
Somewhat agree	19%	19%	23%	21%	16%	25%	33%	28%	23%
STRONGLY / SOMEWHAT DISAGREE [NET]	74%	75%	69%	69%	80%	66%	61%	62%	70%
Somewhat disagree	21%	22%	22%	25%	23%	29%	42%	24%	26%
Strongly disagree	52%	53%	48%	45%	56%	37%	19%	38%	44%

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

3. It was important for applying to enter a college or university

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	27%	22%	30%	35%	15%	27%	29%	46%	29%
Strongly agree	8%	4%	8%	13%	3%	9%	5%	13%	8%
Somewhat agree	20%	19%	22%	22%	12%	18%	24%	33%	21%
STRONGLY / SOMEWHAT DISAGREE [NET]	73%	78%	70%	65%	85%	73%	71%	54%	71%
Somewhat disagree	22%	22%	20%	20%	16%	27%	40%	22%	24%
Strongly disagree	51%	56%	50%	45%	69%	46%	32%	32%	48%

4. I was motivated because unfairness makes me angry

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	75%	78%	85%	89%	77%	82%	86%	78%	81%
Strongly agree	27%	27%	40%	54%	22%	44%	33%	29%	35%
Somewhat agree	48%	51%	45%	34%	55%	38%	53%	49%	47%
STRONGLY / SOMEWHAT DISAGREE [NET]	25%	22%	15%	11%	23%	18%	14%	22%	19%
Somewhat disagree	16%	14%	10%	8%	16%	13%	12%	15%	13%
Strongly disagree	9%	8%	4%	3%	7%	5%	2%	7%	6%

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

5. I want to make a difference in people’s lives because others have made a difference in mine

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	75%	72%	77%	83%	54%	75%	85%	73%	74%
Strongly agree	25%	19%	29%	39%	9%	24%	25%	21%	24%
Somewhat agree	50%	53%	48%	44%	46%	51%	60%	52%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	25%	28%	23%	17%	46%	25%	15%	27%	26%
Somewhat disagree	18%	18%	15%	12%	26%	20%	12%	19%	18%
Strongly disagree	7%	9%	9%	5%	19%	6%	3%	8%	8%

6. I want to give people opportunities that I did not have

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	70%	67%	78%	78%	51%	87%	85%	82%	75%
Strongly agree	20%	14%	29%	33%	9%	34%	24%	30%	24%
Somewhat agree	50%	53%	49%	45%	42%	53%	61%	52%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	30%	33%	22%	22%	49%	13%	15%	18%	25%
Somewhat disagree	19%	22%	14%	14%	27%	9%	13%	12%	16%
Strongly disagree	11%	10%	8%	8%	22%	4%	2%	6%	9%

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



7. I want to set an example for my child(ren)

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	73%	68%	85%	88%	73%	89%	85%	78%	80%
Strongly agree	33%	29%	48%	56%	21%	54%	32%	31%	38%
Somewhat agree	40%	39%	37%	31%	52%	35%	53%	47%	42%
STRONGLY / SOMEWHAT DISAGREE [NET]	27%	32%	15%	12%	27%	11%	15%	22%	20%
Somewhat disagree	10%	13%	7%	7%	10%	6%	11%	13%	10%
Strongly disagree	17%	19%	8%	5%	17%	4%	4%	9%	10%

8. I've had a lot of good things in my life, so I feel it's important to help others

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	78%	75%	85%	84%	63%	75%	86%	81%	78%
Strongly agree	25%	20%	35%	48%	10%	28%	26%	33%	28%
Somewhat agree	53%	55%	50%	36%	52%	47%	60%	48%	50%
STRONGLY / SOMEWHAT DISAGREE [NET]	22%	25%	15%	16%	37%	25%	14%	19%	22%
Somewhat disagree	15%	17%	10%	13%	23%	19%	12%	14%	15%
Strongly disagree	7%	8%	5%	3%	14%	6%	2%	4%	6%

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

9. My employer/job encouraged it

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	28%	28%	42%	36%	40%	29%	40%	50%	37%
Strongly agree	7%	6%	11%	12%	7%	5%	8%	14%	9%
Somewhat agree	21%	22%	31%	24%	33%	24%	31%	36%	28%
STRONGLY / SOMEWHAT DISAGREE [NET]	72%	72%	58%	64%	60%	71%	60%	50%	63%
Somewhat disagree	25%	26%	25%	22%	23%	31%	41%	27%	28%
Strongly disagree	47%	47%	33%	42%	37%	39%	19%	23%	36%

10. I want my voice to be heard

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	69%	63%	75%	88%	65%	78%	73%	71%	73%
Strongly agree	19%	15%	26%	37%	8%	31%	17%	24%	22%
Somewhat agree	50%	48%	49%	51%	57%	47%	57%	47%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	31%	37%	25%	12%	35%	22%	27%	29%	27%
Somewhat disagree	21%	22%	15%	8%	22%	16%	23%	19%	18%
Strongly disagree	10%	15%	10%	4%	13%	6%	4%	10%	9%

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

11. It was to fulfill a requirement for a class, school or education program

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	27%	24%	32%	31%	16%	44%	36%	57%	33%
Strongly agree	7%	5%	8%	9%	3%	10%	5%	20%	8%
Somewhat agree	20%	19%	24%	22%	14%	35%	31%	37%	25%
STRONGLY / SOMEWHAT DISAGREE [NET]	73%	76%	68%	69%	84%	56%	64%	43%	67%
Somewhat disagree	20%	20%	24%	22%	21%	27%	41%	21%	25%
Strongly disagree	52%	56%	44%	47%	63%	29%	22%	22%	42%

12. My friends were involved in the activities

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	46%	43%	52%	58%	42%	45%	74%	69%	54%
Strongly agree	8%	6%	11%	17%	6%	8%	14%	18%	11%
Somewhat agree	38%	37%	40%	40%	35%	36%	60%	51%	42%
STRONGLY / SOMEWHAT DISAGREE [NET]	54%	57%	48%	42%	58%	55%	26%	31%	46%
Somewhat disagree	29%	26%	27%	21%	30%	37%	22%	23%	27%
Strongly disagree	25%	30%	22%	21%	28%	19%	4%	8%	20%

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

13. I wanted to do something about a particular issue that has been very important to me

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	79%	74%	74%	77%	72%	69%	77%	79%	75%
Strongly agree	24%	21%	24%	31%	17%	18%	15%	26%	22%
Somewhat agree	55%	54%	50%	46%	55%	50%	61%	53%	53%
STRONGLY / SOMEWHAT DISAGREE [NET]	21%	26%	26%	23%	28%	31%	23%	21%	25%
Somewhat disagree	14%	18%	17%	15%	18%	22%	21%	15%	18%
Strongly disagree	7%	8%	10%	8%	10%	9%	2%	6%	8%

14. I was inspired by someone I admire

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	63%	56%	58%	70%	52%	49%	70%	74%	62%
Strongly agree	18%	15%	18%	28%	9%	16%	13%	25%	18%
Somewhat agree	46%	40%	40%	42%	43%	34%	57%	49%	44%
STRONGLY / SOMEWHAT DISAGREE [NET]	37%	44%	42%	30%	48%	51%	30%	26%	39%
Somewhat disagree	21%	22%	21%	16%	25%	30%	25%	19%	22%
Strongly disagree	16%	23%	21%	14%	23%	21%	6%	7%	16%

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

15. I was motivated by something that I learned about on a social networking site (such as Facebook, Twitter, LinkedIn, etc.)

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	32%	31%	50%	44%	27%	44%	63%	67%	45%
Strongly agree	8%	6%	15%	14%	5%	11%	11%	19%	11%
Somewhat agree	24%	25%	35%	30%	21%	33%	52%	48%	34%
STRONGLY / SOMEWHAT DISAGREE [NET]	68%	69%	50%	56%	73%	56%	37%	33%	55%
Somewhat disagree	23%	25%	25%	25%	18%	33%	30%	22%	25%
Strongly disagree	45%	44%	25%	31%	55%	23%	7%	11%	30%

16. I was motivated by something that I learned about on a website (other than a social networking site)

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	41%	36%	54%	45%	28%	42%	67%	62%	47%
Strongly agree	9%	7%	14%	14%	5%	9%	12%	17%	11%
Somewhat agree	32%	29%	40%	31%	22%	33%	55%	46%	36%
STRONGLY / SOMEWHAT DISAGREE [NET]	59%	64%	46%	55%	72%	58%	33%	38%	53%
Somewhat disagree	26%	26%	24%	26%	25%	35%	28%	26%	27%
Strongly disagree	33%	38%	22%	29%	48%	23%	5%	12%	26%

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

17. I was motivated by something that I learned about in a newspaper or magazine

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	46%	44%	48%	48%	39%	38%	68%	73%	51%
Strongly agree	9%	9%	10%	15%	5%	7%	11%	21%	11%
Somewhat agree	37%	35%	39%	33%	33%	32%	57%	52%	40%
STRONGLY / SOMEWHAT DISAGREE [NET]	54%	56%	52%	52%	61%	62%	32%	27%	50%
Somewhat disagree	27%	28%	28%	27%	25%	34%	27%	19%	27%
Strongly disagree	27%	28%	24%	26%	36%	28%	4%	8%	23%

18. I was motivated by something that I learned about on TV or radio

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	46%	46%	49%	45%	41%	49%	68%	73%	52%
Strongly agree	9%	10%	11%	13%	5%	10%	12%	18%	11%
Somewhat agree	37%	36%	38%	31%	35%	40%	56%	55%	41%
STRONGLY / SOMEWHAT DISAGREE [NET]	54%	54%	51%	55%	59%	51%	32%	27%	48%
Somewhat disagree	25%	29%	26%	26%	28%	31%	26%	18%	26%
Strongly disagree	29%	26%	24%	30%	31%	20%	6%	9%	22%

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

19. I have been a victim of injustice

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	40%	42%	61%	41%	51%	44%	61%	47%	48%
Strongly agree	12%	13%	23%	14%	15%	18%	17%	12%	16%
Somewhat agree	27%	28%	38%	27%	36%	26%	44%	35%	33%
STRONGLY / SOMEWHAT DISAGREE [NET]	60%	58%	39%	59%	49%	56%	39%	53%	52%
Somewhat disagree	26%	25%	21%	20%	25%	28%	30%	27%	25%
Strongly disagree	34%	33%	18%	39%	24%	29%	10%	26%	27%

20. I was motivated to respond to a crisis (such as a man-made or natural disaster)

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	58%	54%	67%	68%	36%	59%	66%	75%	60%
Strongly agree	14%	11%	23%	28%	4%	17%	15%	22%	17%
Somewhat agree	44%	42%	45%	40%	32%	42%	51%	53%	44%
STRONGLY / SOMEWHAT DISAGREE [NET]	42%	46%	33%	32%	64%	41%	34%	25%	40%
Somewhat disagree	21%	26%	20%	20%	26%	26%	27%	17%	23%
Strongly disagree	21%	21%	12%	12%	38%	14%	8%	8%	17%

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

**Q925**

Base: Ever engaged in positive social change

Which of these statements **best** describes your positive social change activities?

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
Base	1837	945	984	959	810	887	979	972	-
Most of my positive social change activities have been focused on one particular issue or cause	31%	31%	42%	26%	45%	23%	35%	28%	33%
My positive social change activities have been for many different issues or causes	69%	69%	58%	74%	55%	77%	65%	72%	67%

**Q930**

Base: Ever engaged in positive social change

How much do you agree with each of the following?

1. I chose my issue or issues because of the importance for my local community

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
Base	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	80%	78%	83%	79%	50%	87%	77%	79%	77%
Strongly agree	23%	18%	36%	31%	7%	37%	17%	26%	24%
Somewhat agree	57%	60%	47%	48%	43%	49%	59%	53%	52%
STRONGLY / SOMEWHAT DISAGREE [NET]	20%	22%	17%	21%	50%	13%	23%	21%	23%
Somewhat disagree	16%	14%	11%	13%	34%	11%	19%	14%	17%
Strongly disagree	5%	8%	6%	8%	16%	3%	5%	7%	7%

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



2. I chose my issue or issues because of the effects on people around the world

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	72%	70%	73%	79%	57%	76%	63%	86%	72%
Strongly agree	22%	19%	29%	33%	12%	27%	12%	38%	24%
Somewhat agree	50%	51%	44%	46%	45%	50%	51%	48%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	28%	30%	27%	21%	43%	24%	37%	14%	28%
Somewhat disagree	21%	21%	17%	15%	30%	19%	32%	11%	21%
Strongly disagree	8%	8%	10%	5%	13%	5%	5%	3%	7%

3. I chose my issue or issues because it has/they have affected me personally

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	74%	75%	65%	56%	60%	69%	75%	65%	67%
Strongly agree	25%	21%	21%	14%	15%	26%	15%	18%	19%
Somewhat agree	49%	54%	43%	41%	46%	42%	60%	46%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	26%	25%	35%	44%	40%	31%	25%	35%	33%
Somewhat disagree	19%	17%	22%	26%	29%	21%	22%	23%	22%
Strongly disagree	7%	8%	14%	18%	11%	11%	4%	12%	11%

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

**Q935**

Base: Ever engaged in positive social change

How much do you agree with each of the following?

1. I have given up spending more time with my family in order to be involved in positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
Base	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	26%	28%	34%	45%	21%	35%	52%	56%	37%
Strongly agree	7%	6%	7%	12%	3%	6%	6%	17%	8%
Somewhat agree	19%	22%	27%	33%	18%	28%	46%	40%	29%
STRONGLY / SOMEWHAT DISAGREE [NET]	74%	72%	66%	55%	79%	65%	48%	44%	63%
Somewhat disagree	31%	25%	33%	29%	36%	41%	36%	31%	33%
Strongly disagree	43%	47%	34%	26%	43%	25%	12%	13%	30%

2. It is more important to me that I am successful in my positive social change activities than that I am successful at my job.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
Base	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	39%	35%	41%	43%	33%	44%	62%	66%	45%
Strongly agree	10%	9%	11%	11%	6%	9%	14%	22%	12%
Somewhat agree	29%	26%	30%	33%	27%	35%	48%	44%	34%
STRONGLY / SOMEWHAT DISAGREE [NET]	61%	65%	59%	57%	67%	56%	38%	34%	55%
Somewhat disagree	33%	35%	37%	37%	40%	38%	32%	27%	35%
Strongly disagree	28%	30%	22%	20%	27%	18%	6%	8%	20%

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

3. I have taken personal risks to my safety or security in order to be involved in positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	29%	27%	46%	41%	23%	26%	35%	58%	36%
Strongly agree	8%	7%	13%	13%	5%	6%	5%	13%	9%
Somewhat agree	22%	20%	33%	28%	18%	20%	30%	44%	27%
STRONGLY / SOMEWHAT DISAGREE [NET]	71%	73%	54%	59%	77%	74%	65%	42%	64%
Somewhat disagree	24%	24%	27%	24%	32%	33%	44%	29%	30%
Strongly disagree	47%	49%	28%	35%	45%	40%	21%	13%	35%

4. I have had relationships with friends or family suffer because of my beliefs about positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
STRONGLY / SOMEWHAT AGREE [NET]	28%	27%	39%	25%	16%	27%	29%	55%	31%
Strongly agree	7%	6%	9%	7%	3%	6%	5%	15%	7%
Somewhat agree	21%	21%	29%	17%	13%	21%	24%	40%	23%
STRONGLY / SOMEWHAT DISAGREE [NET]	72%	73%	61%	75%	84%	73%	71%	45%	69%
Somewhat disagree	24%	21%	25%	21%	32%	35%	49%	27%	29%
Strongly disagree	48%	51%	37%	54%	52%	38%	23%	18%	40%

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

**Q940**

*Base: Ever engaged in positive social change*

Which of the following types of activities do you most like to do to engage in positive social change? Please select **all** that apply.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1837	945	984	959	810	887	979	972	-
Educate others about an issue or cause to raise awareness	55%	54%	71%	80%	52%	76%	55%	81%	66%
Provide services directly to people	48%	50%	64%	59%	22%	72%	63%	65%	55%
Take action so the cause gets noticed	30%	34%	49%	57%	32%	60%	47%	54%	45%
Donate money	56%	57%	32%	29%	46%	46%	66%	55%	48%
Raise money	25%	34%	22%	23%	14%	27%	26%	36%	26%
Something else	5%	4%	3%	2%	8%	2%	*	5%	4%

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

**Q945**

In which way are you most likely to get involved in positive social change? Please only select one response.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
INDIVIDUAL (NET)	31%	34%	25%	32%	27%	26%	19%	37%	29%
As an individual acting on my own	21%	24%	16%	19%	19%	18%	12%	22%	19%
Through an informal, small group	10%	9%	10%	13%	9%	8%	7%	15%	10%
ORGANIZATIONAL (NET)	57%	56%	72%	62%	44%	68%	79%	61%	62%
EDUCATION (SUB-NET)	7%	8%	16%	10%	8%	18%	20%	23%	14%
Through a primary or secondary school (e.g., elementary, middle or high school)	4%	6%	6%	6%	5%	8%	5%	8%	6%
Through a college or university	3%	2%	10%	4%	3%	10%	15%	15%	8%
Through a religious institution (e.g., church, synagogue, mosque, temple, etc.)	19%	11%	10%	21%	7%	10%	3%	7%	11%
Through a nonprofit organization (e.g., grassroots organization, nongovernmental organization (NGO), etc.)	24%	29%	32%	21%	25%	24%	37%	20%	27%
Through a government organization (local, state or national)	3%	4%	10%	5%	3%	11%	16%	7%	7%
Through a for-profit company or private corporation	4%	4%	4%	5%	2%	5%	3%	3%	4%
None of these	12%	10%	3%	6%	28%	6%	2%	3%	9%

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

**Q950**

What is the highest level of education you have completed or the highest degree you have received?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
HIGH/SECONDARY SCHOOL OR LESS (NET)	36%	37%	18%	27%	27%	10%	6%	16%	22%
Less than high school or secondary school	1%	2%	1%	3%	1%	4%	*	2%	2%
Some high school or secondary school	4%	6%	2%	4%	2%	2%	1%	3%	3%
Completed high school or secondary school	31%	29%	14%	20%	23%	4%	5%	11%	17%
SOME COLLEGE OR TRADE CERTIFICATE (NET)	32%	38%	30%	33%	47%	23%	45%	12%	33%
Trade or vocational school certificate	6%	11%	6%	6%	29%	3%	7%	1%	9%
Degree from community or junior college (e.g., associate degree)	7%	11%	5%	4%	10%	13%	32%	5%	11%
Some college, but no degree	19%	15%	19%	23%	8%	7%	6%	7%	13%
COLLEGE GRADUATE+ (NET)	32%	25%	52%	40%	25%	68%	49%	71%	45%
Bachelor's degree or equivalent (e.g., B.A.)	20%	16%	38%	25%	16%	53%	41%	39%	31%
Some graduate school, but no degree	3%	3%	4%	4%	*	3%	1%	1%	2%
Graduate degree or equivalent (e.g., master's, doctorate)	9%	6%	10%	12%	8%	12%	7%	31%	12%

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

**Q955**

*Base: Attended high school or more*

When you attended high school or secondary school, did you participate in positive social change activities or volunteer ...? Please select **all** that apply.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2014	999	1013	974	1003	967	1005	995	-
PARTICIPATED (NET)	56%	59%	81%	78%	48%	66%	89%	82%	70%
SCHOOL RELATED (SUB-NET)	32%	39%	62%	35%	26%	46%	74%	64%	47%
SCHOOL REQUIREMENT (SUB-SUB-NET)	16%	21%	42%	19%	10%	21%	40%	50%	27%
As part of a class requirement	13%	15%	34%	13%	7%	16%	36%	38%	22%
As part of a graduation requirement	7%	11%	14%	10%	3%	9%	10%	26%	11%
As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required))	21%	24%	36%	22%	19%	34%	60%	31%	31%
NON-SCHOOL RELATED (SUB-NET)	37%	36%	42%	59%	29%	37%	47%	46%	42%
As part of an organization not connected to your school	20%	23%	25%	24%	13%	14%	21%	28%	21%
On your own, not connected to any organization	21%	21%	25%	41%	19%	28%	37%	30%	28%
I did not participate in any positive social change activities or volunteer when I was in high school or secondary school	44%	41%	19%	22%	52%	34%	11%	18%	30%

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

**Q960**

Base: Attended college or more

When you attended college or university, did you participate in positive social change activities or volunteer ...? Please select **all** that apply.

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	1561	661	769	577	475	890	928	896	-
PARTICIPATED (NET)	61%	62%	84%	85%	56%	74%	93%	86%	75%
SCHOOL RELATED (SUB-NET)	30%	30%	55%	36%	24%	42%	71%	63%	44%
SCHOOL REQUIREMENT (SUB-SUB-NET)	12%	14%	37%	21%	9%	23%	37%	50%	25%
As part of a class requirement	10%	10%	28%	13%	7%	14%	32%	32%	18%
As part of a graduation requirement	4%	6%	14%	11%	2%	14%	13%	32%	12%
As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required))	22%	21%	33%	22%	17%	25%	60%	33%	29%
NON-SCHOOL RELATED (SUB-NET)	44%	45%	53%	63%	43%	50%	62%	55%	52%
As part of an organization not connected to your school	24%	24%	30%	27%	20%	18%	33%	35%	26%
On your own, not connected to any organization	28%	28%	34%	46%	30%	39%	45%	35%	36%
I did not participate in any positive social change activities or volunteer when I was in college or university	39%	38%	16%	15%	44%	26%	7%	14%	25%

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



**Q965**

When you were growing up, how often did one of your parents or guardians do something to engage in positive social change?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Very often	10%	9%	10%	7%	8%	9%	1%	12%	8%
Often	13%	16%	19%	29%	12%	15%	17%	19%	18%
Sometimes	28%	28%	28%	29%	25%	29%	38%	42%	31%
Rarely	19%	21%	24%	20%	19%	19%	30%	17%	21%
Never	20%	17%	16%	9%	21%	14%	7%	4%	14%
Not sure	10%	9%	3%	5%	14%	14%	6%	6%	8%

**Section 1000: Special Topics for 2013**

**Q1000**

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

1. If people knew more about a particular issue or cause, they would be more involved in positive social change activities

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	86%	85%	91%	90%	85%	89%	92%	87%	88%
Strongly agree	27%	25%	51%	54%	20%	40%	32%	39%	36%
Somewhat agree	59%	61%	40%	36%	65%	49%	60%	49%	52%
STRONGLY / SOMEWHAT DISAGREE [NET]	14%	15%	9%	10%	15%	11%	8%	13%	12%
Somewhat disagree	11%	12%	7%	8%	11%	9%	8%	10%	10%
Strongly disagree	3%	3%	2%	2%	3%	2%	*	3%	2%

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

2. The biggest barrier preventing people from getting involved in positive social change is lack of knowledge

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	80%	78%	86%	87%	78%	88%	82%	85%	83%
Strongly agree	28%	26%	52%	52%	26%	50%	23%	41%	37%
Somewhat agree	52%	52%	34%	36%	52%	38%	59%	43%	46%
STRONGLY / SOMEWHAT DISAGREE [NET]	20%	22%	14%	13%	22%	12%	18%	15%	17%
Somewhat disagree	16%	17%	10%	9%	16%	9%	17%	12%	13%
Strongly disagree	4%	6%	5%	3%	5%	3%	1%	3%	4%

3. The best way to get more people involved in positive social change is to show them how their actions can make a difference

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	93%	95%	93%	94%	88%	91%	93%	90%	92%
Strongly agree	39%	43%	58%	67%	26%	42%	28%	50%	44%
Somewhat agree	54%	52%	35%	27%	62%	49%	65%	39%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	7%	5%	7%	6%	12%	9%	7%	10%	8%
Somewhat disagree	6%	4%	4%	4%	8%	7%	7%	7%	6%
Strongly disagree	2%	1%	4%	1%	4%	2%	*	3%	2%

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

**Q1005**

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

Digital technology includes a wide range of ways to share information and communicate across platforms such as the Internet, social media sites or services, mobile technology (e.g., cell phones, smartphones, netbooks, etc.) and other similar types of technology.

1. Digital technology has created a fundamental shift in how positive social change occurs.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
<b>STRONGLY / SOMEWHAT AGREE [NET]</b>	81%	82%	86%	87%	70%	87%	82%	85%	83%
Strongly agree	22%	26%	39%	37%	13%	37%	26%	30%	29%
Somewhat agree	59%	56%	47%	50%	57%	50%	57%	55%	54%
<b>STRONGLY / SOMEWHAT DISAGREE [NET]</b>	19%	18%	14%	13%	30%	13%	18%	15%	18%
Somewhat disagree	15%	15%	11%	11%	25%	11%	16%	12%	15%
Strongly disagree	4%	3%	3%	2%	5%	2%	2%	3%	3%

2. Digital technology has made it easier for me to connect with others who are interested in the same causes or issues I am.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
<b>STRONGLY / SOMEWHAT AGREE [NET]</b>	75%	73%	88%	89%	67%	90%	90%	90%	83%
Strongly agree	27%	25%	45%	50%	14%	43%	32%	41%	35%
Somewhat agree	49%	48%	44%	40%	52%	47%	59%	49%	49%
<b>STRONGLY / SOMEWHAT DISAGREE [NET]</b>	25%	27%	12%	11%	33%	10%	10%	10%	17%
Somewhat disagree	16%	17%	8%	7%	22%	8%	9%	9%	12%
Strongly disagree	8%	10%	4%	3%	11%	2%	1%	1%	5%

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

3. Using digital technology to organize people around a positive social change issue or cause has more of an impact than organizing people in face-to-face meetings or rallies.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	58%	57%	79%	76%	47%	78%	80%	76%	69%
Strongly agree	13%	13%	32%	28%	7%	28%	21%	28%	21%
Somewhat agree	44%	44%	47%	48%	40%	50%	59%	48%	48%
STRONGLY / SOMEWHAT DISAGREE [NET]	42%	43%	21%	24%	53%	22%	20%	24%	31%
Somewhat disagree	33%	35%	16%	20%	43%	18%	19%	20%	26%
Strongly disagree	9%	8%	5%	4%	11%	4%	1%	4%	6%

4. People who only get involved in positive social change through digital technology have less of an impact than others.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	43%	46%	50%	54%	46%	49%	56%	62%	51%
Strongly agree	9%	9%	15%	14%	6%	10%	8%	17%	11%
Somewhat agree	34%	37%	34%	41%	39%	39%	48%	46%	40%
STRONGLY / SOMEWHAT DISAGREE [NET]	57%	54%	50%	46%	54%	51%	44%	38%	49%
Somewhat disagree	42%	39%	34%	29%	42%	39%	39%	31%	37%
Strongly disagree	15%	15%	16%	16%	12%	12%	5%	7%	12%

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

5. Digital technology allows more people from around the world to be involved in positive social change.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
STRONGLY / SOMEWHAT AGREE [NET]	88%	87%	90%	92%	85%	91%	91%	89%	89%
Strongly agree	32%	33%	48%	54%	21%	41%	32%	43%	38%
Somewhat agree	56%	55%	41%	37%	63%	50%	59%	46%	51%
STRONGLY / SOMEWHAT DISAGREE [NET]	12%	13%	10%	8%	15%	9%	9%	11%	11%
Somewhat disagree	10%	10%	7%	7%	12%	7%	9%	9%	9%
Strongly disagree	3%	3%	3%	1%	4%	2%	-	2%	3%

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

**Q1010**

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.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
LIKELY TO ENGAGE IN ANY LISTED (NET)	62%	62%	94%	95%	48%	84%	93%	91%	79%
CONTRIBUTORS (SUB-NET)	58%	58%	85%	88%	44%	78%	81%	79%	71%
Post information about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	28%	26%	55%	59%	18%	56%	38%	55%	42%
Comment on other people's websites about a cause or issue	28%	33%	45%	56%	18%	53%	46%	44%	40%
Participate in a real-time, online chat about a cause or issue	12%	12%	30%	41%	10%	32%	50%	38%	28%
Sign an online petition for a cause or issue	40%	41%	38%	63%	28%	23%	30%	33%	37%
INITIATORS (SUB-NET)	28%	31%	70%	77%	19%	60%	71%	79%	54%
Create a group or page about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.)	7%	9%	25%	33%	6%	28%	31%	42%	23%
Create or update your own blog or website about a cause or issue	8%	8%	22%	26%	5%	16%	23%	33%	18%
Upload videos or other media content about a cause or issue to the web	11%	14%	33%	45%	5%	37%	21%	37%	25%
Start an online petition about a cause or issue	6%	7%	23%	30%	6%	17%	23%	26%	17%
Text messages related to a positive social change issue using a mobile device (e.g., make a donation, vote, organize a demonstration, etc.)	14%	12%	30%	40%	6%	22%	39%	45%	26%
None of these	38%	38%	6%	5%	52%	16%	7%	9%	21%

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

**Q1015**

Which of the following best describes how you feel about the positive social change movement? Would you say that being involved in positive social change is...?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
ON ITS WAY UP (NET)	45%	48%	46%	72%	42%	72%	72%	66%	58%
On its way up and has a lot going for it	20%	22%	34%	67%	12%	56%	26%	36%	34%
On its way up and has a few things going for it	25%	26%	12%	5%	30%	15%	46%	29%	24%
Holding its ground	47%	44%	47%	24%	43%	17%	22%	24%	34%
ON ITS WAY DOWN (NET)	9%	8%	7%	5%	15%	12%	6%	10%	9%
On its way down and has very little going for it	7%	6%	5%	3%	13%	7%	5%	8%	7%
On its way down and has nothing going for it	2%	2%	2%	2%	3%	4%	1%	3%	2%

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

**Q1020**

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

1. Nonprofit organizations and nongovernmental organizations (NGO's) will have a larger role in social change in the future.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	80%	79%	83%	83%	71%	79%	85%	83%	80%
Strongly agree	18%	15%	36%	32%	10%	28%	26%	37%	25%
Somewhat agree	62%	64%	47%	51%	61%	52%	59%	46%	55%
STRONGLY / SOMEWHAT DISAGREE [NET]	20%	21%	17%	17%	29%	21%	15%	17%	20%
Somewhat disagree	15%	18%	12%	13%	24%	16%	14%	14%	16%
Strongly disagree	4%	3%	5%	4%	5%	5%	1%	4%	4%

2. Government will have a smaller role in positive social change in the future.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	55%	59%	60%	52%	50%	53%	41%	62%	54%
Strongly agree	15%	10%	18%	14%	8%	14%	7%	19%	13%
Somewhat agree	41%	49%	42%	38%	42%	39%	34%	44%	41%
STRONGLY / SOMEWHAT DISAGREE [NET]	45%	41%	40%	48%	50%	47%	59%	38%	46%
Somewhat disagree	35%	34%	30%	29%	40%	37%	51%	25%	35%
Strongly disagree	10%	7%	10%	19%	10%	10%	9%	12%	11%

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



3. Individuals acting on their own or in small groups will have a larger role in positive social change in the future.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	77%	75%	74%	80%	68%	75%	82%	83%	77%
Strongly agree	20%	17%	24%	29%	9%	18%	16%	33%	21%
Somewhat agree	56%	58%	50%	51%	59%	57%	66%	49%	56%
STRONGLY / SOMEWHAT DISAGREE [NET]	23%	25%	26%	20%	32%	25%	18%	17%	23%
Somewhat disagree	20%	23%	22%	17%	27%	21%	17%	14%	20%
Strongly disagree	4%	2%	4%	3%	5%	4%	1%	3%	3%

4. In the future, more people in my country will be involved in positive social change activities than are involved today.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	71%	75%	84%	87%	54%	77%	87%	88%	78%
Strongly agree	12%	15%	33%	40%	5%	22%	27%	38%	24%
Somewhat agree	59%	60%	51%	47%	49%	56%	61%	50%	54%
STRONGLY / SOMEWHAT DISAGREE [NET]	29%	25%	16%	13%	46%	23%	13%	12%	22%
Somewhat disagree	24%	22%	13%	11%	38%	18%	12%	10%	19%
Strongly disagree	4%	3%	3%	2%	8%	5%	1%	2%	4%

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

**Q1025**

How much do you agree or disagree with the following statements about nonprofit organizations and nongovernmental organizations (NGO's) that are involved in positive social change?

1. Too much of their budgets goes to overhead costs, while not enough goes to providing services or making change happen

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	79%	83%	81%	75%	78%	73%	80%	76%	78%
Strongly agree	34%	32%	30%	22%	25%	24%	16%	25%	26%
Somewhat agree	45%	51%	50%	53%	52%	49%	64%	51%	52%
STRONGLY / SOMEWHAT DISAGREE [NET]	21%	17%	19%	25%	22%	27%	20%	24%	22%
Somewhat disagree	18%	15%	14%	20%	19%	23%	19%	20%	19%
Strongly disagree	3%	2%	5%	5%	3%	5%	2%	4%	4%

2. They make it easy for people to be involved in positive social change

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	77%	74%	79%	88%	77%	76%	88%	82%	80%
Strongly agree	18%	15%	28%	36%	11%	17%	21%	28%	22%
Somewhat agree	59%	59%	52%	52%	66%	60%	67%	53%	59%
STRONGLY / SOMEWHAT DISAGREE [NET]	23%	26%	21%	12%	23%	24%	12%	18%	20%
Somewhat disagree	19%	22%	16%	10%	19%	18%	11%	14%	16%
Strongly disagree	4%	4%	5%	3%	4%	6%	1%	4%	4%

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

3. Corruption is often a problem in these organizations

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
STRONGLY / SOMEWHAT AGREE [NET]	69%	71%	81%	77%	62%	73%	70%	81%	73%
Strongly agree	24%	26%	41%	40%	20%	31%	18%	39%	30%
Somewhat agree	45%	46%	40%	37%	42%	41%	52%	42%	43%
STRONGLY / SOMEWHAT DISAGREE [NET]	31%	29%	19%	23%	38%	27%	30%	19%	27%
Somewhat disagree	25%	23%	13%	17%	32%	22%	27%	13%	22%
Strongly disagree	6%	6%	6%	5%	6%	5%	3%	6%	5%

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

**Section 1100: Demos & Other Background Information**

**Q1100**

On average, how many hours per week, if any, do you spend on social media sites or services (e.g., social networking sites such as Facebook/Twitter/LinkedIn, blogs, message boards, discussion forums, microblogging sites, and/or photo and video sharing services)?

	The Americas				Europe	Middle East	Asia		Average Result*
	U.S.	Canada	Mexico	Brazil	Germany	Jordan	China	India	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Never spend time on social media sites or services	20%	18%	6%	3%	26%	8%	3%	5%	11%
Less than 1 hour per week	16%	16%	7%	9%	17%	10%	12%	10%	12%
1 hour per week	7%	9%	12%	9%	9%	9%	12%	10%	10%
2 hours per week	11%	12%	11%	11%	9%	8%	13%	13%	11%
3 hours per week	8%	9%	11%	12%	9%	8%	10%	8%	9%
4 hours per week	6%	7%	8%	10%	6%	6%	9%	11%	8%
5 hours per week	8%	8%	12%	12%	7%	9%	9%	11%	10%
6-10 hours per week	12%	10%	18%	15%	7%	20%	18%	18%	15%
11-20 hours per week	6%	5%	8%	9%	6%	11%	9%	8%	8%
21 or more hours per week	5%	6%	7%	10%	3%	11%	6%	7%	7%

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

**Q1105**

Did either of your parents graduate from college or university? Please select **all** that apply.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Yes, my father	25%	30%	36%	27%	17%	40%	39%	59%	34%
Yes, my mother	24%	25%	22%	26%	10%	21%	25%	40%	24%
No, neither	63%	56%	55%	62%	77%	53%	53%	29%	56%
Don't know	4%	6%	1%	2%	3%	3%	2%	5%	3%

**Q1110**

Which of the following best describes the area where you live?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Urban	26%	49%	85%	90%	52%	66%	70%	60%	62%
Suburban	49%	33%	13%	7%	23%	25%	18%	19%	23%
Rural	24%	18%	3%	3%	26%	9%	12%	21%	15%

**Q1115**

Were you born in the same country where you are currently residing?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Yes	92%	85%	94%	98%	91%	69%	92%	94%	89%
No	8%	15%	6%	2%	9%	31%	8%	6%	11%

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

**Q1120**

Including yourself, how many people age 18 or older live in your household?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
1	23%	25%	8%	14%	27%	5%	8%	8%	15%
2	52%	49%	40%	38%	54%	24%	25%	14%	37%
3	17%	16%	22%	25%	12%	10%	29%	27%	20%
4	6%	8%	16%	15%	5%	13%	25%	27%	14%
5 or more	2%	2%	14%	8%	2%	48%	12%	23%	14%
MEAN	2.2	2.2	3	2.7	2.1	4.8	3.2	3.9	3.0

**Q1125**

Who are the adults who live in your household?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
My spouse/partner	56%	57%	50%	49%	58%	47%	51%	33%	50%
My parent(s) or my spouse/partner's parent(s)	14%	13%	36%	32%	9%	40%	53%	58%	32%
My brother/sister or my spouse/partner's brother/sister	6%	5%	19%	18%	4%	45%	23%	34%	19%
Other adult relative	14%	13%	21%	18%	12%	8%	15%	12%	14%
Other adult, not related to me or my spouse/partner	4%	3%	5%	2%	1%	1%	2%	3%	3%
No one - I am the only adult in my household	23%	25%	8%	14%	27%	5%	8%	8%	15%

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

**Q1130**

Do you have any children? Please include adult children as well as those under the age of 18. Please do not include stepchildren.

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Yes	55%	54%	56%	56%	54%	44%	52%	36%	51%
No	45%	46%	44%	44%	46%	56%	48%	64%	49%

**Q1135**

*Base: With children*

Are you the parent or guardian of any children under the age of 18 years old?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	1056	582	687	622	530	471	705	495	-
Yes	47%	52%	88%	85%	45%	85%	82%	67%	69%
No	53%	48%	12%	15%	55%	15%	18%	33%	31%

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

**Q1138**

What is your marital status?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Never married	29%	29%	34%	36%	30%	43%	38%	56%	37%
Married or Civil union	48%	47%	49%	48%	45%	53%	56%	35%	48%
Divorced	10%	7%	4%	4%	8%	2%	2%	*	5%
Separated	1%	4%	3%	3%	2%	1%	*	1%	2%
Widow/Widower	4%	2%	1%	1%	4%	*	*	1%	2%
Living with Partner	7%	11%	10%	8%	9%	2%	3%	7%	7%

**Q1140**

How often do you attend a religious service (at a church, temple, synagogue, mosque, etc.)?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Once a year or less often	39%	48%	18%	15%	37%	14%	49%	10%	29%
2-3 times a year	9%	11%	13%	9%	15%	9%	16%	13%	12%
4-6 times a year	5%	4%	8%	9%	6%	4%	8%	12%	7%
7-11 times a year	3%	3%	7%	5%	3%	4%	3%	7%	4%
1-2 times a month	5%	6%	13%	15%	3%	3%	4%	12%	8%
3-4 times a month	18%	10%	17%	18%	4%	12%	3%	17%	12%
More often than once a week	11%	6%	14%	22%	2%	32%	2%	23%	14%
Decline to answer	9%	13%	9%	8%	30%	22%	15%	6%	14%

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



**Q1145**

Which **one** of the following best describes your employment status?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	<i>2020</i>	<i>1010</i>	<i>1021</i>	<i>1010</i>	<i>1013</i>	<i>1005</i>	<i>1010</i>	<i>1008</i>	-
Employed full time	38%	43%	46%	46%	48%	55%	69%	36%	48%
Employed part time	7%	11%	16%	11%	11%	5%	6%	8%	9%
Self-employed	7%	8%	12%	16%	5%	9%	7%	14%	10%
Not employed, but looking for work	7%	5%	7%	11%	4%	14%	2%	7%	7%
Not employed and not looking for work	2%	1%	1%	1%	1%	1%	*	1%	1%
Not employed, unable to work due to a disability or illness	5%	5%	1%	*	3%	*	*	*	2%
Retired	20%	13%	1%	3%	18%	4%	2%	2%	8%
Student	6%	5%	12%	8%	5%	8%	13%	28%	11%
Stay-at-home spouse or partner/Housewife/husband	9%	8%	4%	3%	4%	4%	1%	4%	5%

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

**Q1150**

Excluding email, how many hours per week do you typically spend on the Internet or World Wide Web?

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
0	0	1%	-	*	-	*	*	-	0%
1-7	21%	42%	25%	26%	32%	27%	13%	37%	28%
8-14	21%	17%	24%	22%	26%	22%	16%	24%	22%
15-21	27%	19%	24%	18%	19%	22%	25%	18%	22%
22-28	9%	4%	7%	6%	6%	4%	7%	5%	6%
29-35	9%	7%	9%	11%	9%	9%	17%	6%	10%
36-42	5%	4%	5%	8%	3%	5%	10%	3%	5%
43-49	1%	1%	1%	*	*	1%	0	1%	1%
More than 50	6%	5%	5%	9%	4%	10%	12%	5%	7%
MEAN	19.4	15.0	18.2	21.4	16.2	20.9	25.9	15.7	19.1

**Age**

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
16-17	-	-	-	-	-	-	-	-	0%
18-24	14%	11%	33%	32%	12%	25%	38%	47%	27%
25-40	26%	36%	42%	36%	30%	52%	46%	36%	38%
41+	60%	54%	25%	32%	58%	24%	17%	17%	36%
MEAN	46.6	42.9	32.5	34.0	45.5	33.3	31.0	29.5	36.9

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

**Gender**

	The Americas				Europe	Middle East	Asia		Average Result*
	<u>U.S.</u>	<u>Canada</u>	<u>Mexico</u>	<u>Brazil</u>	<u>Germany</u>	<u>Jordan</u>	<u>China</u>	<u>India</u>	
<i>Base</i>	2020	1010	1021	1010	1013	1005	1010	1008	-
Male	48%	49%	53%	56%	48%	69%	58%	70%	56%
Female	52%	51%	47%	44%	52%	31%	42%	30%	44%

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